Few details emerge in ECU sexual assault case

The Daily Reflector

Wednesday, April 01, 2009

East Carolina University police remained quiet Wednesday about a reported sexual assault of a student in her dorm room at Clement Hall.

Officers learned of the incident Saturday morning after an 18-year-old student reported three men ages 17-19 had stolen items from her room. After further investigation, it was reported a sexual assault took place while the suspects were in the room, according a posting by police on the ECU Alert Web site.

No arrests have been made, and police are offering no details beyond what was posted in the alert.

An incident report indicated that a laptop, a desktop computer, a printer, a calculator and an Adidas bag and North Face bag were stolen.

The initial report was made at 10 a.m. Saturday, the alert said. The men were described as white males.

The victim told police she met the men the previous night at Charles Boulevard and 11th Street when they stopped to ask for directions to the Tar River area.

The men offered to provide her a ride home, the alert said, and they went with the woman to her room. The men left the building prior to the victim waking up. The suspects' vehicle was reported to be a green, early 1990s Chevrolet Camaro.

The assault is the second reported in a dorm on the ECU campus this year. A resident of Green Hall reported she may have been assaulted on Feb. 10 between 12:45 a.m. and 3 a.m. in a bathroom.

Little information was provided about the assault, and no arrest was made.

Anyone with any information about either incident is asked to contact the ECU Police Department at 328-6787 or the ECU Police Crime Tip Line at 737-8477.
No conclusions reached in fatal bus, bike wreck

By Michael Abramowitz
The Daily Reflector

Thursday, April 02, 2009

Greenville Traffic Unit police are continuing to investigate the circumstances of last Thursday's fatal wreck involving an East Carolina University Transit bus and a bicyclist.

Joseph Leon Smallwood, 54, died following surgery after he and his bicycle were run over at the intersection of East 10th and Lawrence streets on March 26, investigators said.

"We haven't come to any conclusions yet about why or how the wreck happened. It will take a while to put all the pieces together," unit commander Sgt R.J. Brewington said.

Traffic unit officers have been to the scene several times, Brewington said, watching the normal traffic flow and how most drivers react to the stop sign and traffic conditions at the intersection.

"We're trying to cover all the angles, and we just don't know yet what actually occurred," Brewington said.

Immediately following the collision, police issued a request for information from anyone who witnessed it.

Smallwood was riding his bike eastward in the outside westbound lane about 1 p.m. The bus driver, Thomas Hartley of Grimesland, told police he was stopped behind a vehicle at the intersection, and then pulled up and stopped when the vehicle crossed through the intersection. After observing that it was clear to turn right, Hartley started his turn, according to his report to the police. He did not see the bicycle until he was turning, then saw it fly into the air, he told Officer J.R. Cobb.

One witness, WNCT-TV videographer Mike Emory, told investigators he was in the inside lane of East 10th Street and saw the bus stopped at the intersection with the bicycle to its right. Both began to move at the same time. Emory told the police, and the bike struck the bus near the front side door, then it and Smallwood were "sucked up under the bus," the report said.

Emory told the officer that Smallwood was run over by the bus' right rear tire, according to Cobb's report.

In 2008, there were 27 wrecks involving bicyclists in Pitt County, Brewington said.

Regardless of the circumstances of a wreck, every driver of ECU vehicles must take a mandatory drug test and be debriefed by school officials, said Kemal Atkins, vice provost for student affairs. Test results will not be publicized due to medical privacy laws.

Contact Michael Abramowitz at mabramowitz@coxnc.com or 252-329-9571.

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NCSU starts making cuts

Staff, class seats must be pared

BY JAY PRICE, Staff writer

N.C. State University could lay off up to 150 people by July 1 -- depending on state budget cuts -- and will trim classes by about 3,000 seats in the next academic year, university officials say.

NCSU is expecting a budget 5 percent to 7 percent smaller for the fiscal year that begins in July. Even as deans and vice chancellors plan cuts in colleges and divisions -- plans that probably will be ready to be announced in a few weeks -- they already are trimming, Provost Larry Nielsen said.

The university can't wait until the state budget wends its way through the legislature and past the governor because it's obvious the cut will be at least 5 percent and the changes need to be clear this spring so NCSU can plan course offerings for next fall.

There's nothing worse than making budget cuts in a panic, Nielsen said. "You'll make bad decisions."

