

# Schools cash in on campus prestige with licensed merchandise

By Nora Lockwood Toohar  
Knight Ridder/Tribune News Service

PROVIDENCE, R.I.—Emory University freshman Kim Harvey bought a \$15 white Brown University cap for her younger sister, and a \$20 dark blue one for herself.

A freshman from Long Island, N.Y., Harvey had driven up from the Atlanta school with a roommate to visit a friend at Brown over the holidays, and was picking up a few souvenirs at the Brown bookstore on Thayer Street.

"It's a cool thing to have in high school," she said, holding up the cap she had just bought for her sister. "Not too many have one from Brown."

While Brown counts mainly on its academic prestige to sell its licensed merchandise, most colleges in Rhode Island and the rest of the country rely on their athletic teams to sell their caps, T-shirts, sweatshirts, mugs, pens and other licensed merchandise.

The University of Rhode Island, whose men's basketball team is having a strong season, enjoys about a 3.5 percent increase each year in sales of merchandise with URI's logo.

The university posted \$1.3 million in licensed merchandise sales in 1997. Of that, about \$40,000 to \$45,000 will go back into the university.

Providence College, home of the popular Friars basketball and hockey teams, doesn't release sales figures or disclose how much it receives in licensing royalties. But Gregg Burke, associate director of athletics, said that sales of PC products are growing.

"We have over 100 licenses," Burke said, "from T-shirts to coffee mugs to pen and pencils sets. It can

get a little crazy."

The college sells caps, shirts and sweatshirts at a campus bookstore, run by Barnes & Noble; at its hockey arena sports shop; and at the Providence Civic Center. Licensees also sell PC merchandise at local and regional sporting good shops, as well as at department stores such as Bob's Store, Macy's and J.C. Penney.

"We're very fortunate," Burke said. "Because of our great academic and athletic reputation, a lot of local and regional stores carry our merchandise."

PC also sells its products through

teams can sell well over \$1 million a year in merchandise, and typically receive up to 8 percent of total sales.

The University of Michigan's royalties from sales of licensed merchandise totaled nearly \$6 million in 1994. And the university's recent football success — it was named national champion in one poll and runner-up in a second — is expected to produce about a \$1-million increase in royalties this year.

"If you look at the folks wearing Notre Dame and Georgetown sweatshirts, they're not the alumni," said Bob Coleman, executive direc-

tor through a catalog that is mailed to 70,000 alumni, parents and friends of Brown, and through its Web site: <http://bookstore.brown.edu/>

Brown does about \$1 million a year in licensed merchandise sales.

While that pales besides Harvard, Yale and Duke (the big three of Ivy League collegiate marketing), Carr is satisfied.

"I wouldn't want to see the Brown name simply on any type of garment," he said. "You'd want it to maintain quality."

Ever the iconoclast, the Rhode Island School of Design takes an artistic approach to its licensed merchandise.

"We actually run little contests with our students for design input," said Donald Condrey, general manager of the RISD store.

"We try not to get into the generic college wear," he added. "We strive for the unusual."

In addition to students, alumni buy a great deal of RISD clothing, Condrey said — both during Alumni Weekend, in October, and throughout the year, through the quarterly alumni newsletters.

"It's just reliving the days they were here," he said.

RISD sells about \$150,000 in licensed merchandise a year.

One of its biggest-sellers is a line of Hitchcock chairs with the RISD logo on the headpiece. The chairs sell for \$300 to \$500 apiece and are shipped throughout the United States.

In clothing, sweatshirts are the hottest RISD item, followed by T-shirts and hats.

And the most popular RISD color? "We sell a lot of black," Condrey said with a laugh.

"People like brand names, everything from Ralph Lauren to Ivory Soap."

Gregg Burke  
associate director of athletics at Providence College

a catalog. "It's something both Rhode Islanders and fans living outside the region order from," Burke said.

Over the next decade, he said, he expects sales of PC products to grow. "People like brand names," he said, "everything from Ralph Lauren to Ivory Soap."

PC uses a licensing agent, Collegiate Licensing Co., in Atlanta, to select licensees for its products.

Collegiate Licensing represents about 160 colleges, including top sellers such as the Universities of Michigan, North Carolina, Kentucky and Florida, and Penn State.

The biggest collegiate brand is Notre Dame, a national perennial football power. Collegiate Licensing does not have that account.

Nationwide, the collegiate marketing business is a \$2.5 billion-a-year industry.

Colleges with powerhouse athletic

tor of the URI Foundation. "They're wearing the garment because they want to emulate the successful athletic team at the moment."

AS URI gains more recognition for its athletic program, he said, "you'll see sales increase."

But it's not only athletes who are sporting college logos.

Long the pale bookworms in the competitive world of collegiate marketing, the logos of Ivy League schools such as Brown are becoming trendier.

