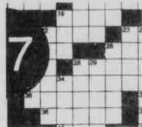




4 PO PO!!!
Proffitt takes on the fuzz and urges you to get arrested.



6 Crossroads
Tonic and Jump Little Children appear this weekend courtesy of UAB.



7 The almighty CROSSWORD is back in Technician.



10 Sport or Business?
Can the ideals of competition and big business co-exist?



Tuesday
August 22, 2000

TECHNICIAN

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Today	Hi 82
	Lo 62
Tomorrow	Hi 86
	Lo 66

Additional revenues to be divided

◆ A special tuition increase may generate close to \$6 million in 2000-2001, providing additional funding for financial aid, student-centered programs and faculty salaries.

Spaine Stephens

News Editor

In the wake of student protests, a special \$300 tuition increase has been put into effect for the 2000-2001 school year, and it could generate close to \$6 million.

Despite student opposition, the additional \$150 per semester means enhancements to financial aid, student-centered programs and faculty salaries.

"Two million, one-third of the total to be collected, goes to stu-

dent need," said Julia Mallette, director of financial aid at N.C. State.

Undergraduate and graduate students who demonstrate financial need will receive a \$300 grant to meet the tuition increase, according to Mallette. Students who will receive the money to "offset the tuition increase" applied for financial aid before the March 1, 1999 deadline, she said.

Mallette pointed out that to meet all students' financial needs, the financial aid office "should not use all funds." The rest of the money allotted to financial aid will be granted to undergraduates with need.

According to the Plan for Expenditure of Special Tuition Receipts for 2000-2001, the money allocated to financial aid was given to "hold harmless" our

students with need."

The tuition increase will affect the largest number of people with the additional financial aid, according to Student Senate President Conen Morgan.

Another third of the special tuition receipts will go toward student-centered programs such as the Graduate Student Support Plan, for which \$450,000 will cover some of the costs of the tuition increase for students included. Improvements to the Office of Financial Aid will also be made by adding three financial aid counselors, startup and support for the new counselors, and completing necessary renovations to accommodate the larger staff. Of \$260,000 for this office, \$110,000 is one-time funding.

First-Year Seminar programs will also be created from the addi-

tional funding. \$330,000 will enable 82 sections of the programs with a 20-student capacity. The money will cover the hiring of temporary faculty, the release and reassignment time for permanent faculty and several graduate assistants to review the programs.

The Counseling Center will also see improvements. With \$330,000, the Center will hire two counselors on year-round bases, three counselors available for nine months and additional support staff and a psychiatrist.

Other student programs will also have room to expand because of the funding.

The tutoring and mentoring program will be enhanced with \$230,000, and an undergraduate summer research grant program will be set up using \$200,000.

See TUITION Page 3

NCSU gets polling site

◆ Witherspoon Student Center is the new polling site for Wake County Precinct 01-23. The first election at Witherspoon will be Nov. 7.

Jimmy Ryals

News Editor

Witherspoon Student Center will be a very popular place on Nov. 7.

The building on the corner of Dan Allen Drive and Cates Avenue entertains members of Student Government, the student media and the African-American Cultural Center on a daily basis.

On Nov. 7, however, Witherspoon's first-floor multi-purpose room will host registered voters, students and non-students alike, as they help decide the course of our nation over the next four years. Witherspoon is the new polling site for Wake County Precinct 01-23. The Pullen Park Arts Center previously served as the precinct's polling site.

N.C. State's hosting a polling site for the first time results largely from the work of a voter registration committee made up of members of Student Government, the African-American Student Advisory Council, the Inter-Residence Council, the Society for African-American Culture and other student organizations.

The primary barrier to the polling site's move to campus has been parking. According to Brenda Fowler, precinct officials and facilities coordinator for the Board of Elections, NCSU Transportation has allotted the elections board some parking spaces, five curbside spaces on Cates, nine spaces in the Student Government lot between Carmichael Gymnasium and the Student Health Center and between 30 and 50 spaces in the lower lot adjacent to Carmichael's tennis courts.

Fowler hopes that students will help keep parking spaces open for off-campus voters.

"Hopefully, [students] will use their regular places and walk [to the polling site]," Fowler said.

Fowler's first contact with the idea of moving the polling site on-campus came in the form of a letter from Vice Chancellor for Student Affairs Tom Stafford.

Stafford said that the idea was driven by the work of the students. The push for voter registration and the relocation of the voting site were both part of Student Body President Harold Pettigrew's platform last spring. Pettigrew has worked with the committee on its voter registration drive.

"A lot of groups wanted to work on voter registration," said Pettigrew. "We tried to get everyone together [on the committee] early."

College students make up most of precinct 01-23, and that is a primary reason for the polling site's move.

"We're bringing the site to the hub of [the students'] activities," said Fowler.

Precinct 01-23 has traditionally had what

See POLLING Page 3



Michael Rowe, a freshman in turf grass management, Emily Simpson, a freshman in clothing design textiles, and Elaine Archer, a freshman in life sciences, fill out credit card forms for free merchandise.

Summer marked by changes on campus

◆ Changes at NCSU over the summer ranged from the addition of a high-tech lab on campus to the loss of a faculty member.

News Staff Report

Students in the College of Education and Psychology and the College of Physical and Mathematical Sciences returned to class on Monday to find two new deans heading up their schools.

