## Tuition a focus for SBP candidates Trademark use

#### Predictability, advocacy central

BY ELISABETH GILBERT

After past student efforts to stop tuition increases failed, student body president candidates have adjusted to what they call a more realistic approach, focusing on predictability and transparency.

The three hopefuls have similar

goals but different plans for achieving them

Candidate Kristin Hill said she hopes to create a committee to research ways to make UNC's inevitable tuition increases more predictable and present its findings to the Board of Trustees.

Citing failed attempts such as costumed protests at the tuitionincrease meetings, Hill said the committee would help students appear more professional.

"You're dealing with business-minded people who are coming in suits and with documentation," Hill said. "I feel like we need to meet them at the same level."

Working toward predictability is part of each candidate's platform, but that hasn't stopped them from looking for other solutions.

All of the candidates hope to carry on current Student Body President Eve Carson's efforts to make a list showing how tuition money is

Hatchell notched her 500th win at

at Carolina," she said. "But I feel like a blessed

woman; I feel very thankful for the players I've had."

47

- joining N.C. State's Kay Yow

and Virginia's Debbie Ryan in

this category. "I don't know

if I ever thought

that I would

been

WOMEN'S

Clemson

**ONLINE** 

Defense

leads UNC to

win. See daily

tarheel.com.

Thursday's

BASKETBALL

	Kristin Hill	Logan Liles	J.J. Raynor
Predictability	➤ Create a student commission on tuition to research ways to achieve predictability.	➤ Advocate for predictability with officials.	➤ Advocate for predictability with officials.
Transparency	➤ Make sure students know before approval where money from increases will be spent.	➤ Create an itemized list of tuition-funded projects, organized into long- and short-term expenses.	➤ Create a full list to show where tuition and fee money goes.
Advocacy	➤ Work to keep increases low.	➤ Support equitable treatment of out-of-state students.	➤ Work with Office of Scholarships and Student Aid to help middle-class students.
Student fees		➤ Audit student fees; revamp fee form and student fee audit committee.	➤ Re-evaluate student fees.

cannot be calculated dollar for dol-

lar, Chancellor James Moeser said. Candidate J.J. Raynor said that though trustees have expressed interest in the project, the report would come only after the decision to increase tuition had been made.

"Don't ask me to pay for something and then not tell me what," she said. "We can look and evaluate where this money is going."

Trustees voted in November to increase tuition by \$1,250 for out-of-state undergraduates. In-state students will see no increase, thanks to a state mandate.

ent.

But the problem is that tuition

Liles, is also focusing on student revenue goes into UNC's budget and fees. Both he and Raynor propose

re-examining them, but Liles takes that plan a step further.

He said he hopes to redesign the student fee form and make improvements to the student fee audit committee, which oversees proposed fee increases. Those changes include extending appointees' terms to two years and providing them with

basic accounting training.

"When we start talking about tuition and student fees, we know that it's more than just the BOT meeting, more than just the student fee audit committee meeting. And our platform reflects that," said

Liles, who serves on the committee. Liles' platform contains a promise to focus on ensuring fairness for

nes," she said. The team has used shoot-

as shooting gloves at practice to

enhance its performance.
"I knew these kids could shoot,

and I think they've got a lot of confidence right now," Hatchell said.

honor Hatchell's milestone, down

came another reminder of her close

A single roll of toilet paper was

ssed from the crowd down to the players, who in turn threw it to a Hatchell. She smiled and reflected

for a moment before tossing it, once again in celebration, high in the air.

Contact the Sports Editor

at sports@unc.edu.

goals in the paint.

encounter with the law

It also helped that the Tar Heels

out-of-state students while Raynor said she will work with the Office of Scholarships and Student Aid to assist middle-class students.

> Contact the University Editor at udesk@unc.edu.

# ruled acceptable

#### Decision differs from precedent

BY KELLEN MOORE

Yoda, Mario and Harry Potter are among student body president candidate Kristin Hill's most recent

supporters.
Hill's fliers and handheld signs include pictures of famous personalities and the phrase "(Name) supports Kristin Hill for Student Body President."

"They really make people look at them," Hill said. "(Students) laugh and then remember them."

While the idea might be creative, it raises issues about the use of trademarks in student government campaigns and the Board of Elections' decisions about them.

Hill said her desire to use pic tures on fliers trumped the possi-

CONTINUING COVERAGE

Analysis of five issues in the

MONDAY: Academic advising

candidates' platforms

bility of being sued for trademark or copyright violations. "I find it hard to believe that

any of the creators or actors would come down and waste their time on

student body elections," Hill said. The other candidates — J.J. Raynor and Logan Liles — have not

used trademarks in campaigning. Hill's situation is not the first time the idea of trademark infringe

ment has appeared in campaigns. In 2005 then-Student Body President candidate Seth Dearmin used the John Deere logo and the slogan "Nothing Runs Like a

Dearmin" in his campaign.

