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Main Hall to Main Street

MAR 31 2005

LIBRARY Connecting Campus and Community

Griz merchandise among nation's top 50 sellers

It's worn by maroon-and-silver clad throngs at Griz sporting events and found on untold thousands of hats, T-shirts, sweaters, license plates, blankets and bottle openers across the nation and around the world. There's even a proposal to place it on coffins and urns.

The University of Montana logo, UM and the bear. The bear is everywhere.

In recent years the popularity of Griz Gear and UM merchandise has landed Montana on the Collegiate Licensing Company's list of 50 top-selling universities in the nation. The most recent figures show UM at No. 46, ahead of Colorado State, Army, Air Force and Boise State.

UM was the only I-AA football institution to make the list.

"I think there are combinations of factors for our success," said University Executive Vice President Bob Frazier, who oversees UM licensing and marketing efforts. "Obviously the success of our athletic teams has helped. And sales improved after we returned to our original school colors. We also have done a better job of communicating and marketing our brand."

UM licenses businesses to use its logos and image, and in return gets a royalty percentage with each licensee based on the wholesale price of individual items.

Montana's royalty income has jumped nearly 800 percent between 1994-95 and 2003-04. The first big jump — 214 percent — took place after UM won its first national football championship in 1995-96. That also was the year the University changed its colors and updated the look of its logos.

Another big spike in revenue — 112 percent — took place in 2001-02, which coincidentally was another year UM won a national football championship. Frazier said 2003-04 was

Montana's best royalty revenue year ever, and the current year is shaping up to top that one after three quarters.

"This year we exceeded in one quarter what we earned in all of the 1995 national championship year," Frazier said.

So where does this revenue go? Susan Murphy, UM's trademarks and licensing administrator,

said it funds everything from marketing the University and scholarships to community service projects, travel, special events and shoring up the athletic department budget. It also funds "Brain Busters," a statewide quiz show for high school students who can win scholarships to UM campuses.

Murphy said UM also sometimes takes trades for use of its image. In a recent development, a phone book company that

produces directories for 180 cities in the United States and Canada was allowed to use UM logos in return for free full-page ads in each phone book, providing an advertising presence that wasn't possible in the past.

"Some of the cities include Calgary, Alberta; Victoria, British Columbia; Anchorage, Alaska; Salt Lake City, Utah; and Olympia, Wash.," she said.

— Continued back page



**Susan
Murphy, UM
trademark and
licensing administrator**

Massive egg hunt hits campus March 26

Get ready to dash for candy and prizes. The fifth annual UM Easter Eggstravaganza is Saturday, March 26, on the Oval.

This year's Easter egg hunt will be bigger and better than ever, with 12,000 prize eggs and 25,000 pieces of candy for local youngsters. The hunt begins at 1 p.m. in the heart of campus, where children will scour nearly four acres of lawn for age-appropriate candy and prizes. Free and open to the public, the hunt features separate

sections for the following age groups: 0-3, 4-5, 6-7 and 8-9 years old.

The Eggstravaganza is sponsored by UM's President's Office and University Relations, the New 102.5 Mountain FM, Southgate Mall, Community Medical Center, The Bookstore at UM, A Carousel for Missoula, KECI-TV and the Missoulian.

For more information, contact event director Rita Munzenrider at (406) 243-4824. 🐰



New program offers students real-world experience

A 19-gun salute in Helena on Jan. 3 was the backdrop for a new governor, new legislative session and new opportunity for two UM students.

Beth Saboe and Tim Riley are broadcast journalism majors from UM who are covering the Montana Legislature in Helena as part of the Legislative News Service. The two began coverage with the inauguration of state politicians on the first Monday in January.

The purpose of the program is to inform and educate Montanans about action taking place in the Montana Legislature and to provide UM students with real-world experience in the broadcast industry. Currently, the service is sent out to more than 50 radio stations statewide.

"It is refreshing to get concise, accurate, professional and timely reports," said Fred Lark of KXLO radio station in Lewistown. "It is also very appealing for our scheduling because they (the reports) are short."

But it's not as easy to gain access to the newsmakers as one would think. "We had spent time, literally, pounding pavement around the Capitol, handing out our business cards," Saboe said. "It's tough to get the House and the Senate to realize that they need to talk to the Legislative News Service just like they would AP or the Great Falls Tribune." She said some



Legislative News Service students working at the Montana State Capitol building

shy away from them because they are college students, but said she and Riley are not letting that stop them.