On August 1, 2000, Kathryn Moore stepped in as dean of the College of Education and Psychology, replacing Joan Michael who has returned to a teaching position. Moore comes to N.C. State after serving as director of the Center for the Study of Advanced Learning Systems at Michigan State University. In addition, she has held faculty positions at Pennsylvania State University and Cornell University.

Moore took over as the dean of the College of Education and Psychology at the same time that the school opened up a new magnet middle school in partnership with the Wake County Public School system on Centennial Campus.

"The partnership with Wake County Public Schools is an example of the imaginative way that a college of education can strive to meet the needs of teachers and students in this information-driven age," she said.

Also on August 1, the College of Physical and Mathematical Sciences welcomed in Daniel Solomon as its new dean. Solomon had been serving as interim dean since January 1, and he holds high expectations for the school. "N.C. State is well positioned to move into the top tier of public research institutions in the nation," said Solomon. "Those top institutions have strong programs in the physical and mathematical sciences, and so must we if the university is to achieve such national stature," he said.

Students in the College of Forest Resources returned to classes to find that their school has been renamed to the College of Natural Resources, and plans are underway to extend the school's concentration to include environmental technology.

For students, the name change will result in greater educational opportunities, as the College of Natural Resources hopes to base all of its programs around the intermingling prin-

See SUMMER Page 3



Vice President Al Gore visited NCSU this summer to talk about the future of technology and the state of e-Government. Gore was accompanied by Marshall Brain, CEO and founder of HowStuffWorks.com and North Carolina Senator John Edwards.

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SUMMER

Continued from Page 1

principles of economic development, environmental protection and community well-being.

"I hope that our graduates will have instilled in them a balance between [these principles]," said Larry Tombaugh, dean of the college.

Last June, the College of Agriculture and Life Sciences opened the Genome Research Laboratory on Centennial

Campus, a new facility which researchers will use to study genomics and the sequence of DNA.

"This facility is one of the finest university facilities in the world," said Charles Opperman, faculty co-director of the facility, "and it's the

only completely user-based facility in the United States at a land-grant institution," he said.

The 4,000 square foot lab offers such advanced equipment as robotics, automated DNA sequencers, and a complete system for preparing and

analyzing gene samples. Research at the facility will focus on the enhancement of agricultural production through the use of equipment to classify various crops and test their reactions to insects and pathogens.

According to university officials, the advanced proficiency of the facility will help to pick up the pace of genomic studies in North Carolina. The NCSU community also mourned the loss of a well-known faculty member over the summer when Eric Bish, an extension associate in the horticultural sciences department, was slain in what appears to have been a random robbery at the Method Road Post Office on May 18. Bish was on his way out of town on a business trip to western North Carolina.

Police Lieutenant Gerald Britt said that an assailant robbed Bish of his car keys and shot him in the head before fleeing the scene in the stolen NCSU car. Robert Earl Avery was charged with first

degree murder and robbery in the case, and he is currently awaiting trial.

Bish had held his position in the horticultural sciences department for more than two years, and as an extension associate, he worked with county extension directors and members of the strawberry and grape industries.

"Eric loved his job," said T.J. Monaco, head of the horticultural science department.



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TUITION

Continued from Page 1

Honors and scholars programs will experience changes with \$100,000. Fifty thousand dollars each will be granted to fund an assistant director's position in the Office of Student Conduct and technological renovations to classrooms on campus.

The rest of the \$6 million generated by the tuition increase will be used for faculty salaries. The goals for this share of the money are salary equity and "to retain extraordinary faculty in the face of strong competition from leading institutions," according to the Plan for Expenditure.

The increase will help NCSU to "have funding to enhance programs and give faculty the salaries they deserve," said Morgan.

Although the final decision on spending the funds were not theirs, students did have a voice in the process. The Plan for Expenditure was a combination of suggestions for spending by former Student Body President Raj Mirchandani, the Student Senate and mandates from the Board of Governors.

Last year, Chancellor Marve Anne Fox asked Student Government to "make out a priority list," according to Student Body President Harold Pettigrew. The projects chosen to receive funding were those that students felt were the most necessary for their education. The Board of Governors also mandated the faculty salary expenditures.

"Our thoughts were really taken seriously," said Morgan.

POLLING

Continued from Page 1

Fowler calls a "deceptively" low turnout, the result of a high number of inactive voters—voters whom elections officials are unable to reach with mailings—in the area.

Junior Kim McNair and senior Courtney Hodge served as external liaisons for the voter registration committee, chaired by senior John Borwick. McNair and Hodge presented a proposal to bring a polling site to NCSU to the board of elections at its Aug. 8 meeting.

Witherspoon ultimately won the polling site because it has everything the voter registration committee was looking for: air conditioning, Internet access, phone service and kitchen facilities.

"And it's a good location," McNair said.

The committee also considered Reynolds Coliseum as a potential polling site. The stadium's East Campus location and the onset of basketball season made Reynolds a less viable option.

"This year, we wanted to make an extra-concerted effort to get students to the polls," said Student Government Advisor Janey Musgrave.

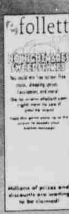
Any students who want to register to vote can do so through the Student Government office in 307A Witherspoon.

