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CAA, Coke setting bad precedent

The Carolina Athletic Association is setting the University out on a slippery slope, and Coca-Cola is giving us the first big push down.

The student organization that is responsible for men's basketball ticket distribution and the planning of Homecoming Week, among other activities, is in talks with Coca-Cola about forging a partnership. The deal: Coca-Cola would give the CAA money; the CAA would give Coca-Cola some additional brand-name exposure.

At first blush, it seems like a harmless partnership that brings good to both entities, but underneath the surface exchange, there seems to be something about the deal that leaves an uneasy feeling.

For the most part, corporate sponsorships are the way of the world, but they're tricky because they bring in more than money.

For one thing, corporate sponsorships would bring brand names to UNC and everything associated with them. Huge companies that are well-established and rooted in American culture such as America Online and Kmart have taken falls from grace from implications of accounting scandals.

Although the University already has an exclusive deal with Coca-Cola regarding fountain drinks, the deal with CAA would make Coca-Cola's corporate presence much more visible and would make UNC much more susceptible to any negative feelings that might be associated with Coca-Cola in the future.

Also, there is some dignity in the values that come with being a public university, namely intellectual freedom and academic scholarship. The idea of intellectual freedom and corporate influence just don't seem to mesh.

These partnerships and the funds they provide might improve the quality of life at a university temporarily, but in the long run, they seem to cheapen the institution.

Granted, the University has already embarked on some corporate partnerships, perhaps most noticeably with Nike. But there are some key differences between that relationship and the potential partnership between the CAA and Coca-Cola.

The Nike agreement has more financial merit and was drawn up with boundaries and with less potential to set the University on a path that would lead to more corporate sponsorships.

The Department of Athletics is an administrative department that requires an enormous amount of money — \$34 million to be exact — to operate. The Nike contract, which provides the University with equipment, clothing and other perks worth \$28.34 million over eight years, takes a huge financial burden off the state and takes a huge amount of pressure off athletic ticket sales.

The CAA operates on a much smaller scale, fulfilling its obligations this past year on a budget of \$5,540 provided by student fees. It would be nice for the CAA to have extra dollars to work with, but it's not as much of a necessity.

Further, the athletic department signed the Nike agreement with an affirmation of some key values. Although athletes would wear Nike clothing, the Smith Center would remain untouched by major corporate signage.

The CAA's potential partnership with Coca-Cola, however, seems to be welcoming corporate influence with open arms.

It's also fundamentally concerning that the organization that wants to engage in the partnership is student-based, as student groups have a tendency to mimic each other. If one organization comes up with a successful idea, it is likely that others will follow suit.

Soon banners and signs emblazoned with corporate logos could litter the campus. UNC has a good name — it is likely that countless corporations would like to associate their own name with it, as well as marketing themselves to a key demographic at the same time.

The CAA needs to realize it's not just in talks to strike a deal with Coca-Cola; it's in talks to set a damaging precedent for the whole University.

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Town braces for Apple Chill crowd

BY JENNI NORMAN
STAFF WRITER

Even though the future of street fairs in Chapel Hill is up in the air, one thing remains certain: On Sunday, Franklin Street once again will boom with the vibrant activity of the annual Apple Chill celebration.

Area officials began the security preparations several weeks ago. At the time, the nation was under an orange, or high, terror alert. The terrorism threat level since has been reduced, but safety is still a top priority for officials.

Most residents' concerns are about people cruising and loitering for "After Chill," an event not sponsored by the town that comes after Apple Chill, which ends at 6 p.m.

Franklin and Columbia streets, both of which will be blocked from 9 a.m. until about 8 p.m., are hard

to navigate after the festival as residents return home and people begin cruising.

Chapel Hill Town Council member Ed Harrison said this year's Apple Chill will be moved slightly west, meaning that no activity will take place east of Henderson Street or on the main block of East Franklin Street.

Harrison said most of the complaints received last year came from residents and church leaders who had trouble attending church services Sunday morning. Four churches in the hub of activity were affected, as parking for members was hard to find.