Their biggest challenge the first week, Saboe said, was technology issues and not knowing the right people to talk to for stories. Riley said his biggest challenge was finding his way around the Capitol.

"They've been very flexible and have managed to get their stuff out every day no matter what challenges pop up," said Denise Dowling, assistant professor in UM's Department of Radio-Television.

During one of the first days of production, the two were getting down to the wire for putting their story out. Riley had nowhere in the Capitol to record his audio, so he put his head inside his



sweater and recorded the day's news.

So far the students have heard positive feedback about their service because of the information they're providing to Montana communities.

Lark said he subscribed to the program because it is non-commercial and unbiased without a political agenda to promote. He said it is an excellent project for students to participate in and exhibit their own professionalism.

— By Brianne Burrowes

University Relations rakes in awards for UM publications

University Relations staff members recently won seven awards in the Council for Advancement and Support of Education's District VIII annual communications awards competition. It was the most awards the department has ever earned in a single year from CASE, an organization of education advancement professionals.

Silver awards went to:

- Paddy MacDonald for an essay on Greenough Park that appeared in the *Montanan* alumni magazine.

- Joan Melcher for copy in a voluntary subscription ad in the *Montanan*.

- Cary Shimek for a story on bee

research in the *Research View* newsletter.

- Patia Stephens for a story on higher education funding in the *Montanan*.

- Director Rita Munzenrider, photographer Todd Goodrich and staff members Stephens, Shimek, Holly Fox, Colter Delin and Brianne Burrowes for the 2004 President's Annual Report. The report was designed by graduate student Karen Slobod.

Shimek won a bronze award for *Research View*, as well as a bronze he shared with Goodrich and Slobod for design of the 2004 cover of *Vision*, UM's annual research magazine.

CASE District VIII includes schools

in Montana, Idaho, Washington, Oregon and Alaska, as well as the Canadian provinces of British Columbia, Alberta, Saskatchewan and Manitoba.

In addition, University Relations staff members won an unprecedented three gold awards from the national Admissions Marketing Report annual competition earlier this year.

The *Montanan*, the 2004 President's Annual Report and *Research View* were judged best in their categories. UM also collected merit awards for the Griz Greetings postcard gallery on UM's Web site, a *Montanan* promotional ad and the University's total recruitment package.

Enrollment Keeps Rising—For the first time ever, UM spring semester enrollment has topped 13,000 students. A total of 13,039 students are registered for classes on the Missoula campus, an increase of 41 over spring semester 2004. The increase in headcount is all at the graduate level, with most of the additional students enrolled in doctoral programs, said Registrar Phil Bain. While the headcount increased slightly, the number of credit hours students are taking decreased slightly. Full-time equivalents (FTEs) decreased by 31 with 11,036, compared to 11,067 a year ago. An FTE represents 15 undergraduate or 12 graduate semester credits. Last fall's enrollment was at an all-time high of 13,558 students. Spring enrollment typically is lower than in the fall. The largest increases in enrollment are at the College of Technology and in the School of Education, Bain said.

Contacting Campus—Ever wonder what's the most-used book on campus? It's the campus telephone directory, used daily throughout the year by more than 2,300 University employees and thousands of students, as well as scores of others off campus. If you want to put your business before the eyes of the 15,000-plus UM population, now's your chance to advertise in the directory. For more information about advertising rates for the UM phone directory, call Jeff Bain at (406) 261-8729.

Outstanding Students—Two UM students were named fall 2004 Outstanding Student Leaders, winning in-state tuition waivers. The winners are Paul Lachapelle, a third-year doctoral student in forestry from Shelburne, Vt., and Jessie Luther, a political science major and communication studies minor from Cut Bank. Based on leadership and service, the scholarship is given biannually to UM students who provide ethical and creative leadership to help promote a healthy campus environment. Applicants who exhibit ethical leadership and service qualities were nominated by a faculty or student group member. Award funding is provided by the Office of the Vice President for Student Affairs and Coca-Cola. Applications are now being accepted for the spring 2005 awards.