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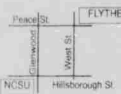
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Tuesday

AGE



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TONIC



On Sat., Aug. 26, 2000 from 4 p.m. to 4 a.m., the Union Activities Board is bringing you the Crossroads. The 12 hour festival will include amusements, free food, a concert (featuring Tonic and Jump, Little Children), and a movie. It will take place on Harris Field (outside Witherspoon Student Center) and Harris Lot (the pay lot behind Student Health Services).



Tickets are on sale now and can be purchased through Ticket Central at 515-1100. Tickets will also be sold in the brickyard Monday-Friday from 11a.m. - 1p.m. Advance ticket prices which include the concert, amusements and free food, are \$5 for N.C. State students and \$10 for others. Day of prices are \$10 for N.C. State students and \$15 for others. Amusements/free food only tickets are also available the day of the event (FREE for N.C. State students, \$5 for others).

The festival begins at 4p.m. with games, rides, (including a dunking booth, obstacle course, and a giant ferris wheel) and free food (cotton candy, snow cones, and popcorn). At 4:30 p.m. we add a DJ (N.C. State's own Shawn Eaton of Impact Entertainment). By 5 p.m. we're serving hot, free pizza! 7:30 p.m. rolls around and the concert begins with the N.C. State alumni band, Alter Ego. When Alter Ego finishes up, Will Hoag takes the stage. By 10:15 p.m., Jump, Little Children rolls into action. Finally, our national headliner, Tonic, finishes off the night. If you're still looking for something to do, head over to the campus cinema for a special 2 a.m. movie showing.

This welcome back event will be the first large on-campus festival since the days of Wolfstock. The UAB invites you to come out and take part in this new tradition.

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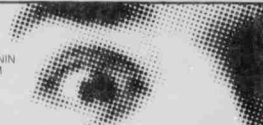


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Housemate needed. GRB student preferred to share beautifully remodeled 3BR home inside beltline in East Raleigh, \$350/mo + recorded message. Call E. T. H. E. R. N. E. T. W/D/Microwave. 24-hr. fitness center and monitored alarm. FREE shuttle to NCSU and other campuses. \$389/mo. No utilities/cable. Deposit. Call 858-2388. Leave message!

Male roommates wanted. Lake Park. \$300/mo plus 1/4 util. Ask for Matt. (919) 852-4576

2 M/F roommates needed for Lake Park Apartments. \$325/mo. plus 1/4 utilities. 858-7542

N/S roommate wanted to share beautiful 2BD townhouse in Cary Master bedroom/private bath, W/D, cable modem, \$350 + 1/2 utilities. 461-9755 leave message for Mark

Share my 2BD/2BA apartment. Aventura Ferry Summit. Near NCSU. Pool, gym, sauna, W/D, internet. \$460/mo includes all utilities! Call now 233-3866

Non-smoking female to share 2BR/2BA, furnished townhouse with female health professional in Heddingham, 15 min. from downtown. \$325/mo. plus 1/2 utilities. W/D. private bath, pool, golf, tennis. Has dog. Avail. end of July. Amy at (919) 231-8869 (919) 274-8656.

Need afternoon assistant for household management and child care for school-age kids. Mon-Fri, from 3p-6p. Manage 2 girls, 11 and 6, for 2 working parents. Requirements must have a car, must have references, must want to have fun and enjoy kids, must be responsible and reliable. Located in Cameron Park near NCSU. Call Debra 836-1394 or 272-4021 (cell)

Part-time reliable day care provider needed for two children ages 8 and 11 in our home. Must have own car. Hours: 2:15-6:00 PM. Call 677-0737

Babysitter for two children, 3 and 1 1/2. Hours approx. 2:30-5:30pm M-F. \$10/hr. Must have own transportation. We live in Cary. Call Ten 469-8485

Nanny/babysitter needed 2-3 afternoons per week in North Raleigh home. Own transportation, non-smoker. Call 848-3356.

Help Wanted

Karate & Cheerleading Instructors Needed. Must like working with children and have own transportation. Call 859-3307

TV furniture delivery and shop assistant needed. Flexible hours, M-F. 828-1677.

Broker Trainee- IMMEDIATE OPENING. Regional brokerage firm needs enthusiastic individual who is comfortable and confident on the phone for a telemarketing position. Great opportunity. Please call Hanna- 881-1008.

RETAIL SALES: Antiques and home furnishings. The Carolina Antique Mall, conveniently located in Cameron Village and minutes from NCSU needs an energetic professional to join its staff. We offer an ideal position for someone with an interest in design art, or a sales-related field. Contact Andrew at 833-8227 or visit us at 2050 Clark Ave

Earn fast cash. Gumby's Pizza is hiring delivery drivers and in-store personnel. Drivers earn \$80-120/night. Flexible scheduling. Apply at 3017 Hillsborough St.

ELECTRICIAN HELPER Experience preferred but not necessary for mechanically inclined person. Temporary. Near NCSU. Birmingham Electrical Service 832-1308.

Local party rental company seeking part-time or full-time employees for full season. Both customer service and delivery crew positions available. Great pay with flexible hours. Contact Mark Miller at 876-4095. Career opportunities also available.

