

BOT may take up signage CAA's policies come under fire

BY JENNY RUBY
STAFF WRITER

More than a year after discussions began regarding advertising in UNC sports venues, officials still are mulling over the possible effects of instituting corporate signage at the University.

UNC's Task Force on Signage in Athletic Facilities passed a resolution in May endorsing the idea of allowing corporate signage, but further research still must be completed before the University's governing board grants its stamp of approval.

Some expert members of the UNC Board of Trustees to discuss the developments in signage during a closed session in one of their meetings this week.

"We're still in the process of sorting out what parameter we are willing to consider," said Director of Athletics Dick Baddour, chairman of the task force. "It is still very much in the formulation stage. We certainly wouldn't expect to have anything this year."

Baddour said that if the reso-

lution is passed, athletic facilities could begin displaying advertisements as early as next fall.

"We're not sure if it's definitely coming," Baddour said. "We've got to decide as an institution what we think would be permissible."

The need for finding different areas to fund athletic scholarships is a result of recent tuition increases.

For the first time in its history, the Educational Foundation — the booster club that funds student-athletes' scholarships — failed to cover all its scholarship obligations last year, falling several hundred thousand dollars short of the total cost.

Baddour said the scholarship budget for athletics has increased \$3 million during the last five years. This year, \$8.3 million was awarded in athletic scholarships, Baddour said.

The athletic department supports the scholarships through \$600,000 in revenue from ticket sales and other services.

Baddour said the athletic depart-

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DICK BADDOUR, DIRECTOR OF ATHLETICS

ment is not looking into other avenues of raising money.

The University has held a long tradition of steering clear of corporate advertising, and members of the community are concerned about its effects, said Doug Dibbert, president of the General Alumni Association.

"People are proud of the fact that we never have (had corporate signage)," Dibbert said. "That degree of commercialization in college athletics is something that should be avoided, if at all possible."

Officials said most other universities already have brought such fund-raising measures to their campuses, and they are researching these efforts.

"We've just really looked at who has placed signs in the past,"

said Associate Athletic Director Norwood Teague. "We can certainly look at other schools and what the market will bear."

Once the athletic department completes its research, a recommendation will be sent to the BOT, and members will look for tastefulness and limiting the amount of signage, said Trustee Rusty Carter.

"It's been a very cautious and deliberate evaluation to make sure that if anything is agreed upon, it will be consistent with good taste and a scope and context that will hopefully be acceptable," he said. "If it's not, it will not be accepted."

Contact the University Editor at udesk@unc.edu.

BY AL KILLEFFER
STAFF WRITER

The outrage several students have expressed regarding the amount of basketball tickets distributed Saturday has put the spotlight on the Carolina Athletic Association, the organization that has borne the brunt of the attacks.

Many of those suffering from distribution disillusionment have accused the association of providing misleading information about the number of tickets that were available. CAA officials had said that between 4,000 and 6,000 tickets would be available Saturday.

CAA President Lindsay Strunk maintains that the organization is not trying to deceive the student body.

To give students a better idea of their chances of receiving tickets, Strunk said, the group is "trying to come up with an exact number for future distributions."

Officials have yet to disclose how many tickets will be available at this Saturday's distribution.

Strunk explained that there are a host of mitigating factors that affect the number of tickets available for distribution, all of which were at work last Saturday.

For conference games, roughly 6,000 tickets are reserved for students, and for nonconference games and the Maryland game, there are about 4,000, said Clint Gwaltney, assistant athletic director for the Smith Center and ticket operations.

The number of tickets reserved for students includes those awarded to the band, Carolina Fever, members of CAA and students in

the Ceiling Fan program, Gwaltney explained.

By the time each of these groups has taken its cut, he said, the number of tickets actually available for distribution is significantly lower.

Strunk added that the number also is affected by sales of mini season ticket packages.

The CAA is working with Student Congress to improve the process, Strunk said. The organizations have been looking at models used at other schools, including the universities of Maryland, Kansas and Kentucky.

Strunk emphasized, however, that any changes would involve extensive research and effective cooperation among all parties involved.

While the Department of Athletics has not been called on to participate in the process, Gwaltney shares Strunk's sentiments. "We want to get as many students into the games as we can," he said.

Many students agree with the CAA's efforts.

"I just feel like there should be more student seating available," said Jonathan Park, a junior public policy major.

Liz Sessler, a junior public policy major, echoed Park's sentiments. "I think there are a lot of students out there who'd like to go to games but don't get the opportunity," she said.

Park added that although he recognizes that alumni provide the funds, "we're the ones attending the school right now."

Contact the University Editor at udesk@unc.edu.

CORRECTIONS

■ Due to an editing error, a photo caption accompanying the Nov. 15 story "Campus selects leader for the arts" misspelled the name of Emil Kang, the new executive director for the arts.