Wes Tilghman of the Chapel Hill Parks and Recreation Department is responsible for ensuring the safety of the event's participants and performers. "I'm concerned with making sure the event happens in a

safe manner," he said.

Event coordinators will wear orange safety vests and carry radios, and street barricades will be in place. A first-aid station will be located at the fair's information booths, and emergency medical services will be stationed on South Columbia Street.

The police and fire departments, which are participating in the festival, also will be on hand.

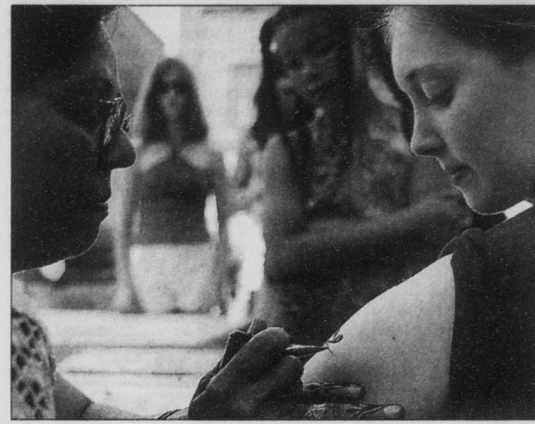
Chapel Hill police officer Jack Terry said the event basically is safe on its own.

Last year, the most common complaints were lost property or children who became separated from their parents.

"After Chill," however, is a different story.

Terry said jammed parking lots,

SEE APPLE CHILL, PAGE 6



Henna artist Deepika Bhatt tattoos Abby Jamieson-Drake at last year's Apple Chill event. Thousands of locals came for music, wares and food.



Eighty-two-year-old alumnus Hugh Morton, seen here at the UNC game against Duke, has made the drive from Linville to Chapel Hill for more than 50 years to take photos of UNC men's basketball games.

UNC alum's photos are picture-perfect

Has dedicated his life to taking snapshots of state

BY KIRSTEN FIELDS
STAFF WRITER

Among the sea of young photographers at basketball games in the Smith Center, a gray head with an old camera sticks out.

Hugh Morton, 82, regularly has made the three-hour, 14-minute drive from Linville to Chapel Hill to photograph UNC men's basketball games for more than 50 years. Morton's famous photos have captured some of the most memorable events of UNC basketball, including North Carolina's first NCAA Tournament and victories at the Final Four.

"I think it's a great sport," Morton said. "We've had some great coaches and great players."

Julia Morton, Hugh Morton's wife, said one of their children described him best.

"One day, one of our children said, 'Daddy's a giant,' and it all fell into place," she said.

Morton's "giant" impact can be seen in all he does. His eye-catching photos have appeared on everything from wallpaper to the cover of Newsweek, and his passion for natural beauty kept him fighting the federal government's installation of Blue Ridge Parkway through Grandfather Mountain until officials decided to build around it.

Morton's involvement with UNC goes back to his college years, when he became a student at the University in 1940. His love for photojournalism soon had him taking pictures for nearly every student publication on campus.

Morton was elected 1942-43 Yackety Yack editor in, spring 1942, but he never filled his position. Instead, he went to war.

For the next three years, Morton worked as a

SEE MORTON, PAGE 6

New county superintendent eager to begin

BY JESSA GIROUX
STAFF WRITER

By selecting Shirley Carraway as the new superintendent for Orange County Schools on Wednesday, the Orange County Board of Education finally put an end to a long and controversial 8 1/2-month search.

Carraway, associate superintendent for Pitt County Schools, was elected in a 6-1 vote with board member Dana Thompson as the only dissenter.

"I'm just excited and looking forward to getting into Orange County," Carraway said.

"I have a lot of excitement, a lot of energy and a lot of ideas," she said. "I hope to bring a collaborative spirit."

Carraway said she hopes to make the district's schools stronger. And despite the infighting among board members during the search, she says her focus is unwavering.

"It's a difficult job to select a superintendent because everyone wants the very best person for the position," she said.