Chick-Fill-A of Crabtree Valley Mall now hiring employees for lunch hours, Times 11:30 p.m. to 1:30 p.m. or 12p. to 2pm. Flexible scheduling work one day or as many as available. Mon-Fri, No Sat. Closed Sundays. \$10.00 per hour. Call Chady Kerr at 782-9111 for interview.

Part-time help needed for Cary warehouse. Flexible days & hours. Call 469-8490 9-5 No weekends.

BALLET PARKERS Parking Solutions, Inc. is currently hiring valet parkers. Flex hours. Drive exotic cars. Earn \$8-15 per hour. FT & PT available. Contact Jason at 421-0927-3311

Yardwork and odd jobs \$3.50/hour \$10/hr. Need someone who's dependable and conscientious. Call Alex at 852-1444.

TUTORIAL SERVICE QUALIFIED TUTORS. Jrs, Srs, and Grad. Education/English/Math/Chemistry/Physical Sciences \$12.00-\$19.50/hr. 6-15 hrs/wk. One-on-one tutoring. CALL EDUCATIONAL ENRICHMENT 847-6434

Optical assistants needed. FT Days, evenings, and weekends. Flexible schedule. No experience necessary. Call 781-0904, 2020 Eyeworks.

Kennel worker/veterinary assistant needed on weekends at small animal hospital. Pre-veterinary student preferred. Call 553-4601

J/L Wachovia investment firm. Paid internships available. Flexible hours including evenings 8 and 15 hrs positions available. Call Kent Miller at 881-1018 or fax resume to 881-1018. Kent Miller

Part-time-flex hrs-Cary location. Seeking college students to fill part-time position. Prefer yr-round students. Duties include: assembly/warehouse work/store display/delivers. Must work Sat 10:55Sun 2-5. Call 467-9224

FT Veterinary receptionist/assistant needed at very well equipped small animal hospital. Ideal position for ZOO or animal science graduate considering application to Veterinary school. Benefits include veterinary scholarship opportunities. Call Dr. Mike at 553-4601

We are looking for an enthusiastic individual to join our veterinary practice. Flexible hours, experience preferred but not required. 469-0029

Animal Lovers... Energetic part-time person is needed at Pinbrook Kennels. Work at least 3 mornings/week and some weekends. Starting \$8.00/hr. Call Chris at 851-1554

Part-time work position. Days starting 5/7hr. In BU's Shopping center/crossroads area. 851-6100

Motor development and gymnastics program seeks energetic person to help with children's birthday parties. Previous experience with children required. Great hours and excellent pay. Call 876-1391

Check in and distribute merchandise to 2 stores. Keep files and stockrooms organized. Data entry for orders and price tickets. Good physical condition. No smoking. Call The Globetrotter, 782-6936, to arrange an interview.

Virgin Records in Nashville, TN is seeking 2-3 students to perform various promotional duties during semester. Responsibilities may include publicly advertising, radio promotion and marketing using a variety of methods. This unpaid position requires several hours per week. Please submit at least two ideas of how you could creatively and effectively market the new CD. Selected candidates will be interviewed by phone. Unique opportunity for the right person

Pre-vet Students great chance for experience in the field. Vet assistant needed. 1-2 evenings a week + every third weekend. Brentwood Animal Hospital 872-0506.

AROUND CAMPUS

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Cycle Guard serving campus since 1974. Lowest prices on bikes. Tune-up \$25. Free accessories with new bikes. 1211 Hillsborough 833-4588. Closed Wed.

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Luxury, almost new 3BR/2BA townhouse located on Wolfcreek. Open floor plan. Washer/Dryer, efficient gas heat. Water and sewer included in rent! 851-1807 for a recorded message.

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New 1BR. Huge LR. Great view. Furn. Unfurn. FP hot tub, util./cable. Ten min. from NCSU. Will partner for handy work. \$750-\$800. No pets/smoking. 839-2396

Studio apartment in private home. All utilities and cable included. \$485/mo. W/D available. Private entrance. No party animals. Graduate student preferred. 821-5544

Duplex \$625/mo. Water included, 1BD/1BA. W/D, Pats okay, FP, fenced-in back yard. Moroccan area. 845-1351

Apartment for sub-lease. 1BR at Trinity Park. \$588/mo. Call Ashley at 852-1416.

Studio Apartment available, huge room- BR, bath, kitchen, independent entrance, completely furnished and equipped, \$600 includes all. Non-smoker only. Hargeth at 515-6574 or 828-0904.

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4BR/4BA, condo, Lake Park. Pool; basketball, and volleyball. W/D Avail. now. August's rent free. \$1200/mo. 639-0963.

Lake Park Condo for rent. \$1095/mo. Free use of TV and DVD player. 676-2598. Available 8/15.

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Child Care

Babysitter wanted for one and two year olds, once or twice a week for 2 hours in my Cary home. Day/night flexible. Call 367-8913

Ater-school childcare and housekeeper. Cary area. Three days/week 4:00-9:00pm, optional week ends. \$8hr. Non-smoking. Live-in or live-out. Children 5, 7, and 9. 460-1010 or 274-1074.

Help Wanted

Karate & Cheerleading Instructors Needed. Must like working with children and have own transportation. Call 859-3307

TV furniture delivery and shop assistant needed. Flexible hours, M-F. 828-1677.

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ELECTRICIAN HELPER Experience preferred but not necessary for mechanically inclined person. Temporary. Near NCSU. Birmingham Electrical Service 832-1308.

