

# The Daily Tar Heel

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## Looking for signs of need

### Fee could see another hike

Despite the \$9 million advertising contract with Wachovia, officials still are asking for a \$50 student fee hike to help pay for athletic facility renovations and coaches' salaries.

2004-05 athletic revenue	\$49 million
profit last year going to reserve	\$387,784
total reserve with profit	\$1.6 million
profit from Wachovia deal during the next 8 years	\$9.1 million
proposed \$50 athletic fee hike to provide additional funds preliminary summary of Carmichael renovations*	\$1.2 million
	\$10-12 million

SOURCE: UNC ATHLETICS DEPARTMENT

DTH/FEILDING CAGE

### Athletics looks to justify funding hikes

BY NATE HUBBARD  
STAFF WRITER

The Wachovia signs are displayed clearly in the Smith Center, but the results of the deal are still coming into focus.

In the wake of a multimillion dollar corporate advertisement contract that brings much-needed funds to the athletic department, officials still plan to push for a student athletic fee raise of \$50 and an unnamed second corporate signage sponsor.

"The signage alone does not take care of everything," said Martina Ballen, senior associate director of athletics for business and finance.

Despite recent criticism of the fee increase, Ballen said the athletic depart-

ment does not go to the students without careful consideration of alternatives.

In the 2004-05 fiscal year the athletic department brought in more than \$49 million, turning a profit of \$387,784, according to the U.S. Department of Education.

The athletic department allocates its profits into a rainy-day fund.

"If we have a bad year ... we have to have a reserve we can draw on," Ballen said.

The unallocated reserve will be about \$1.6 million when the latest profit is included, she said.

When additional funds are needed, Ballen said athletics officials are wary of

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### VOTE TODAY IN STUDENT CONGRESS SPECIAL ELECTIONS

Vote between 7 a.m. and 10 p.m. on Student Central

RACE: 1 seat in District 3 (the South Campus District)

CANDIDATES: Freshmen Adam Farag and Robert Langdon

RACE: 2 seats in District 7 (graduate students in the arts and sciences/humanities)

CANDIDATE: Graduate student P.J. Lusk

RACES: 3 seats in District 8 (professional schools);

6 seats in District 9 (graduate students in medical schools)

NO CANDIDATES

UNC BOARD OF ELECTIONS MEETING at 9 p.m. in Murphey 114 for students interested in running for office in the Feb. 14 campuswide elections

\*In case of room change, officials will post notices in Murphey

## Name change remains divisive

On first birthday, battle lines persist

BY KAYLA CARRICK  
STAFF WRITER

Controversy still travels down Martin Luther King Jr. Boulevard, formerly Airport Road, one year after the Chapel Hill Town Council unanimously voted for the name change and ended an 11-month debate.

The street formally was dubbed its new title last May on the 45th anniversary of King's visit to Chapel Hill, but it was on Dec. 6, 2004 that the council received a standing ovation for its decision to proceed with the renaming.

Not everyone, however, has been happy with the change.

"I still call it Airport Road," said resident Stuart Solomon, who spoke against the plan last year. "I didn't like the way it was done; how it was forced. I thought Martin Luther King Jr. was great, but there are better ways to honor him."

Though the widespread rhetoric that existed one year ago has simmered, many residents still support their original opposition to the change.

Business owners affected by the renaming had to order new business cards and letterheads, in addition to other expenses.

"They told me the road was changing to Martin Luther King Jr. Boulevard, so I switched my business's address to the side street, East Longview Street," said Bruce Johnson, owner of Johnson's Garage and one of the few mem-

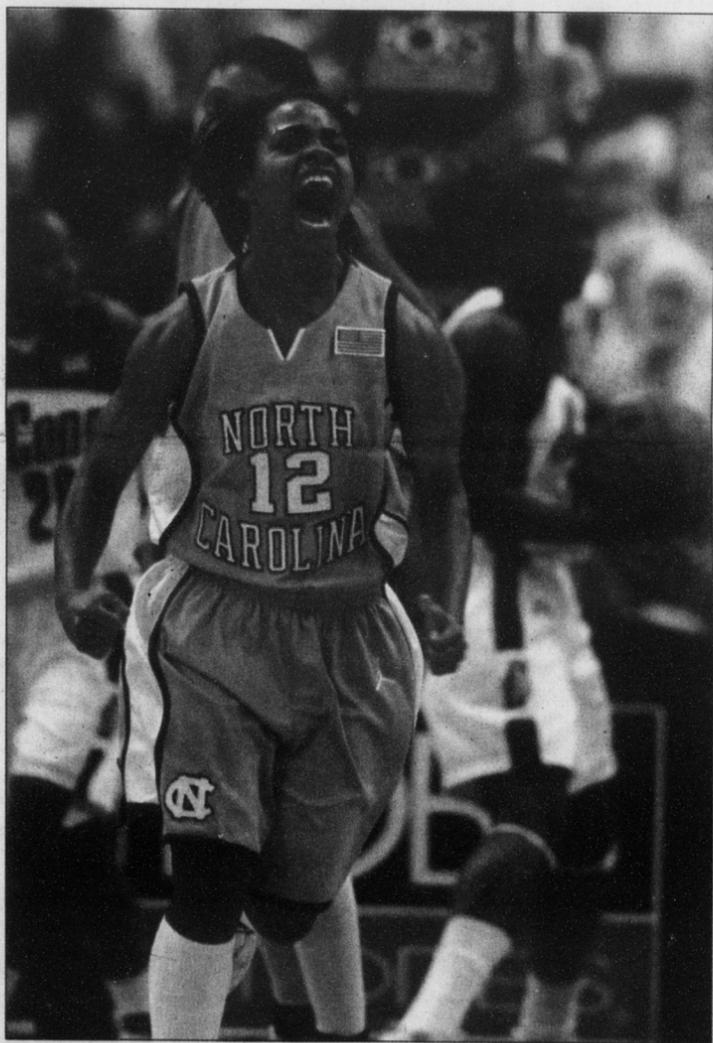
SEE 1 YEAR LATER, PAGE 6



## NO CONN-TEST



LATTA SCORES 21 AS TAR HEELS COAST TO DECISIVE VICTORY



Tar Heel Ivory Latta celebrates after a score in the first half of the Tar Heel's 77-54 romp of the Huskies at the Hartford Civic Center. The energetic guard went for 21 points and five assists.

