

WEATHER

TODAY: Cloudy; high mid-60s
FRIDAY: Sunny; high mid-70s

ON CAMPUS

Bicentennial interest meeting for sophomores to be held at 7 p.m. in Suite C of the Student Union.

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Athletics consider corporate backing

By Michael Workman
Staff Writer

The UNC athletic department is considering offering display advertising in some of its facilities to help offset the negative effects of budget cuts, Athletic Director John Swofford said.

The athletic department will consider selling advertisements on billboards and scoreboards, Swofford said. "Display advertising is one of the few revenue sources we have not tapped at Carolina," he said. "It's an area we're going to look into."

UNC is one of the few schools without display advertising in its stadiums and arenas, Swofford said.

"Notre Dame and us are the only division I-A athletic programs that have not been involved in it," he said.

Athletic department officials want to have a definite plan before approaching possible advertisers, Swofford said.

"We purposely have not talked to clients," he said. "When we reach that point, we want to have lined up what we will propose to them."

Jeff Elliott, associate athletic director, said the advertising was necessary to raise new revenue for the athletic department.

"We will have a deficit in our operating budget if we don't find new sources of revenue," he said.

Swofford said cuts made by legislators had hurt the department financially.

The athletic department lost \$400,000 from the Smith Center operating budget and \$150,000 in out-of-state tuition remissions during the last round of budget cuts.

The department will have to pay more in scholarships because of the loss of tuition remissions, which allowed out-of-state athletes to be considered in-state students for tuition purposes.

"We took a half-million financial hit over the summer during the space of a week," he said.

Income generated from display advertising would be "substantial," Swofford said.

"If it's not substantial, it's probably not worth doing," he said.

Only tasteful advertising would be allowed by the department, he said. "At this University, the key to corporate involvement is to do it in good taste," he said.

"You won't see a Budweiser sign in Kenan Stadium."

But Duke University Athletic Director Tom Butters said Duke was trying to eliminate billboard advertising.

"I'm trying to go the other direction," he said. "We took down all the ads except one in (Wallace Wade Stadium)."

That sign will be taken down when the company's contract runs out this

year, he said.

Duke also has advertisements on the scoreboard in Cameron Indoor Stadium, but the athletic department plans to eliminate those ads soon, Butters said.

"The more I'm in this business, the more I think some things aren't for sale," he said.

"We'll find other ways of making up that revenue," Butters said.

Bob Savod, associate athletic director, said the UNC athletic department was proceeding slowly with the idea of display advertising.

"We really are in the exploratory stages," he said.

Swofford said athletic department representatives would ask athletic offi-

cial from other schools how they handled display advertising.

Savod plans to travel to the Meadowlands in New Jersey soon "to find out things they're doing (to raise revenue)," he said.

Wood Selig, assistant athletic director for marketing and corporate relations at the University of Virginia, said the school had permanent advertising on the scoreboards of its football, basketball and soccer stadiums.

The ads were used to pay for the original cost of the scoreboards, and they will continue to pay for maintenance and upkeep of the scoreboards, he said.

State to pay new center upkeep cost UNC will provide maintenance staff

By Birch DeVault
Staff Writer

State money will pay for the University to provide housekeeping and maintenance services for the George Watts Hill Alumni Center, a UNC administrator said Wednesday.

"We will be hiring more staff to compensate for the increased workload," said Gene Swecker, UNC associate vice chancellor for facilities management. "How much money will go for use in the new building will depend on the budget."

Douglas Dibbert, General Alumni Association director, said several questions remained unanswered about the new alumni center, including who will take care of the building and grounds.

"There are still several months before the construction is complete, so that question is yet to be answered fully," he said.

"The building will be a straight facility of the University, so I don't think there will be any need to acquire an outside company for house- and groundskeeping."

Swecker said UNC employees would be responsible for the grounds and housekeeping maintenance for the new building.