Office Assistant

Permanent/PT self own hours, approximately 15 hrs/wk. NO experience necessary, but must learn quickly, be accurate, and keep up with work. Birmingham, Electrical Service near NCSU. 832-1308

OFFICE ASSISTANT needed. Word processing, filing, telephone, inventory, database, entry. Flexible hours, M-F 8:30-6:00. Walking distance to NCSU. Please contact 828-5227

Paid internship opportunity with XSAG.com. We are an Internet Start-up providing an exchange trading floor for the agricultural inputs market. CALS students needed for sales team customer support and special projects. 10-20 hrs/week (flexible hours) Check out our website @ www.XSAG.com. To apply, send information regarding yourself to jobs@XSinc.com

Student Help Wanted! MicroThermics (North Raleigh) is hiring part time students to assist with mechanical experience to fabricate and assemble research test equipment. Electrocal, plumbing and carpentry is a plus. Student must work well with hands and be able to read and interpret simple drawings and apply sound assembly skills. Pay is from \$9.00 based on experience. Ideal candidate will be hired to work year round and must be able to minimize to minimum of 20 hours weekly. Work schedules are flexible based on student class schedule. Must have own transportation. Contact Bill Miller or Doug Bell at 878-3262 8AM-5PM to schedule an interview.

Cary veterinary hospital needs student for late afternoon 2-3 days/week. Duties include: cleaning (4 hrs) and Sunday (2hrs) A.M. Assist with animal medical care, kennel duties, and light janitorial. Apply 1233 NE maynard Road, Cary. 469-0947

Clothing wholesaler is seeking to fill full/PT warehouse position immediately. We offer flexible schedules and regular pay raises. Must be able to lift 70 lbs. and have dependable auto. Located 10 minutes from campus. Call 850-550-0323 and leave your name, number, and best time to call.

Help wanted in busy/retail communicational store. Ability to work effectively in busy/retail environment & prior experience in retail a plus. Flexible hours and commensurate w/experience. Call 231-8822 for an interview.

Technician Classifieds is currently hiring for PT positions. We need help M,W,F mornings and T, TH afternoons. Stop by 323 Witherspoon Student Center to fill out an application.

VS.

Continued from Page 10

fans and Duke fans and North Carolina fans all collectively — that's what creates the big dollars from corporate sponsorship."

The balance between competition and business creates a paradox — all sports are equal, but football and men's basketball are the breadwinners. Explaining the need for the business side to people who focus on the competitive side is difficult, Robinson said.

"A purist has a hard time understanding it," Robinson said. "A purist has the 'Ivy League mentality' that collegiate athletics is about competing, about growing and developing the total person. And you know what, I have a hard time debating against them because that's what it's about."

"If you read the mission of the NCAA, we really don't talk much about business. But I talk very openly about it and try to say, 'We're not really talking out of both sides of our mouth; we've got two games going on at one time. And it's a fact of life.'"

Robinson uses the athletic program at Tennessee as an example of why generating revenue is so important. Tennessee has two athletic administrations, one for men's sports and one for women's. Tennessee's women's program is among the country's elite and is run by Joan Cronan, who Robinson "respects as much as anyone in collegiate athletics." Robinson said that Cronan does an excellent job of summing up the balance between varsity and revenue sports.

"I've heard her say this numerous times — when she says her prayers at night, she always thanks God for Tennessee football," Robinson said.

The coaches of varsity sports at State don't hesitate to echo that sentiment.

"You've got to look at the revenue sports and do the best you can for them first," cross country head coach Rollie Geiger said. "It's the revenue sports that generate dollars. That's the only way the rest of us are going to survive."

The Varsity Tradition

The business side of intercollegiate athletics has become a necessity, but Robinson said the NCAA didn't start out that way. In its simplest form, athletic competition at the collegiate level is about student-athletes gaining a quality experience to supplement their education.

"Any time you participate in a varsity sport, you're going to get a lot out of it," women's soccer head coach Laura Kerrigan said. "You learn how to work as a member of a team. You learn how to deal with success. You learn how to rebound from failure."

Finch, who has been with the athletics department since 1977, has seen a tremendous amount of growth in the varsity sports program. The budgets for these programs have "improved dramatically," and the support staff for varsity sports is much larger than when she arrived.

"The administrative staff has grown proportionately to the NCAA changes in legislation that require more administrative oversight than was required in the '70s," Finch said. "We try hard here to provide services to our student-athletes and to our coaches that have required additional personnel."

The result, Finch said, has been an overall increase in the level of competition for all varsity sports, particularly over the past four years. But that's not to say that State's varsity sports don't have a rich and full tradition.

Perhaps the most impressive lineage belongs to the men's and women's cross country teams, which have combined for 26 ACC titles. The women's basketball team is a perennial player in the NCAA Tournament and is respected across the country.

Meanwhile, the gymnastics squad has won back-to-back East Atlantic Gymnastics League titles. The baseball team has laid claim to five ACC Tournament titles and is also a regular in the NCAsAs. Wrestling has 10 ACC championships to its credit.

There are four factors that contribute to a successful varsity program, Finch said.

The foundation starts with funding, specifically scholarships. Last year marked the first time in school history that every

women's sport was fully funded with scholarships, Finch said. That financial support is crucial for bringing in new recruits.