After a student complained to the elections board and the John Deere company, Dearmin had to remove the logo but was allowed to keep the slogan, he said. He changed his slo-gan to "Making Life Easier."

Although the company did not press charges or contact Dearmin, officials issued a statement asking that any logo misuse be stopped.

"I never thought it would be an issue," Dearmin said. "It was just a fun, quirky part of the campaign."

The elections board had not dealt with trademark issues before, so it asked the then-student attorney general for an opinion, said Walker Rutherfurd, chairman of the elections board at the time

'It was determined that the candidates had an obligation to show that they had the approval of the trademark holder," he said. But in Hill's campaign this year,

the elections board did not come to the same conclusion. Hill e-mailed Mitchell Capriglione,

the elections board chairman, Jan. 26 to get approval for the pictures Capriglione checked Title VI

of the Student Code, the official election rule book, and replied the same day, he said.
"I couldn't find any reason to jus-

tify not allowing her to do that from a Board of Elections point of view," Capriglione said, adding that he encouraged Hill to check the legality of the use. "If it's not explicitly outlawed, it's kind of been the tradition of the board to allow it."

Capriglione said he wasn't aware of the issues with Dearmin's campaign when he gave Hill the OK, explaining his decision. "We definitely take (precedent) into consideration, but every year is a new board."

> Contact the University Editor at udesk@unc.edu.



UNC forward Jessica Breland puts her arm around teammate Laura Barry during a postgame celebration for UNC coach Sylvia Hatchell's 500th win

#### Strong first half leads to UNC rout Victory gives North Carolina coach "I knew these kids could shoot, and I Sylvia Hatchell career win No. 500 think they've got "I just hit the open teammate and BY MIKE EHRLICH was sure not to throw it away." But according to Larkins, there was something else behind the speedy guard's career night. a lot of confidence One night this week, Sylvia Hatchell almost wound up in the back seat of a police car. Three nights later, she became just the "It's 'cause I gave her a little pep talk before the game," she said. SYLVIA HATCHELL, COACH third ACC coach to win 500 games That always works." Larkins had a solid night, her-10) led the charge. And Hatchell said that was no at one school. With North Carolina's 79-47 victory against Clemson on Thursday night in Carmichael Auditorium, self. She finished with 12 points "We've been doing a lot of shoot-ing sessions, a lot of shooting, extra

and 13 boards and was one of two Tar Heels with a double-double as UNC — and her 772nd overall sophomore Jessica Breland tallied

13 and 10. But even as she entered the postame news conference sporting a light blue hat with the number 500 on it, Hatchell was not satisfied

with the way the game began. "I was concerned about us not starting well coming off the Duke game," she said. "And that's exactly what happened. We were just sort of out of it the first few minutes out

have been here this long and had 500 But even with the sluggish start, the Tar Heels (21-2, 8-0 ACC) jumped out to a 10-0 lead thanks to a hapless shooting performance by the Tigers (10-14, 3-6). UNC led The milestone victory was a stark contrast to the scene Monday night. After traveling to Cameron Indoor 46-18 at the half and never looked

Stadium and defeating Duke, "They made some turnovers early Hatchell allowed her team to celebrate on Franklin Street, with the and gave us some chances, and we couldn't capitalize on anything," help of some toilet paper tossing. Minutes later, though, Hatchell Clemson coach Cristy McKinney said. "And they're a great team; if you don't take your opportunities was forced to explain herself to two police officers, while star center Erlana Larkins led a raucous team in a chant of, "Free coach Hatchell." Win No. 500 was never really

when you get 'em, you're not going to get a lot."

The win marked another in a string of solid shooting perfor-mances for the Tar Heels, who shot 54.2 percent for the game. Larkins (5-for-5) and DeGraffenreid (7-for-

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The Baily Tar Heel

in doubt. Freshman point guard Cetera DeGraffenreid had argu-

ably her best game as a Tar Heel,

tying career highs with 20 points

point run in the first half and fin-

ished the game without a turnover.

I just wanted to get back on the

DeGraffenreid went on a nine-

"After Duke, that was exciting,

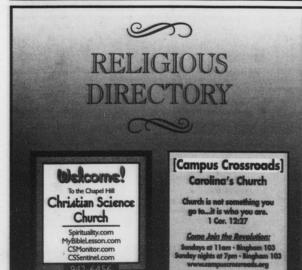
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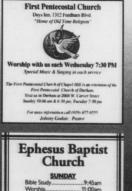
court again," she said.

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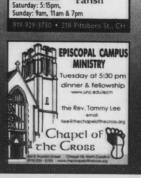




WEDNESDAY 

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The Cross

fill song