After Julia Roberts sported a long-sleeved Brown T-shirt in the recent film *My Best Friend's Wedding*, sales of the shirt soared, according to Larry Carr, director of Brown's bookstore.

"It was unbelievable, the number of people calling us for that item," Carr said.

In addition to its own bookstore, Brown also sells university merch-

## Villanova dumps rugby team because of liabilities

VILLANOVA, Pa. (CPS) — Rugby is too rough for the University of Villanova.

The school, afraid of potential liabilities that go along with sponsoring the sport, dropped its team-winning record and all — in May 1996. Without official recognition from the university, the team can't participate in this year's national championship, much less defend its No. 1 national ranking in Division II.

Players recently asked administrators to reconsider the decision. The team paid for its own insurance policy to lessen the university's liabilities and for an emergency medical technician and personal trainer to attend all games. Players even offered to clean up the team's party-hearty reputation by enforcing strict conduct codes and performing community service.

However, school officials have stuck by their decision.

## Student sues over dissection requirement

LOS ALTOS HILLS, Calif. (CPS) — Beate Broese-Quinn wants to become a veterinarian, but not if it means having to dissect animals first.

According to wire reports, she has filed suit against Foothill-DeAnza Community College and a biology professor who required her to dissect a fetal pig if she wanted a passing grade in his class.

Bruce Wagner, Broese-Quinn's attorney, said his client "holds a fundamental moral and ethical belief" that killing animals for research is wrong, claims the community college has violated her rights to free speech and due process. He also said Broese-Quinn, who is asking for emotional damages, had a straight A's before she received a failing grade in the biology class.

School administrators maintain that Broese-Quinn's suit is an attack on academic freedom.

"In this situation, the instructor clearly outlined what the students had to do," said Foothill College Trustee Paul Fong, according to wire reports. "To make an exception for one particular student that

deviated from his policy would be catastrophic for him as an instructor." Mini-CD Packs Powerful Punch

## Mini-CD packs powerful punch

MINNEAPOLIS, Minn. (CPS) — An electrical engineering professor at the University of Minnesota claims he has invented a compact disc about the size of a penny that holds 800 times more information than conventional CDs.

If marketed, Stephen Chou's "Nano-CD" could store massive amounts of information more efficiently, he said. For example, current CDs can hold only 10 minutes of high-quality movies, but Chou says his invention can store up to five hours of flicks — making it possible for people to tuck a weekend's worth of entertainment in their wallets.

Chou also says CAT-scan images, which take up large amounts of CD space, could be stored easily on conventional discs consisting of the ultra-tiny circuits found in his nano-CDs.

## New financial aid form is released

CHICAGO (CPS) — Students looking for financial aid need to have their parents complete a new form released Jan. 1 by the U.S. Department of Education.

Most colleges will require the completed form when students apply for federal aid.

"The Free Application for Federal Student Aid is the first and most important step in the financial aid process," said Mark Rothschild, director of scholarship services at FastWEB, a free Internet service that finds scholarships for students. "Even if you don't think you will qualify for financial aid, you should still complete the FAFSA because you may actually qualify for aid even if you think you won't."

Students can find the form in college financial aid offices, public libraries and by calling the Federal Student Aid Information Center at 1-800-4-FED AID. The form is also available on-line at [HYPERLINK http://www.fafsa.ed.gov](http://www.fafsa.ed.gov).

## Stanford University to host Bob Dylan conference

PALO ALTO, Calif. (Reuters) - Stanford University will host a conference on the career of Bob Dylan, the rock'n'roll icon whose songs and actions have undergone intense scrutiny by fans and academics.

The Jan. 17 conference will examine the art and cultural legacy of the man who found fame in the early 1960s with poignant folk tunes such as "Blowin' in the Wind" and "Masters of War" before going on to become a fully fledged rock star.

Speakers will address such topics as "only a pawn in their game: Bob Dylan and politics" and "the sound of one dog barking: Bob Dylan and religious experience."

Dylan himself will not be there as he is scheduled to perform at New York's Madison Square Garden that night in a double bill with Van Morrison.

Stanford doctoral student and conference co-organizer Tino Markworth said the one-day symposium will be the first of its kind in the United States. A similar event was held in Britain in the early 1980s but failed to generate enough momentum to establish Dylan in academic circles, he said.

"It's about time that academia recognizes that Bob Dylan is one of this century's most important artists," Markworth told Reuters. "We've decided to establish Bob Dylan in the academic canon, much like scholars have done with 'beat generation' figures like Allen Ginsberg and Jack Kerouac."