By the end of last week, 31 employees had already been told they were losing their jobs, said Charles Leffler, vice chancellor for finance and business. He said that, if the university has to trim 5 percent of its budget, the number of people cut could go up to 75. It's more likely, though, that the cut would be 7 percent and the likely range of people lost would be 75 to 150.

Those are jobs that are currently filled, he said, though the university also is cutting unfilled positions.

The adjustments will include faculty members teaching more classes and classes getting larger. Bigger classes aren't a good thing, Leffler said, but in some cases that is the best alternative.

"We're trying to find the balance between the realities of the budget and the best learning environment we can offer," he said.

Faculty members are waiting for specifics and are willing to do their part, said James Martin, chairman of the faculty senate.

"There's a lot of hunkering down now to wait and see what happens," he said. "I think everyone realizes class sizes are going up and they'll have to teach more sections, and I don't think anyone is saying universities should be exempted from what everyone else is suffering through."

There are worries, though, he said. Among them is the effect of the cuts on staff members that support research, particularly given the research portion of the federal stimulus package.
"Here are all these opportunities to write grants, but you might not have the support staff to put a grant together or to help do the work if you are successful in winning a grant," Martin said.

Key goals, Leffler said, include protecting classes that are needed for graduation.

The 3,000 seats to be cut are a little more than 1 percent of current offerings. Given the expected cut for the entire university of at least 5 percent, that's proof that NCSU is trying to protect its core mission of teaching, Nielsen said.

Martin, who teaches chemistry, agreed that there had been a serious effort to protect classes, something that had not been the case in past budget cuts.

Students have routinely been squeezed into larger and larger classes over the years, he said. Class size has reached the point that cuts are more likely to mean dropping entire sections, he said.

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One 'polypill' may replace handful of heart drugs

By MARILYNN MARCHIONE
The Associated Press

Thursday, April 02, 2009

ORLANDO, Fla. — It's been a dream for a decade: a single daily pill combining aspirin, cholesterol medicine and blood pressure drugs — everything people need to prevent heart attacks and strokes in a cheap, generic form.

Skeptics said five medicines rolled into a single pill would mean five times more side effects. Some people would get drugs they don't need, while others would get too little. One-size-fits-all would turn out to fit very few, they warned.

Now the first big test of the "polypill" has proved them wrong.

The experimental combo pill was as effective as nearly all of its components taken alone, with no greater side effects, a major study found. Taking it could cut a person's risk of heart disease and stroke roughly in half, the study concludes.

The approach needs far more testing — as well as approval from the Food and Drug Administration, something that could take years — but it could make heart disease prevention much more common and more effective, doctors say.

"Widely applied, this could have profound implications," said Dr. Robert Harrington, an American College of Cardiology spokesman and chief of Duke University's heart research institute. "President Obama is trying to offer the greatest care to the greatest number. This very much fits in with that."

The polypill also has big psychological advantages, said Dr. James Stein of the University of Wisconsin-Madison.

"If you take any medicines, you know that every pill you see in your hand makes you feel five years older. Patients really object to pill burden" and respond by skipping doses, he said.

No price for the polypill has been disclosed, but its generic components cost only a total of $17 a month now and doctors expect the combo would sell for far less.

The study was led by Dr. Salim Yusuf of McMaster University in Hamilton, Ontario, and Dr. Prem Pais of St. John's Medical College in Bangalore, India. The findings were presented Monday at the cardiology college's conference in Florida and published online by the British medical journal Lancet.

The study tested the Polycap, an experimental combo formulated by Cadila Pharmaceuticals of Ahmedabad, India. It contains low doses of three blood pressure medicines (atenolol, ramipril and the "water pill" thiazide), plus the generic version of the cholesterol-lowering statin drug Zocor, and a baby aspirin (100 milligrams).

Doctors have talked about such a possibility for years. As the patents on many heart medicines expired and the drugs became available as cheap generics, a few companies started trying to develop all-in-one pills.

Formulating a single pill of five drugs that work in five different ways is a complex task — more complex than simply mixing the medicines. Pills have coatings and other ingredients that control the rate at which the medicine is released into the bloodstream. The polypill must be designed so that the five drugs work as intended.

The Polycap is the furthest along, and this is the largest study of one so far.

The study involved about 2,000 people at 50 centers across India, average age 54, with at least one risk
factor for heart disease — high blood pressure, high cholesterol, obesity, diabetes or smoking.