But the money allocated by the N.C. legislature should prevent any departments from being strained by the additional duties, he said.

Dibbert said the new center would include a full-service kitchen. "Negotiations are still underway to find an organization which will provide food service to the center," he said.

Members of the Alumni Association hope the new building will restore a sense of community that is long overdue, he said.

"We are anxious to make sure that the facility is of the quality that will bring the campus together in a way that has not been achieved before," Dibbert said.

The new building also fulfills a need for new facilities, which association members have been concerned about for many years, he said. "As it is now, our offices are housed in an old apartment building."

The new center will house a faculty club, a kitchen, several conference rooms and a 500-seat alumni hall.

Most of the alumni center will be open for organizations and people affiliated with the Alumni Association to use, Dibbert said.

"The open space will be used by faculty, staff and some students associated with the organization, such as the student alumni organization and the Clef Hangers," he said.

"The club will be very open in its membership, with initiation and membership fees designed to accommodate the individual. The club will definitely not be an exclusive one."

The \$12 million alumni center was proposed in 1987 and was scheduled to be completed in the spring. Officials have said it probably will not be completed on time.

Most of the exterior of the building now is complete, and work is centering on the building's interior.



DTH/Jon Atkeson

Losing his wallet for a cause

Andy Rose, a senior from Worthington, Ohio, passes time on a trampoline Wednesday for Sigma Chi's Derby Days. The three-day trampoline-a-thon is one of many events to benefit N.C. Children's Hospital.

Many women claim harassment frequent on campus

By Anna Griffin
Staff Writer

The widely televised hearings of Supreme Court Justice Clarence Thomas propelled the previously taboo issue of sexual harassment into the forefront of national awareness.

The controversy, which became a national issue when University of Oklahoma law Professor Anita Hill levied harassment charges against Thomas, has spread to many other arenas, including the UNC campus.

Cases of sexual harassment occur with unusual frequency at the University, said Kathleen Benzaquin, an assistant dean of student affairs, who conducted a study of the problem last year.

"The number of one-on-one harassment cases between students and a teach-

ing assistant or a professor are surprisingly high," Benzaquin said. "Students are just now starting to understand that you don't have to accept it. There is a process, and there is support available."

Although the UNC system is effective in helping victims who choose to file complaints, the frequency of offenses indicates that it does not prevent sexual harassment from taking place initially.

Martha Barbour, manager of the dental ecology department at the UNC School of Dentistry, fought and won her harassment charge against James Bader, a research associate professor in the dental ecology department. Although Barbour did not wish to discuss the specifics of her case, she identifies with those afraid to file formal complaints, yet urges them to come forward with

their stories.

"There is a lot of fear in you," Barbour said. "You just come to a point where the pain is so bad ... I couldn't take it any longer. People don't need to hold it in or wait."

Last November, Barbour alleged that Bader made abusive comments toward her and created a negative work environment.

Barbour filed a grievance with the UNC affirmative action office and went through the School of Dentistry prior to her appearance before a chancellor's panel. The University settled with her before the case went any further.

From July 1, 1990, to June 30, 1991, there were 27 allegations of gender harassment filed with the UNC Office of Student Affairs, said Jeffrey Cannon, assistant dean of student affairs.

But this number certainly does not represent the number of cases actually occurring on campus each year, he said.

"Victims react differently," Cannon said. "Some people don't think they have a basis to complain or don't think the behavior against them warrants a complaint."

Many supporters of the University's sexual harassment policy claim it is more effective than most because it enables informal resolutions to be sought before public action is taken, Benzaquin said.

"The policy itself allows for informal resolution by allowing victims to go to a faculty member or to the accused's supervisor," Benzaquin said.

In student cases, the Office of Student Affairs, said Jeffrey Cannon, assistant dean of student affairs.

'Most Wanted' to air segment on Rapp case

By Dana Pope and Emily Russ
Staff Writers

The Fox network show "America's Most Wanted" will join the search for a suspect accused in the hit-and-run death of University student Bob Rapp.