■ Due to an editing error, a headline accompanying the Nov. 15 story "System boasts lengthy wish-list" states that the UNC system is asking for \$726 million in new funds in the next two years.

It actually is asking for \$786 million in new funds.

To report corrections, contact Managing Editor Chris Coletta at cocoletta@email.unc.edu.

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System growth breaks record

BY NATALIE HAMMEL
STAFF WRITER

The UNC system faced record enrollment growth for the fall 2004 semester, welcoming an academically stronger, more diverse population to its 16 campuses.

For the fourth consecutive year, systemwide enrollment increased by more than 6,000 students, and it shows no sign of slowing down anytime soon.

Fueled by record numbers of continuing education students and Hispanics, system schools this year enrolled an all-time high of 189,615 students. The figure marks an increase of 6,268 students from last year — a growth rate of 3.4 percent.

The system's student body also maintained its quality, with average SAT scores for first-time students increasing from 1075 to 1079.

At UNC-Chapel Hill, one of the five institutions with a "dramatic

growth rate," enrollment increased by 519 students.

"We've enrolled more students for a variety of reasons," said Steve Farmer, director of undergraduate admissions at UNC-CH.

"The university system has asked Chapel Hill to grow, and the University has, so far, said that we can do this."

Across the system, new waves of Hispanics gave enrollment figures a boost, with their systemwide enrollment increasing by 442 students — or 14 percent.

Alan Mabe, system vice president for academic planning, attributed this increase to the growing Hispanic population in the state.

"As we have a growing number of Hispanic students in our high schools ... we are pleased to see this increase," he said.

But this trend is just part of a larger direction for the system.

Though the sky might not be the limit for future enrollment growth, Mabe said the numbers likely will continue to rise. The system's Board of Governors has estimated that in just eight years, the 16 campuses will boast about

230,000 students.

Joni Worthington, a spokeswoman for the system, said two primary factors are driving this trend.

"One (factor) is demographics, where we have increasing numbers of high school graduates who in turn are seeking admission to university," she said.

"We also have a growing number of older students ... who because of the changing demands of the job market ... are returning to the classroom because they either find they need a degree or need a higher level of education to keep the job they have or get a better job."

Mabe also said the state's job market is drawing people to the area — and when students come to the area, they tend to stay.

"North Carolina is high-tech. As we bring in more industry ... it's simply an attractive place for people to come."

"It's also the case that North Carolina doesn't lose many of its high school graduates. Other states lose up to 30 to 40 percent."

Contact the State & National Editor at stnidesk@unc.edu.

2nd armed robbery in a month hits campus

BY CARLY SALVADORE
STAFF WRITER

A UNC student was the victim of an armed robbery that occurred Friday night near Morrison Residence Hall.

Sophomore Marley Gow, a Morrison resident, was walking to the ATM outside Chase Hall at 11 p.m. when two men forced him to withdraw money, according to University police reports.

One of the suspects told Gow he was armed, but no weapon was actually seen, said police spokesman Randy Young.

The suspects took about \$800 from Gow's ATM account and \$70 from his wallet, Young said.

The suspects then took Gow into the residence hall and released him unharmed, according to reports.

According to reports, both suspects are black men in their mid to late 20s.

One suspect was described as being about 6 feet 4 inches tall and wearing a long, black leather coat.

The other was about 5 feet 8 inches tall, had a moustache and goatee and was wearing a black shirt and DK baseball cap.

Both suspects left the crime scene in a dark blue Ford Taurus, reports state.

Police are still investigating the incident, Young said.

This is the second armed robbery that has occurred on campus during the last three weeks.

An 18-year-old student from Appalachian State University was accosted near Carmichael Residence Hall and forced to withdraw money from the ATMs on Raleigh Street early Nov. 1.

Contact the University Editor at udesk@unc.edu.



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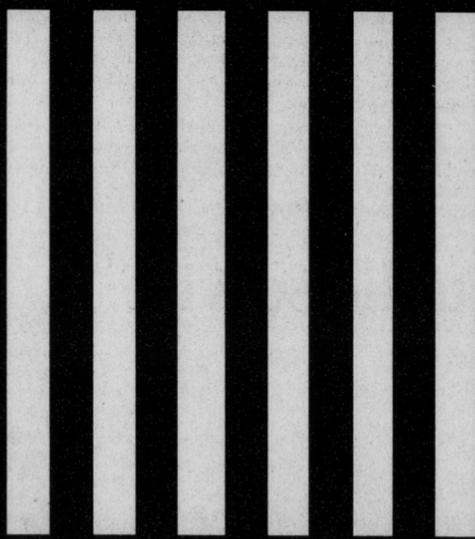
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