Four hundred were given the polypill. The rest were placed in eight groups of 200 and given individual components of the pill or various combinations. Treatment lasted 12 weeks.

Compared to groups given no blood pressure medicines, those who got the polypill lowered their systolic blood pressure (the top number) by more than 7 units and their diastolic (the bottom number) by about 6 — comparable to levels for people who were given the three drugs without aspirin and the cholesterol drug.

These drops were modest, probably because doses were low and most participants had only moderately high blood pressure to start with, Yusuf said.

LDL, or bad cholesterol, dropped 23 percent on the polypill versus 28 percent in those taking the statin drug separately. Triglycerides dropped 10 percent on the combo pill versus 20 percent with individual statin use. Neither pill affected levels of HDL, or good cholesterol.

Anti-clotting effects seemed the same with the polypill as with aspirin alone.

Side effect rates were the same for the polypill as for the five medicines individually.

"That was a big surprise. I would have expected five times the number of people to have side effects," because of the possibility the drugs would interact and magnify any problems, said Dr. Christopher Cannon, a cardiologist at Harvard-affiliated Brigham and Women's Hospital in Boston who had no role in the study.

Collectively, the results show the polypill could cut the risk of heart disease by 62 percent and the risk of stroke by 48 percent, based on what previous studies show from lowering risk factors by these amounts, the study concludes.

1 pill, 5 drugs

NEW POLYPILL: A cheap, once-a-day capsule combines aspirin with four blood pressure and cholesterol medicines to protect people against heart disease and stroke.

PAYOFF: The experimental drug has passed its first big test. It proved as effective as the drugs taken separately, with no greater side effects. The next step is a bigger study to see if it actually cuts the risk of heart attacks and stroke.

APPEAL: Doctors believe many more people would take their medicine if it involved only one pill instead of five.

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House names head of NC Democrats to UNC governors

The Associated Press

Wednesday, April 01, 2009

RALEIGH, N.C. — Two failed candidates in last year's race for state treasurer, one Democrat and one Republican, were elected Wednesday by the state House to seats on the University of North Carolina Board of Governors.

State Democratic Party chairman David Young of Asheville, Republican Bill Daughtridge of Rocky Mount, and six others were elected to eight House appointments to the board that oversees the state's 16 public universities. Three others were in the contest, including Willis Whitchard of Chapel Hill, a former state Supreme Court judge and former dean of the Campbell University law school.

The Senate elected eight nominees last week.

Daughtridge was in the state House for six years before the Republican ran last year for treasurer, a race won by Democrat Janet Cowell. Young was an incumbent on the UNC board.

Also selected by the House were:

— Walter Davenport, a retired certified public accountant from Raleigh who is chairman of the board of trustees at Elizabeth City State University.

— James Deal Jr., a Boone attorney and member of the Appalachian State University board of trustees.

— Dudley Flood, a Raleigh educational consultant

— Charles Mercer Jr., a Raleigh attorney and member of the UNC Board of Governors.

— Fred Mills Sr., a Raleigh construction company head.

— Dr. Irvin Roseman, a Wilmington dentist and member of the UNC Board of Governors.

April 1, 2009 - 08:26 p.m. EDT

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In tough times, some triumphs

BY JIM JENKINS, Staff Writer
Comment on this story

ASHEVILLE - The Tar Heels of Chapel Hill have been up against some tough competition on their way to the Final Four, and the campaign for another basketball championship has made podiatrists of all us alums who have been preoccupied by Ty Lawson's toe.

But let's speak now of another competition, this one for a scholarship to Oxford University in England. Students from around the country competed, and a handful of finalists emerged. Among them was one from Princeton, one from Harvard, and another from ... well, the winner was Megan Miller, of the University of North Carolina at Asheville. She's from Tryon and a graduate of Polk County High School.

Chancellor Anne Ponder was rather proud of that last weekend, as she made some remarks to the university's National Parents Council, an advisory group that once a year offers some financial assistance through the university to worthy projects which win the grants after presentations before the council. (I've just completed a tour of duty with the group.)