Chapel Hill police already have enlisted help from law enforcement agencies nationwide in their search for Jorge Lopez, 19, who is allegedly responsible for Rapp's death, according to police.

No air date has been set for the program, but network officials are due to begin filming within the next few weeks, said Jack Bresmin, publicist for "America's Most Wanted."

Lopez, whose address is listed as C-8 Tarheel Manor Apartments, Carrboro, is a native of Guanajuato, Mexico.

Rapp, a junior from Bridgewater, Mass., was killed Sept. 21 when the car Lopez was driving east allegedly crossed over into the westbound lane on Highway 54 at Columbia Street, police reports stated. Lopez left the scene after realizing serious injury was involved, according to the reports.

Chapel Hill Police Planner Jane Cousins said this week there were no new leads in the case.

Bresmin said the network would air a show soliciting information from the public.

"We will put on the information about the case," he said. "It's more of a news package about the impact on the community."

Rapp's relatives brought the case to the attention of the show's producers, he said. The preliminary process of talking to family and friends al-

ready has begun.

Rapp's mother declined to comment on the television show's interest in her family's case. She said she would rather concentrate on the positive aspects of her son's life and that she was very grateful for the concern his friends had expressed.

"America's Most Wanted" usually doesn't deal with hit-and-run cases, Bresmin said.

"We don't run them very often because there's usually no suspect involved," he said.

But one hit-and-run case aired by the show ended in the capture of the suspect, Bresmin said. The case involved a Florida woman who had been convicted of the crime but had left town before sentencing, he said. The woman was apprehended after the show broadcast the segment.

Rapp's friends at the University have not been contacted by the show, but some said they were aware that a segment focusing on the search for Lopez would be broadcast.

Beth Ruby, a junior from Harrisburg, said she hoped the program would attract national attention to Rapp's case. "A lot of people watch the show. Eventually, someone will see (Lopez)."

Tim Turitto, a sophomore from Chattanooga, Tenn., said he thought the search might be difficult, but was pleased with the effort.

"It's kind of tough to find one guy, but (friends of Rapp) are really glad that (police) are still trying to catch this guy," he said.

Rapp's roommate, Bart Verdramme, said everything involved with the case should fall into place because of increased efforts to find the suspect.

"It's the final piece of the puzzle," he said.

Gardner's remarks sexist, inaccurate, Waldorf says

By Amber Nimocks
Assistant City Editor

Chapel Hill mayoral candidate Rosemary Waldorf on Wednesday called Tommy Gardner's remarks concerning her administrative experience sexist and inaccurate.

Gardner, also a mayoral candidate, said in a Tuesday press conference that Waldorf's experience as the mayor's assistant did not qualify her for the mayoral position. He also suggested Waldorf run for town council instead of mayor.

"A mayor's secretary does not a mayor make," Gardner said of Waldorf.

From 1980-1983, Waldorf served as Nassif's assistant. "In his effort to trivialize my experience with town government, Mr. Gardner has implied that I have not honestly represented my work there," Waldorf said.

She outlined the duties she performed as Nassif's

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assistant. They included reviewing the town budget, writing reports, handling resident concerns and working with representatives from other governments, she said.

Waldorf also said Gardner's suggestion that she run for council instead of mayor was insulting.

Waldorf said her proposals demonstrated both knowledge of the town and thoughtful leadership. "Mr. Gardner, in contrast, has been largely silent until he decided to take cheap shots," she said.

Dial DTH OPINION POLL

"In a student referendum, would you vote to deny funding for the CGLA?"

YES: 1 (900) 454-4315
NO: 1 (900) 454-4316

A 60c fee will be charged to your phone bill. Results will be printed in tomorrow's Daily Tar Heel.

See HARASSMENT, page 7

We cherish our friends not for their ability to amuse us, but for ours to amuse them. — Evelyn Waugh