As for those who might question her ability, Carraway said there's no need to worry because any concern should be alleviated quickly.

"My work will show them that the concern was one that was not warranted," she said.

Calling Carraway from a meeting room, board attorney Mike Parker offered her the superintendent position Wednesday — a proposal she accepted enthusiastically.

After graduating from East Carolina University in 1975, Carraway received her master's and her doctorate from ECU in educational administration and educational leadership, respectively.

Carraway, who previously served as principal at elementary schools and high schools in Pitt County, also has worked as a consultant for school improvement, a speech and language clinician and a teacher.

Although they originally planned to start Carraway in her position June 1, school officials now say a starting date is yet to be negotiated.

Carraway said that the final contract has not been signed and that final negotiations, including salary, are not yet complete.

Carraway will replace former

SEE SCHOOLS, PAGE 6

Public health dean has eye on SARS

Roper headed CDC in early '90s

BY GILLIAN BOLSOVER
STAFF WRITER

William Roper, the Alabama-born dean of UNC's School of Public Health, is familiar with the national procedure for dealing with the discovery of a new disease.

Roper was director of the Centers for Disease Control and Prevention from 1990-93 and health policy adviser for U.S. Presidents Ronald Reagan and George H.W. Bush.

On Sunday, 12 deaths related to sudden acute respiratory syndrome were reported in China. As the number of SARS deaths around the world escalates, Roper has been watching developments in the disease closely.

He has been able to draw parallels between SARS and the hantavirus pulmonary syndrome outbreak that occurred in 1993 during his directorship at the CDC.

"The hantavirus was a case of a number of people becoming ill in the southwest United States," he said. "The CDC sent people there

for rapid investigation to identify the syndrome, locate the origin and develop a treatment for the illness.

"The SARS virus is very similar to what happened there. The only difference is that this was limited to the United States — the southwest United States — whereas this is a worldwide investigation."

Drawing from knowledge he gained as head of the CDC, Roper explained how the center deals with a virus outbreak.

"What is happening now is a quick effort to identify the virus and develop a test but, most importantly for the future, develop a vaccine to prevent the illness," he said.

"A respiratory virus like the SARS virus tends to be most problematic in the winter and the early spring. One would expect to see a falling off of cases soon. But, if it is like other viruses, we would expect to see a return of SARS in the fall or early winter."

The CDC, Roper continued, acts as a conduit for information and a coordinator of global disease-prevention efforts.

If a SARS vaccine is developed, it will be made available in large

SEE SARS, PAGE 6

Experts: U.N. needs to help rebuild Iraq

U.N. input would add legitimacy

BY COURTNEY BARKER
STAFF WRITER

Nearly two weeks after Baghdad fell to coalition forces, experts say the United States and Britain need to allow international institutions and other countries to help rebuild Iraq in order to legitimize the process.

The United States has not suc-

ceeded in stabilizing Iraq thus far and would fare better if it let the United Nations handle rebuilding the war-torn country, said Richard Rubenstein, professor of law at George Mason University.

"The U.S. government is just now realizing how much money it is going to take and how hard it is going to be to rebuild this country,"

he said.

U.N. officials have said they will not lift economic sanctions against Iraq, as requested by the United States, until they are allowed to participate in the reconstruction process. France in particular has threatened to veto any measure lifting the trade embargo.

Thus far, the Bush administration has said it will allow the United Nations to have only a minimal role in the rebuilding process.

By dominating the process, the United States and Britain are affecting their images as liberators negatively, said Clovis Maksoud, a former U.N. League of Arab States ambassador and director of the Center for the Global South at American University.

Maksoud said Arabs see the United States in a negative light, especially after coalition forces went to war without U.N. support. "This negative feeling would sub-

side if the United Nations is given a pivotal role in reconstruction and in giving humanitarian aid," he said.

The future of a stable Iraqi government depends on U.N. involvement in rebuilding, Maksoud said. "The legitimacy of Iraq's government is predicated on two things: if the United Nations supervises the reconstruction and on the suc-

SEE REBUILDING, PAGE 6