That wasn't the only good news. UNC-A, a designated small liberal arts institution within the UNC system, had received an anonymous $1.5 million gift, which is going to provide a special professorship and some scholarship money. Now, at a time when universities public and private are shooting for campaigns to raise a few billion dollars, that $1.5 million might seem modest. But only by comparison. It will make a difference in Asheville, where the focus is teaching and where budget cuts in these hard times are not easily faced without sacrifice. (Yes, all schools will sacrifice, including the big ones, and this does not mean to imply otherwise.)

But at this university, and at the others in the system that do not have the size and affluence of alumni groups at the big research schools in Raleigh and Chapel Hill, the carrying on takes many forms. And a meeting of this parents' group, as with others at the other far-flung campuses, offers some inspiration. There are great things going on all over this state, at Pembroke, Elizabeth City, Greensboro, Boone.

And they are driven by energetic, earnest young teachers who understand that while the economy may be in recession, learning never is.

In the course of a couple of hours, this council heard about a laboratory that was a part of a major scientific endeavor advanced in its campaign for completion. But some "hoods" were needed for some of the equipment. Could the council provide help?

A long-standing writing program was in need of funding to involve more students. Might some money be available to ensure that university undergrads learn to express themselves in a more skilled way? It would, after all, help them in all courses and in a choice of professions.

The library. The music department. A couple of folks came to demonstrate the need for a
new mascot costume.

An amazing food project that reaches beyond the council and connects with all sort of folks in the community offers nutritional education and more. We believe it is worthy of support, advocates argued. (It got some.)

There is a "world of work" program that aims to connect students with professionals around the country who might provide them with practical experience. There are projects in psychology.

These are not glamorous things, of course, and they do not bring to this or any of the other UNC branches and smaller private schools doing similar kinds of work a degree of attention comparable to the marquee sports of the "big time." But in the classrooms and laboratories and rehearsal halls, and around those tables gathered together in libraries, and in those sparse lounges in dormitories, the business of teaching and learning goes on and on.

And there's something about it, about hearing the passion in those young voices explaining to a group of parents not just what they need, but what they do, and how they want to make a difference, that offers a little inspiration in these times. There is, after all, much frustration and despair around us. But also, hope.

Deputy editorial page editor Jim Jenkins can be reached at 829-4513 or at jjenkins@newsobserver.com.

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Colleges are the ones fearing rejection letters
By G. Jeffrey MacDonald Special for, USA TODAY

For college-bound students, it’s time to make decisions — and to navigate a transformed landscape where acceptances and wait-list status might have different implications than they did just a year ago.

Decision letters being sent out this week reflect the worries of administrators, who fear admitted applicants may hesitate to commit in this climate of economic uncertainty. Private colleges especially are preparing for lower than normal matriculation rates by accepting more applicants, expanding wait lists and bolstering efforts to woo admitted students, says the National Association of Independent Colleges and Universities.

BEST VALUE COLLEGES: Top 100 for 2009
COLLEGE BLOG: Latest campus news roundup, Sec. Duncan, economy and all
FULL COVERAGE: Latest news at highered.usatoday.com

Four-year colleges “are attempting to hedge their bets as best they can, (in case) students simply downshift and opt for a less expensive option,” says Barmak Nassirian of the American Association of Collegiate Registrars and Admissions Officers.

To secure their futures, schools are courting applicants with a previously unseen intensity:

•Santa Clara University has enlisted its president, provost and 400 alumni volunteers to phone all admitted students and encourage them to enroll.

•The College of Saint Benedict in St. Joseph, Minn. (for women) and Saint John’s University in Collegeville, Minn. (for men) doubled their joint transportation budget this year to $50,000 to fly in more than 160 admitted students from across the country for campus visits.

•Lynchburg College in Lynchburg, Va., this year has doubled (from five last year to 10) the number of local receptions it’s sponsoring around the state for admitted students.

•Every student admitted to California Lutheran University in Thousand Oaks, Calif., is expected to get a note from someone with a common interest or geographic background.

Not all schools are worried about enrollments next fall. California community colleges, for instance, fear the opposite. A glut of new students may mean some get turned away. Ivy League universities with generous financial aid programs expect strong turnouts. Flagship public universities, such as the University of Washington in Seattle and University of Texas in Austin, are more selective as they manage a surge of applications from value-seekers.

The right fit and right price

But in a year marked by layoffs and lost college savings, administrators say, enrollment predictions at most schools aren’t worth much. More than 90% of respondents to an online survey of 593 teens in February said they were
revising college plans to favor less expensive schools. Even some public colleges are admitting more students in case large numbers opt not to enroll, says Tom Taylor, vice president for enrollment at Ball State University, which has not adjusted admission criteria.