UM Museum Finds New Leader—A longtime arts administrator has been hired to lead the Montana Museum of Art and Culture at UM. Barbara Koostra, a UM graduate, was hired as director to fill the position left vacant by the death of Nelson Britt. For the last 15 years, Koostra has worked as an arts administrator on local, state and federal levels. She previously was executive director of the Missoula Cultural Council and communications director at the Montana Arts Council. She also worked in the communications office at the National Endowment for the Arts during 1999-2000 and was assistant director at the Missoula Art Museum in 2001. Koostra received a music degree from Northwestern University and a master's degree in business administration from UM. Founded in 1956, the Montana Museum of Art and Culture hosts a permanent collection of more than 9,000 works. It is the largest collection in Montana, and its exhibits focus on contemporary and historical Montana artists, including American Indian artists and Asian art.

Major Research Honor—Jon "Tony" Rudbach, assistant vice president for research and economic development at UM, recently was elected to Honorary Life Membership in the International Endotoxin and Innate Immunity Society at its biennial conference in Kyoto, Japan. The honor was based on



Rudbach's research contributions during the 35 years he was active in laboratory science. With this honor, he joins only 14 other Honorary Life Members from around the world.

Scientist of Distinction—UM geology Professor George Stanley has been named a research associate of the Smithsonian Institution's National Museum of Natural History in Washington, D.C. The honor is awarded to "scientists of distinction who maintain a scholarly affiliation with the Smithsonian and its research community." The research associate appointment is for three years. An invertebrate paleontologist and internationally recognized expert on modern and ancient coral reefs, Stanley has discovered dozens of previously unknown species during the course of his research. He also has written and edited six books and published more than 100 scientific writings and papers about paleontology and geology. Before coming to UM, Stanley worked as a paleobiologist at the Smithsonian's Museum of Natural History during 1979-81, followed by a one-year Fulbright fellowship to Germany. The UM professor is on sabbatical this year to do research in China, Germany and Japan.

Helping in Distant Lands—The Peace Corps has released its list of "Top-Producing Colleges and Universities 2005," and UM has retained its top-10 ranking for medium-sized institutions. With 41 alumni volunteers, UM ranked 10th nationally among colleges with undergraduate enrollments between 5,001 and 15,000. Last year the University also ranked 10th with 35 volunteers. This year's ranking places UM ahead of institutions such as Brown, Northwestern, Yale, Duke and Harvard. Montana State University landed at 19th on the list with 27 alumni volunteers.

Take an Artistic Odyssey—UM alumni Jude and Don Thomson, owners and producers of the Bigfork Summer Playhouse, will be honored at the School of Fine Arts' fifth annual Odyssey of the Stars — A Celebration of Artistic Journeys. The University Theatre will come alive at 7:30 p.m. Saturday, April 2, with UM and Bigfork Summer Playhouse alumni joining the production to celebrate the careers of Don and Jude. In addition, musical numbers from some of the playhouse's most popular shows will be performed by UM students and guest artists such as J.K. Simmons (of "Spider-Man" fame), David Simmons (J.K.'s brother and an accomplished singer/songwriter), Betsi Morrison, Michael Morrison, Curt Olds, Dan Erickson, Eden Atwood, Darci Monsos, Michael Smith, Brach Thomson, Stephani Hardy and others. A popular event benefiting the School of Fine Arts scholarship fund, Odyssey features fine arts alumni who have gone on to successful careers in the arts in concert with current students. For sponsorship and ticket information, contact the School of Fine Arts at (406) 243-4971 or e-mail sfadean@mso.umt.edu.

Brick Buyers' Bonanza—Become a part of the UM campus by having your name — or another special person's — engraved on a brick in Centennial Circle. UM will complete its spring engraving next month, and it's not too late to reserve your space on the Oval. The deadline for buying bricks for this engraving is Friday, April 15. Centennial Circle bricks cost \$150 each. For more information call University Relations at (406) 243-2523 or visit <http://www.umt.edu/urelations/bricks.htm> for an order form. 🐻

"This can really boost our marketing and recruiting efforts."

Murphy is the University's "logo cop," and it's her job to track down unlicensed vendors. She's been known to take pictures of unlicensed merchandise and send the offending supplier a cease-and-desist warning letter with the photo attached. If that doesn't work, it might be time to contact the Collegiate Licensing Co. to pursue enforcement efforts.

Frazier said it takes more than sports to account for the success of the licensing program. For instance, UM officials made a conscious decision to develop a private label line of clothing and to market products to western tourist destinations such as national parks. And if visitors from Connecticut, England or Japan buy a sweatshirt with a handsome grizzly on it, they also get a Griz Gear hangtag that sports the UM Web address and the toll-free number for the admissions office.