Building a competitive schedule also contributes to a team's success. Varsity programs have to have a budget that allows them to travel and compete against quality competition.

The third ingredient for creating a successful varsity sport is coaching. As Finch points out, talent is worthless without good coaches to teach.

The final piece to the puzzle is facilities, which are a hot topic at State right now. Many of State's playing facilities are woefully outdated and either need to be replaced or renovated.

Plans are in the works, however, for new facilities, including a move for the soccer teams from Method Road Stadium to Derr Track.

"I've seen some of the new facilities plans, and they're really exciting as to what they're talking about doing," Kerrigan said. "Right now, I think is a pivotal time for us at N.C. State."

Marketing

Getting crowd support and bringing in money is vital to the success of every program at State, which is where the marketing department comes into play.

According to Ann-Marie Sales, the Director of Marketing, the department's goals are to "increase revenue, awareness and attendance." All three of these goals apply to basketball, men's and women's basketball, football, gymnastics and men's and women's soccer. The only sports at State to charge admission for home events. For the other 15 sports at State, the marketing department focuses on awareness and attendance.

Marketing has helped make State's varsity sports competitive with others in the ACC and across the country in attendance. The women's basketball team finished first in the ACC in that category for the 1999-2000 season. Gymnastics placed fifth nationally last season and is routinely in the top 10 each year. And Sales said that both soccer teams saw noticeable improvements in 1999.

Sales said advertisements in newspapers, on radio and at football and basketball games

help tremendously in marketing varsity sports. Getting the opportunity to advertise for free in front of 50,000 people at Carter-Finley or 20,000 at the ESA is a big bonus.

"We don't have a huge budget, so advertising at football and basketball games helps," Sales said.

Some programs at State capitalize on increased attention their sport receives at the national level when a special event occurs.

"If people are watching on TV and see how popular a sport is, that definitely helps because it increases awareness," Sales said.

The Women's World Cup was a huge event in 1999, turning the U.S. players into stars while boosting the popularity of women's soccer. Kerrigan said she's already seeing the benefits from the newfound interest in the sport.

"There's a great opportunity right now for women's soccer because of the excitement that there is regarding the U.S. national team," Kerrigan said. "The fact of the matter is the U.S. Sporting Goods Survey that they do every year came out and said that in the last 10 years the only traditional sport that has experienced growth is soccer."

Sports like track and field and gymnastics come to the forefront every four years during the Olympics. The Games in Sydney, Australia, which start next month, will likely give these sports increased recognition at the collegiate level.

But the attention often dwindle once the excitement of an Olympic year wears off. Geiger notes that track and field is wildly popular in Europe, where athletes like Maurice Green and Marion Jones receive the kind of treatment reserved for NBA and NFL players in this country. Meanwhile in the United States, these athletes are relegated to relative obscurity until the Olympics arrive.

"Track and field becomes important every fourth year, and when we go to Sydney, Australia, this year, the United States' general public will want to see gold medalists," Geiger said. "You can't just make the sport important every four years and get great, great results. I think if we treated track and field the same for the three years prior to that fourth year, then obviously we'd get better results."

Sales said one of the best ways to encourage fans to come to varsity sports is through personal contact.

"We try to build relationships with people so they want to come back to N.C. State," Sales said.

Gymnastics is among the top varsity draws on campus, attracting young gymnasts from local clubs. One of the major reasons for the team's success at drawing crowds is the auto-graph sessions that the gymnasts participate in following meets, Sales said.

Sales cited the willingness of the Pack's coaches to reach out to the community as another positive draw. Many coaches hold camps and clinics that teach aspiring athletes while introducing them to the teams at State.

Head coach Kay Yow and the women's basketball team have combined both these aspects of personal contact by participating in a program known as Girls and Women in Sports (GWIS). Under GWIS, one or two members of the team go to a school and hold a clinic. When the team plays a game later in the week, a bus goes to the school to pick up a crowd of girls and brings them to the game for free to catch the action.

Title IX

Perhaps the most sweeping change in collegiate sports in the last quarter century has been the rise of women's athletics.

The catalyst for change came from Congress in 1972 in the form of the Education Amendments Act. Title IX of that legislation leveled the playing field for women wishing to compete in college, declaring: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance."

While they are not specifically mentioned in the language of Title IX, sports are considered an "educational program" and fall under the jurisdiction of the act. As a result, universities across the country must provide equal opportunities for athletes regardless of their gender.

Before Title IX went into effect, State had no women's athletics program. Will Casey, the athletics director at the time,

quickly embraced the idea of including women's sports. Finch said, "N.C. State started it from Title IX but started it almost with a sense of pleasure and joy and celebration."

Women's sports have grown steadily across the country, especially in the last decade. The greatest strides have come in women's sports over the years. The NCAA Tournament doesn't create quite the same frenzy as the men's tournament, but it is now televised nationally and routinely sells out the Final Four.

State has continued to keep a positive attitude towards women's sports over the years. Women's programs at State continue to expand with the addition of golf for the 2001 season. They have become an integral part of the sports landscape at State, something that Robinson is very aware of.

"With or without Title IX, I'm a strong believer that women deserve the same opportunity to compete as men," Robinson said.