## Islamic college students enjoy togetherness during Ramadan

By Saleema Syed  
Knight-Ridder/Tribune News Service

PHILADELPHIA — It's 4 a.m. Most college students are nestled in their rooms, cramming some sleep into their systems in time for their early-morning classes. But Farid Sanders, a junior at Drexel University, quietly crunching away at a bowl of cereal. Though not very hungry, he's up and eating because the sun will be out soon, and he won't eat again until sunset.

Sanders is not the only one having an early breakfast. He's among the many Muslims who alter their schedules to fast during the Islamic holy month of Ramadan, which began last week.

The breakfast, called "Sahoor," is typically the only part of fasting Sanders practices alone. Ramadan is a month of togetherness and solidarity among Muslims, and Sanders will spend as much of it as he can with his Muslim friends.

Ramadan requires a lot of Muslims. The fast, one of the five pillars of Islam, requires that they abstain from food, liquids, and other pleasures of the flesh — such as smoking and sex — from sunrise to sunset. Many Muslims also attend a congregational prayer each night called "Tarawih," which in addition to the five daily prayers. Some people read all 30 chapters of the Koran, a chapter a day.

Those practices are hardly seen as a burden, though. Most Muslims welcome Ramadan as a time to gather and become close to Allah and one another.

For college students and other Muslim young adults out on their own, Ramadan is often the peak time of the year for personal observance. Students interviewed said they and others gladly transfer their family's practices to the campus setting.

At the University of Pennsylvania campus, Hassan Chowdhry, a senior, and Hanaa Kilany, a graduate student, said they, like Sanders, feel an increased solidarity and spirituality during Ramadan.

Kilany, of Cairo, said she misses her family gatherings during Ramadan but finds a similar togetherness with members of the Muslim Students Association at Penn.

"I enjoy Ramadan here because it's more or less the same as back in Egypt," said Kilany, who also teaches Arabic at the university. "We share a social and spiritual bond, and we reflect on people's experiences. The religion brings people together."

When I don't eat, my mind is more clear and sharp. I'm more organized because I have to do other things at night."

Hanaa Kilany  
graduate student at the University of Pennsylvania

One aspect of the togetherness, according to Chowdhry, the MSA president, is more gatherings. During Ramadan, students get together each Saturday for "Iftar," the breaking of the fast. The MSA also holds lectures and invites speakers to discuss Islam.

Chowdhry, 20, of Pakistan, said Ramadan bring increased attendance to the Friday afternoon prayers in Houston Hall, the student union, and at the Jamia Masjid, a mosque at 43rd and Walnut streets.

Sanders, 20, of the Philadelphia area, is president of the Islamic Society of Drexel. He said spending time with Muslim friends on Ramadan enables him to be more religious.

"During the year, I hang out with my non-Muslim friends," he said. "But during Ramadan, I try to be

with my Muslim friends. You feel close to God during that time, and you don't want any distractions."

During Ramadan, Muslims are encouraged to practice kindness, patience and graciousness as acts of purity. Many students take the opportunity to invite friends to dinner. "You can become closer to God by being nice to other people," Kilany said. "It makes you happy, and you want to do more of it."

For all of these students, going through Ramadan with other Muslims makes the holy month all the more meaningful. It's easier to get up early and have breakfast with the family, Sanders said, because they're going through it together. But when he's on campus, he

sometimes feels alone and seeks out Muslim companionship.

During his freshman year, Sanders found a Muslim friend who lived in his dormitory. During Ramadan, they would wake up early and meet in a student lounge to have breakfast together.

That, Sanders said, is what inspired him to start the Islamic Society of Drexel. He wanted to form an organization that would allow Muslim students to find companionship, especially during Ramadan.

Since then, Sanders has found other Muslim friends on campus. On most evenings during Ramadan, they meet in the cafeteria to break their fast together.

That is, of course, unless they're in class. For many students, the rigors of academics cause some

inconveniences during Ramadan. Sanders tries to arrange his schedule so he is not in class at sunset or during the Friday afternoon prayer. That isn't always possible.

Chowdhry noted that it is important to break the fast at the right time. Tradition dictates that, following the practice of the prophet Muhammad, Muslims are to break their fast with dates and water. Chowdhry doesn't let classes stand in the way.

"Sometimes, I have to break the fast while I'm in class," he said, "so

feel it. It's sort of a passive thing; it just happens."

Chowdhry said the increased spirituality derives from religious activity and physical deprivation. He also credits Allah.

"This is supposed to be a month that Allah himself has blessed," Chowdhry said. "It's believed that one way He has done that is that He has chained the devil. And the devil isn't able to tempt us."

One of the temptations Chowdhry is able to avoid during Ramadan is procrastination. Fasting and prayer enable him to work efficiently so he can channel maximum time into Islam.

His juggling act isn't anything extraordinary, he said. "Really, it's just a blessing and an opportunity."

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