Frazier said the University was the first campus in the country to develop its own clothing brand with a unique (in this case, "Griz Gear") label sewn into each item. In 2001 UM won the Synergy Award from the National Collegiate Licensing Association, which is given to the top licensing program in the country. Part of the reason UM won was its Griz Gear innovation.

"UM's national prominence also has grown with recent appearances in publications such as USA Today and in-flight magazines," he said. "We also had an article in *Art of the West* about UM's Charlie Fritz art exhibit. I think all this exposure contributes to our success."

Frazier said UM chose to go with the Collegiate Licensing Company for its legal, point-of-sale, enforcement and audit services and ability to assist with national promotions. The company offers two levels of licensees: local, which can produce

merchandise for colleges in one state or region; and national, which can produce merchandise for most U.S. colleges.

In Montana, the apparel companies primarily responsible for turning people into walking billboards for UM are Sutton's of Billings, Wild West Shirt Co. of Bozeman and Total Screen Design of Polson. Sutton's is a national CLC licensee, so it makes garments for colleges across the country. Wild West has been so successful that it's on the list of 25 top local licensees in the nation. The items these businesses make appear in stores across Montana and beyond, and all three are among the top 100 apparel manufacturers in the United States.

A big chunk of UM licensing revenue comes from Coca-Cola. The company pays UM for the right to be the exclusive soft drink vendor on campus and to use UM imagery for marketing and promotions. So Monte the mascot appears on a Coke truck, and UM logos decorate pop machines. It's a process called "co-branding" or "cross-promoting."

"There's no real way to measure our exposure or increased sales," said Dennis Anderson, Coke's area manager for Montana and Wyoming. "But it's good exposure and a great affiliation, so I'm sure it helps."

Anderson said PowerAde has been the official sports drink of the Grizzlies since 1995, and he has noticed an increase in PowerAde sales since Coke started its "Feed the Griz" promotion, in which some proceeds benefit Grizzly Athletics.

Frazier expects UM licensing royalties to continue growing, especially since CLC has started a new program to promote its top 50 performers around the nation.

"This could take us to another level," Frazier said. "We do well in the West, but in the East we are still just a small school in a small state. If we could make inroads there, that could enhance our brand and improve our prospects for out-of-state recruiting."



2005 Clark Fork Symposium—March 31-April 2, information on conservation and restoration of the Clark Fork basin, Information: <http://www.umt.edu/clarkforksymposium/2005conference.htm>.

Musical—April 1, "Cats," Broadway in Missoula series, Adams Center Dahlberg Arena. Information, (877) 858-0300.

Odyssey of the Stars—April 2, 7:30 p.m., University Theatre. Information, Department of Music, (406) 243-6880.

Lecture—April 4, "Native American End-of-Life Issues" by Emily Salois, research assistant, University of Iowa College of Nursing, 12:10 p.m., Gallagher Building Room 201. Information, (406) 243-6605.

Concert—April 4-5, Composers' Showcase, 7:30 p.m., free, Music Recital Hall. Information, Department

UM Events

of Music, (406) 243-6880.

President's Lecture Series—April 4, "Creationism Versus Evolution" by Elliot Sober, University of Wisconsin, Madison, 8 p.m., University Theatre. Information, (406) 243-2311.

Play—April 7-9, 12-16, "Evita," 7:30 p.m., Montana Theatre, Performing Arts and Radio/Television Center. Tickets \$15/general, \$12/students and seniors, \$5/children 12 and under. Information, (406) 243-4481.

Majors Fair—April 6, featuring information about UM academic programs, 11 a.m., UC Ballroom, free. Information, (406) 243-6150.

Concert—April 6, Jubes, 7:30 p.m., Music Recital Hall, free. Information,

(406) 243-6880.

Concert—April 8, UM Percussion Ensemble and "Islanders" Steel Drum Band, 7:30 p.m., University Theatre. Tickets \$6, \$4 students and seniors. Information, (406) 243-4819.

Play—April 20, "Mark Twain Tonight!" with Hal Holbrook, Broadway in Missoula series, University Theatre. Information, (877) 858-0300.

Lecture—April 20, "Future Relations Between Iran and Iraq" by Mehrdad Kia, director, UM Central and Southwest Asia Program, noon, Mansfield Center conference room. Information, (406) 243-2235.

Kyi-Yo Powwow—April 22-24, one of nation's top college powwows. Information, (406) 243-5302, <http://www.umt.edu/asum/kyiyo>.