BY JACOB KARABELL  
SENIOR WRITER

HARTFORD, Conn. — When the North Carolina women's basketball team jogged back onto the court for the final warmup, each player was donning the hood of her brand new sweatshirt.

As the Connecticut crowd began to jump up and down in anticipation of the opening tip, several of the UNC players were laughing and jumping along with the crowd.

The No. 7 Tar Heels did not seem intimidated by the Huskies' championship tradition or the boisterous crowd, and they didn't play intimidated either. After riding hot shooting to an early lead, No. 8 UConn could not close the gap — and UNC shocked the world of women's basketball with a 77-54 blowout victory at the Hartford Civic Center on Monday.

"I was like, 'Wow, run clock, run,'" said UNC coach Sylvia Hatchell. "I wanted to get it over. I'm surprised at the score to tell you the truth."

The loss was the biggest home loss in the 20-season Geno Auriemma era for the Huskies (6-1), and amazingly it could have been worse.

The Tar Heels (8-0) led by as many as 33 before the margin closed in the final minutes.

Early on, it looked like the game was going to play out like the neck-and-neck showdown that the com-

parable rankings indicated. But, in fact, the game transpired similarly to the Tar Heels' 71-47 romp against South Florida in Carmichael Auditorium on Friday.

Just as USF endured a lengthy field goal drought in the first half, UConn failed to net a field goal between the 17:24 and 6:44 mark Monday. During that time, the Tar Heels turned a one-point deficit into a 17-point advantage.

But with the crowd yearning to get back in the game, the Huskies did make a run as the first half wound down. The home team played off UNC's misses and turned them into fast-break opportunities, and a layup by Ann Strother cut the Tar Heel lead to 12 — forcing Hatchell to call a timeout.

"At the timeout, Coach told us we were taking bad shots," said point guard Ivory Latta.

"I had to get everybody settled down and just tell them, 'Look, we just have to take good shots and settle down and everything will start coming back to us.' And that's what we did in the second half — we just jumped on them."

The lead never dwindled to less than 12 again, and UNC opened the second half on a 21-5 run without Latta even scoring a point. Suddenly, the margin had reached levels of the absurd against a

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### KEY STATS

1

shot missed by UNC's La'Tangela Atkinson in nine attempts.

10:40

minutes Connecticut went without a basket in first half.

20

years since UConn has lost at home by this large a margin.

## Seeking better treatment of child care

University groups want more access

BY STEPHANIE NEWTON  
STAFF WRITER

"What do you think?" Dana Headley asked.

"A snowman or a reindeer?"

As parents arrived to retrieve their children, the associate director of the University Child Care Center affixed seasonal stickers to the heavy winter coats and rain slickers of those leaving with refrigerator-worthy paintings and

princess crowns in tow.

Managed by Victory Village Day Care Center Inc., the center serves parents who work or study at the University or UNC Hospitals.

Maintaining a healthy family-work balance has become a hot-button issue for those seeking University child care support.

"The (Graduate and Professional Student Federation) is definitely looking to expand affordable child-care options around campus," said Mike Brady, GPSF president, a father as of February. "It's not nearly large enough to serve all of the people that need to use the facility,"

"It's not nearly large enough to serve all of the people that need to use the facility."

MIKE BRADY, GPSF PRESIDENT, ON VICTORY VILLAGE CHILD-CARE CENTER

he said of Victory Village.

The GPSF has discussed the issue with Provost Robert Shelton, and further communication is still on the horizon, Brady said.

One suggestion looks at Carolina North, UNC's planned satellite campus, as a possible site of a center similar to Victory Village.

"That would be a pretty prime location," Brady said.

He has said that a center near park-and-ride lots, versus on-campus, would be ideal because of the effects of the University parking crunch.

Since 1998, Victory Village, located near the Friday Center, has hosted children ranging from infant age to 5 year olds. The cen-

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Maggie Shealy, 4, (right) shows off her temporary tattoo to her mom, Jane Shealy, on Monday afternoon at the Victory Village Day Care Center.

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**GLOWING MARKS** Female legislative efforts at the General Assembly honored

**FEW ROAD BLOCKS** Most feedback on block scheduling is positive at meeting

**MULTIMEDIA** Visit the Blue Fusion section for images from weekend sports



arts | page 2

### BALL KEEPS TRUCKIN'

Recently closed Temple Ball Art Gallery moves its Jerry Garcia art exhibit to the Carrboro ArtsCenter, to be displayed until Dec. 30.

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### WILL NOT SUCCUMB

NYU graduate assistants vow to stay on strike from their responsibilities until Wednesday, continuing an almost month-long saga.

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### IT'S YOURS, TAKE IT

The Orange County Board of Commissioners put to rest the exhaustive process of final approvals for the final purchase of the Sportsplex.

weather

Mostly Sunny  
H 45, L 24

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