The gender issue isn't completely solved, however. Title IX undeniably opened the door for women in athletics, but as Robinson points out, the act says nothing about funding. Like football and men's basketball, women's sports are funded entirely by the athletics department without any assistance from the government to help the university meet Title IX standards.

"The money has to come from somewhere," Robinson said. "The government's good at making rules, but they don't provide a dime for the athletic program."

Finch believes there are still problems with facilities and discrepancies in recruiting and marketing dollars that need to be fixed. But on the whole, she believes that men's and women's sports at State are "reasonably level."

"When we talk about issues, they're not really men's and women's issues; they're what's best for the department as a whole and what's best for the university as a whole," Finch said. "I don't feel gender issues here, and I know that's not true at a number of other institutions."

TICKETS

Continued from Page 10

posed renovations for Carter-Finley, Cobb said. The theory is that companies and donors will see the increased interest in Pack football and invest more money in the program.

"When we get done with the football renovations, we'll have a facility that will rival The Meadowlands or Kansas City, where they have Kauffman Stadium and Arrowhead Stadium," Cobb said. "We've got two major sports complexes basically sharing an area. The

reality is that there is not a college that has that type of commitment to two marketed programs."

Cobb said the athletics department holds 1,800 season tickets in the lower level of Carter-Finley for the university's faculty and staff. These tickets are virtually gone, but Cobb noted that faculty and staff could still purchase season tickets for other areas of the stadium at the same 80 percent discount.

The deadline for student groups wishing to get block seating for the Sept. 2 home opener against Arkansas State is Thursday. The university's official policy for student ticket

distribution says that groups applying for block seating must contain between 50 and 150 students. A representative of the group should submit all the required information at Reynolds Coliseum from 8:30 a.m. and 10:30 a.m.

Distribution for individual student tickets will take place between 7 a.m. and 4 p.m. Monday at Reynolds. Students must have their All Campus Cards to receive tickets.

Cobb said anyone needing information on student or faculty tickets should call 515-2106.

OLYMPICS

Continued from Page 10

year. Solt recorded the fastest time in the event. His Olympic trial time (23.80), however, was over three seconds slower than his ACC time, and consequently he finished 54th overall.

Brado followed up on an All-ACC performance last season to place in the top 30 in both the 200-meter freestyle and the 200-meter butterfly.

Despite their not qualifying for the Olympics, the Pack swimmers should gain valuable

experience from the trials.

"When you're dealing with the top one percent, the cream of the crop, you're bound to improve," said interim swimming coach John Candler. "The ACC is a good swimming conference, but this is on an entirely different level."

While the swimmers were busy competing in Indiana, two-time All-American Chris Dugan was in Sacramento, Calif., running in the 3000-meter steeplechase at the U.S. Track and Field Olympic Trials.

Coming off an eighth-place finish in the steeplechase at the NCAA Championships, Dugan

completed the race in 8:34.85, finishing 17th out of the 34 runners. Pascal Dobert won the steeplechase with a time of 8:18.46.

"I think he now realizes that he can compete at that high a level," said track coach Rollie Geiger. "I thought he could have made the finals."

Geiger went on to say that Dugan would increase his training regime. The increased training should help Dugan compete at even a higher level for the Wolfpack, and also help Dugan prepare for a realistic chance to make the 2004 Olympic team.

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The business of competition



JAMES DUPLE/STAFF

The N.C. State athletics department works hard to maintain the balance between revenue and varsity sports.

Jeremy Ashton
Sports Editor

Just off the campus of N.C. State, Carter-Finley Stadium routinely hosts 50,000 rabid Wolfpack fans on Saturdays during football season. Meanwhile, a couple miles away at Method Road Soccer Stadium, fewer than 500 fans show for a State soccer game.

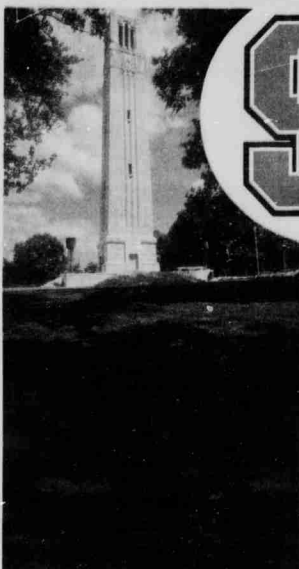
Close to 20,000 people jam into the new Entertainment and Sports Arena (ESA) for men's basketball games in the winter. But the crowds in Reynolds

Coliseum, which is in easy walking distance for most of the student population, are sparse for wrestling matches.

The soccer players and wrestlers go to classes, work hard in practice and put forth the maximum effort in their sport just like the football and basketball players. Yet students and alumni seem to pay more attention to football and basketball.

The 22 intercollegiate teams that State fields can be divided into two groups, revenue and varsity. The difference between the two essentially boils down to money.

Revenue sports, football and men's basketball, are those sports that generate the most revenue for the athletics department. The other 20 sports at State are called varsity sports to distinguish them from the revenue sports, although other schools refer to them as Olympic or non-revenue sports.



Quick facts

- The N.C. State athletics department has a \$25 million operating budget for 22 intercollegiate sports.
- The men's basketball team's move from Reynolds Coliseum to the

Entertainment and Sports Arena increased ticket revenue from \$2.4 million to \$4.9 million and season ticket sales from 3,800 to 13,900.