Before this year, choosing a college "was more about finding the right academic fit, social fit and which community you liked best," says Katherine Cohen, CEO of ApplyWise.com, co-sponsor of the online survey. "Now, how you're going to pay for that fit is just as important."

Navigating this new environment requires updated strategies, experts say. When actively courted by a college, students may need extra effort to stay focused on evaluating which school is the best fit, says Jane Shropshire, a college admissions consultant in Lexington, Ky.

"It can really turn one's head to get a call from a department head or the president of an institution and make one think: 'Wow. This is really a remarkable level of attention,'" Shropshire says. But, she says, prospective students need to ask current students "whether this is the kind of school where this lavish attention will continue."

Another issue: whether to negotiate for a bigger financial aid package. Families increasingly believe they can bargain for a better deal, Nassirian says. But unless a student's situation has recently changed, such as if a parent got laid off, he says there's no point. "It's no more realistic than to go to CVS and negotiate the price of cough syrup," he says.

Others disagree. Both Cohen and Shropshire say their clients have often met with success when they've compared financial aid offers and asked a school to beef up its award. Becker College Dean of Admissions Karen Schedin says a family recently faxed its award offer from a similar school in a bid to get more money from Becker. She says Becker likely will respond with a better offer — maybe $1,000 or $2,000 higher.

"They are bargaining," Schedin says. "Hopefully, if we can adjust it a little, this family will say 'good enough' and come."

**More persuasion, opportunity**

In some cases, students appreciate schools' efforts. Kurt Roscoe of Ridgefield, Conn., went in February to a new type of reception on Becker's campus, for admits interested in majoring in computer-game design. The event helped persuade him to enroll.

"Students majoring in game design were there, and they explained that students in game design are rather tight-knit and stick together," Roscoe says. "That made me feel a lot better, because usually you have to worry about bullying or getting looked down on because of your (game-design) major. I didn't really feel that I'd have that problem at Becker."

Students on wait lists, meanwhile, need to be aware they're part of a school's insurance policy, Shropshire says. Wagner College in New York City, for instance, has increased its list to 140 names, up from about 85 last year. But while the school may put more students in limbo, wait lists may also lead to more opportunities than in years past.

"My college counselors think this year I have a better chance of getting off the list because of what's going on with the economy and kids not being able to afford the tuition and other costs," says Meredith Betes, a high school senior in Bethesda, Md.

**USA TODAY**'s Mary Beth Marklein contributed to this report.
NCAA, colleges pushing the envelope with sports marketing
By Steve Wieberg and Steve Berkowitz, USA TODAY

The first NCAA basketball tournament wrapped up 70 years ago at Northwestern University's old Patten Gymnasium, with Oregon winning it all. There was no television coverage. The event drew barely 15,000 over 11 days. And it lost money.

This one most assuredly will not.

From the $591 million in TV and marketing revenue generated this season to the masses awaiting Saturday's semifinals and Monday's championship game at Detroit's Ford Field, the men's tournament and its Final Four have grown into a mega-event on the order of football's Super Bowl. This year, the NCAA altered its Final Four seating plan to accommodate tens of thousands more ticket buyers, swelling the capacity to a record 70,000-plus and bumping gate receipts by $7 million from the 40,000- to 50,000-seat setups of the past.

It's an apt backdrop for a sometimes contentious debate within the NCAA and its more than 300 Division I schools: How far should the NCAA and its members go to boost revenue at a time when the nation's fiscal crisis is weighing on college athletics?

Many schools, with the blessing of NCAA President Myles Brand, are courting an increasingly varied array of sponsors and advertisers and creating some discomfort in the process.

Several schools and conferences allow advertising and promotions by casinos in their arenas or game programs, a practice the NCAA once frowned upon because of gambling's potential threat to the integrity of its sports.

College athletes, in the name of amateurism, are strictly forbidden from cashing in on their renown beyond the scholarships they receive.

But today — as part of arrangements that can bring millions of dollars to their schools — they're featured in game footage that increasingly shows up on the Internet alongside sponsors' logos and products. And in basketball and football video games, the computer-generated likenesses of real-life, still-in-school stars are unmistakable.