- Ticket revenue for the football team reached \$4.4 million in 1999. The sale of 25,000 season tickets will cause that number to rise in 2000.

- Five teams from N.C. State finished their respective seasons ranked nationally for the 1999-2000 academic year: men's and women's cross country, men's golf, gymnastics and women's basketball.

- In the last five years, five N.C. State teams have won league championships: men's and women's cross country, gymnastics, men's outdoor track and wrestling.

- The approximate grade-point average for N.C. State's student-athletes in the 1999-2000 academic year was 2.8, the same as that of the overall student body.

Sport or Business?

Les Robinson, State's outgoing athletics director, said there are two sides to sports at the collegiate level, according to the competitive side is the

one that everyone sees when athletes are on the playing field. In this world, a team's worth is defined by its record.

"On the competitive side, as far as how important that sport is to the coaches and the athletes, there's no difference in [their] minds," Robinson said.

"A volleyball player and coach

Lynn Finch, who supervises every varsity sport in her role as the athletic department's Senior Associate Athletics Director, said the university's approach toward varsity sports is one of the best she's seen.

"When I talk with coaches about the kinds of support we offer administratively here, I

wants to win and hurts when they lose as much as a football or basketball coach."

The other side is a \$25 million business that provides uniforms, facilities, scholarships, academic support and medicine

for the Pack's 22 teams. The split between varsity and revenue sports comes from this side, because

according to Robinson, football and men's basketball produce approximately 95 percent of the revenue needed to operate the

athletics department.

But varsity sports aren't treated as second-class citizens at State.

In fact, Nora Robinson, who supervises every varsity sport in her role as the athletic department's Senior Associate Athletics Director, said the university's approach toward varsity sports is one of the best she's seen.

"When I talk with coaches about the kinds of support we offer administratively here, I

realize N.C. State is really a cut above when it comes to an attitude of service to the students, an attitude of service to the coaches," Finch said.

In order to fund varsity sports, the athletics department has to raise money. That means Robinson must devote a significant amount of resources to football and men's basketball.

"You must focus on those sports to be successful because the revenue garnered from those is the determining factor of how competitive your other sports will be," Robinson said.

Students and alumni are the driving forces behind the money-making machines that are football and men's basketball. Robinson notes that their interest in these sports drives ticket sales, advertisements and the television contracts that bring money to the member organizations of the NCAA.

Florida State's trip to the 2000 Sugar Bowl brought \$12 million to the nine member schools of the Atlantic Coast Conference. The ACC just signed a lucrative 10-year contract with Fox Sports Net to televise the "ACC Sunday Night" Game of the week. And last year, the NCAA and CBS reached an 11-year agreement that will keep the men's basketball tournament on CBS for \$6 billion, the largest sports television contract ever.

"Wolfpack alumni and the current student body are the constituents that really are responsible for all this revenue, indirectly," Robinson said. "We say it comes from the TV and the NCAA, but who essentially pays that? Well, the interest in the NCAA Tournament by N.C. State fans and Georgia Tech

See VS, Page 9

Football season tickets going, going, going...

◆ Season tickets for N.C. State football are selling out at a record pace.

Jeremy Ashton
Sports Editor

N.C. State football fans who are hoping to get tickets for Chuck Amato's first season with the Wolfpack are running out of time.

As of Monday, only 300 season tickets are left, according to Charlie Cobb, the Associate

Athletics Director for External Operations. The State ticket office has already sold over 25,000 season tickets, shattering the record of 23,000 set last season.

Individual game tickets are also going quickly. Cobb said the only seats left for the games against Southern Methodist and Florida State are on the hill in the north end zone of Carter-Finley Stadium.

Ann Marie Sales, State's Director of Marketing and Promotions, said her department used a "pretty aggressive"

campaign to attract season ticket buyers. But Cobb thinks the main reason for the increase is the buzz surrounding the new coaching staff.

"I think it tells me that people are really excited about the future of what Chuck and that staff can do to bring N.C. State back to the level where we're competing for championships," Cobb said.

The increased ticket sales should eventually help the athletics department with the pro-

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Wolfpack athletes compete at U.S. Olympic Trials

◆ Four N.C. State swimmers were in Indianapolis this summer and runner Chris Dugan was in Sacramento.

Steve Thompson
Staff Writer

Instead of relaxing at the beach or bussing tables at the local IHOP, a number of N.C. State swimmers and a cross-country runner spent the summer attempting to qualify for the 2000 Olympic games.

At the U.S. Swimming Olympic Trials in Indianapolis, swimmers Braden Holloway, Greg Solt, Matt Brado and Tim Haley all vied for the few precious spots to represent the United States in Sydney, Australia. The swimmers qualified for the trials by posting times below a certain standard for each event.

Competing in the 100-meter backstroke, Holloway barely missed advancing to the semifinals with a time of 57.09 seconds. The All-American finished in 18th-place overall.

In addition to the 100-meter backstroke, Holloway also competed in the 200-meter Individual Medley, 400-meter Medley and the 100-meter breaststroke.

Wolfpack junior Tim Haley also qualified and competed in the 200-meter Medley, 400-meter Medley and the 200-meter butterfly.

Solt, another All American, competed in the 50-meter freestyle. In Atlantic Coast Conference competition last

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