From Maryland's Comcast Center to Texas Tech's Jones AT&T Stadium to San Diego's Jenny Craig Pavilion, the names of stadiums and arenas are increasingly for sale. Maryland, for example, reaped $20 million over 10 years for naming rights to the Terrapins' basketball arena and another $5 million for naming rights to the arena's floor. Ad signage in venues is so pervasive that Michigan State athletics director Mark Hollis likens them to billboard-blanketed NASCAR tracks.

The NCAA's Brand, in a nod to increasing questions about whether college sports marketing has come to conflict with traditional views of amateur athletics, says, "There's nothing wrong with being a business like one of the professional leagues. They're very good at what they do. But we have additional constraints. We're in the college milieu, and those who play for us are not professional athletes."
"Having said that, I think we can look for and find ways to increase our revenue streams."

Big-time college athletics always has walked a delicate bottom line, with half a dozen of the 330 Division I programs operating in the black — absent school subsidization — each of the last five years, according to the NCAA.

Announcements of cuts in athletics budgets, staffs and teams are routine.

Boosting revenue, particularly by conventional means, is a challenge.

Schools can't continue to raise ticket prices, particularly as fan and alumni bases are feeling their own economic pinch. Donors are squeezed, too. And universities are reluctant to further underwrite athletics when endowments and state appropriations are shrinking and overall budgets are being slashed.

So programs have turned to emerging revenue sources such as stadium and arena signage, naming rights, trademark licensing fees and digital media rights and advertising.

Brand first endorsed a more aggressive commercial approach three years ago and has made the issue a priority for the NCAA and schools.

Sports is business, he says, and making money is part of it.

And so:

• Besides basketball at the 6-year-old Comcast Center, Maryland plays football at Chevy Chase Bank Field at Byrd Stadium per a 25-year, $20 million naming-rights agreement that helped finance new luxury suites and other upgrades to the stadium.

• Kansas took stock of its apparel contract with Nike, deemed it undervalued and more than doubled the school's take in a new eight-year, $26.67 million agreement with Adidas — affixing Adidas' three-stripe logo to the jerseys of last season's basketball national champions.

• Texas, long a marketing dynamo, is exploring its own TV network. A first for an individual school, it would fill a statewide cable channel and various Internet outlets with UT football, basketball and other sports.

• Since the beginning of 2007, a total of 37 schools have guaranteed themselves more than a combined $1.7 billion by bundling and selling their multimedia rights. On the other side, rights-holders such as IMG work to recoup their investment by making as many corporate sponsorship deals as allowed by the schools.

'Blurring that line'

Steve Morgan, a former NCAA staff member now working with a Kansas-based law firm that assists schools in athletics infractions cases, sounds a warning about an all-out rush to new revenue streams.

"Part of the appeal of college sports (that's different) from the NFL, Major League Baseball and the NBA is the fact that the players are students in college," he says. "It draws a different kind of interest, a different kind of fan support.

"The further you go down that path (of commercialism), you get closer to blurring that line to where there's potentially not a lot of distinction."

The NCAA has long sought to distance itself and schools from gambling interests. That line is blurring, however, as legalized gambling spreads and more schools are open to gaming advertising.

Five schools in the Pacific-10 Conference — Arizona, Arizona State, Oregon, Oregon State and Washington State — accept casino ads that show up in stadium and arena signage or game programs, according to league spokesman Jim Muldoon.

New Mexico sealed a five-year, $2.5 million deal last year that makes the Route 66 Casino Hotel, operated by the Laguna Pueblo Native American tribe, its "exclusive gaming sponsor."

San Diego State announced it will change the name of basketball's Cox Arena to Viejas Arena, aligning the university with the Kumeyaay Indian tribe, whose 1,600-acre reservation to the east includes a casino.

While the NCAA won't accept advertising from "organizations or companies primarily involved in gambling or gaming
business activities," it hasn't barred its schools from doing so.

Rachel Newman Baker, NCAA director of agent, gambling and amateurism activities, nonetheless was on record as discouraging institutions' partnerships with "gambling interests" as recently as two years ago.

The NCAA has softened that stance. "We continue to be stridently opposed to any type of sports wagering," spokesman Erik Christianson says via e-mail.

"But we have come to understand that there are differing perspectives within the membership about commercial activities, including the appropriateness of accepting casino advertising. What some institutions may see as acceptable, others may not."

Newman Baker was not made available to comment.

Using athletes' images

For the most part, the NCAA leaves it to schools to determine where to draw the line on commercial activity, and recent recommendations from a commercialism task force reinforce that.

That panel nevertheless is calling for a committee to monitor what schools are doing and to speak up — though not dictate — when it feels they've overstepped. It also would be charged with ensuring athletes are largely kept out of the commercial fray.

The NCAA insists college players not be used as sales tools, though the task force further recommends guidelines governing the use of their names and likenesses be loosened as long as it "does not portray the student-athlete in a manner as promoting or endorsing the sale or use of a commercial produce or service." But exactly where is that line?

Does the Pontiac Game Changing Performance, which allows fans to view game footage and vote online for one of several selected plays, border on exploitation? It is individual players who are shown making the plays. Pontiac is one of the NCAA's top-tier corporate partners — along with Coca-Cola and AT&T — and its logo and one of its cars get prominent Web-page display.

The NCAA cleared the campaign, explaining it's not a Pontiac promotion but rather a big-play promotion that happens to be sponsored by Pontiac.

Video games are another concern. EA Sports' NCAA Football 09, for one, is licensed by the NCAA and prohibited from using current college players' names. But critics such as attorney Pete Rush maintain that stars' identities are scarcely hidden.

He points to Florida's Tim Tebow, a senior-to-be who won football's Heisman Trophy in 2007 and helped the Gators to last season's national title. In the video game, Rush says, "The quarterback for the Florida Gators is left-handed (as Tebow is) and wears Tim Tebow's number ... and runs many of the same plays that Tim Tebow runs."

Rush, based in Chicago, tussled with the NCAA while representing Jeremy Bloom five years ago in his fight to regain football eligibility at Colorado. An Olympic skier, too, Bloom had run afoul of NCAA rules by accepting skiing endorsements.

In clinging to that hard-line, no-commercial-earnings stance, Rush says the NCAA is risking a legal challenge by athletes whose likenesses are used in commercial ventures. Morgan agrees.

"If you find a couple of willing plaintiffs, get some energy behind it, find the right judge," Morgan says, "pretty soon ... you've got a real mess on your hands if you're the NCAA."

At North Carolina, senior Danny Green starts for a team favored since the beginning of the season to win college basketball's national championship and is in Detroit and two wins from fulfilling that promise.

Players, he says, already are sensitive to entrepreneurs co-opting their images for unlicensed T-shirts and posters, as Green saw firsthand in shirts depicting his dunk over Duke's Greg Paulus late last season. He says he senses less concern about how far schools and the NCAA might take things and even opens the door to pulling athletes further into their commercial efforts.

For a price, that is.
"I wouldn't mind that," Green says. "I'm sure a lot of other athletes wouldn't mind ... receiving some kind of benefits.

"And if there were fewer rules — the NCAA limiting (less of) what we can get, what we can't get, what we can do, what we can't do. Just let us play and receive some benefits from what we do."

Find this article at:
http://www.usatoday.com/sports/college/2009-04-01-marketing-cover_N.htm

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Applicants to UNC's law school recently got some good luck - prematurely and, in many cases, incorrectly.

Thanks to a computer glitch, the law school's admissions office recently e-mailed about 250 people, inviting them to events for newly-admitted students.

Problem was, that invitation was sent to the wrong e-mail list. The 250 applicants who received the invitation on March 18 had not yet heard whether they had been admitted, because their files were still under review.

The e-mail was supposed to have gone to another group, also of about 250 students, who had already been admitted.

The mistake was discovered within 15 minutes and a follow-up message was quickly sent out, said Michael States, the law school's assistant dean for admissions.

States said most folks who received the mistaken email weren't bothered by it. Some figured it was a mistake because they had not yet received an admissions decision.

"Most of the people were wonderful about it," States said. "One person said it was the second time it happened to him that day. I didn't ask what the other school was."

But it did cause some rumblings on at least one law school message board where some applicants wrote about their confusion.

Wrote one: "Way to ruin my day, UNC."

On the bright side, UNC-CH didn't do what the University of California-San Diego just did by mistake. UCSD this week accidentally offered admission to all 46,000 of its applicants.

That's 29,000 more students than it wants to enroll.
**LAWYER**

Wed, 04/01/2009 - 14:11 - poosie50

Send me one!!! I would make a GREAT BONE CRUSHING LAWYER!!!

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