

USC breaks ground for new inn

Sorensen celebrates public-private partnerships during ceremony

BY MICHAEL LAFORGIA
THE GAMECOCK

In a cooperative effort between public and private entities, USC and IMIC Hotels broke ground on a 75,000-square-foot, 117-room hotel Wednesday on Pendleton Street across from the National Advocacy Center.

Plans for the inn were recently allowed to move forward after university officials negotiated a deal on Oct. 7 with local hoteliers, who feared the new hotel might hurt their businesses and were prepared to file a lawsuit against USC.

The terms of that compromise include a gradually phased-in oc-

cupancy rate for the new hotel, a seven-year moratorium on new university hotel development and the inclusion of links to area hotel Web sites on the USC Web site.

In addition, the Black House on Pendleton Street, a historic building some complained might be harmed by construction, will be incorporated into the university's hotel, while the Kirkland Apartment building will be refurbished to provide housing for National Advocacy Center staff members on long-term assignments in Columbia.

The Inn at USC marks the third conspicuous instance of a part-

nership between the university and a private business in 2003. In late September, the university teamed up with Gateway Academy to open a new child development center on Wheat Street, and in October, USC entered into a 12-year, \$5.5 million naming-rights sponsorship agreement with Colonial Life to rename the Carolina Center.

USC President Andrew Sorensen said when he first took office in July 2002 that the university's budget was cut nearly 20 percent by state legislators.

Sorensen said the Inn at USC is a sign of things to come.

"This is a wonderful example of what can happen when the public entities and the private entities come together," he said.

He said public-private partner-

ships are one partial solution to the problems caused by budget cuts.

Equally enthusiastic about the inn's implications was Susie VanHuss, director of USC Foundations, an organization that played a major role in securing private funding for the project.

"Today is a truly exciting day for all of us," VanHuss said at the ground-breaking ceremony. "It's a day that we share the tremendous benefits of a synergy created by a group of committed people."

VanHuss commended Bert Pooser, president and CEO of IMIC Hotels.

"Now the work has really begun," Pooser said. "I can tell you this project is going to move along

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This image shows what the USC Inn will look like when it is completed in January, 2005.

GRAPHIC SPECIAL TO THE GAMECOCK



Cocky, shown here at a USC home football game, has fallen to third place in voting for the Capital One Mascot of the Year. Cocky trails Auburn's 'Aubie' and Ohio State's 'Brutus.'

PHOTO BY MARK SCHILLING/THE GAMECOCK

Cocky knocked to 3rd in mascot award voting

BY NICOLE JOHNSON
THE GAMECOCK

USC's beloved mascot has fallen to third place in voting for the Capital One Bowl Mascot of the Year, according to the 2003 mascot-challenge online poll.

After a long reign at number two, behind Ohio State's Brutus Buckeye, Cocky has fallen to third, trailing Brutus and Auburn's Aubie the Tiger.

Student Government Vice President Zachery Scott said Wednesday SG had just received word of the news at the office.

"It's very disappointing, especially since we heard Clemson students are voting against Cocky by voting for Brutus," he said. "Now we need to find a different strategy to motivate our students — as well as other students around the country who don't like Brutus — to vote."

SG plans to contact other universities that are rivals of Brutus to see if they will advertise to vote for Cocky, according to SG president Katie Dreiling.

"We are also going to contact local media to see what they can do to advertise," Dreiling said.

Advertisements to get people to vote are everywhere.

"I've been announcing it on

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USC readership program big success, survey shows

BY Z'ANNE COVELL
THE GAMECOCK

Student Government has always said students love the newspaper readership program — now, that statement is official.

In a survey conducted by USA Today before and after the program's four-week free trial, 75 percent of the 3,870 students surveyed said they would pick up a paper three or more days a week. Ninety-one percent said they believe reading newspapers is extremely important.

The survey backs up an SG decision to sign a \$45,000, two-year contract with USA Today to continue the USA Today Collegiate Readership Program for two years.

SG President Katie Dreiling said SG decided to extend the pro-

gram without financial support from the administration or other sponsors because it is committed to the program.

"I personally thought it was a great program, and we've seen that the students really like it. We'll do everything to keep it here," Dreiling said.

Dreiling also said the two-year period will give SG the opportunity to think about other funding options for the program in the future.

SG has enough money to support the program at 1,000 papers a day for two years. Then, if necessary, SG could continue to solely support the program by downsizing to 500 papers a day. But Dreiling said SG hopes the downsizing will be unnecessary.

"There are several options such as an activity-fee increase, or the

different colleges could help to fund the program," Dreiling said.

The surveys also showed students picked up USA Today most frequently, and there was little difference between The New York Times and The State. With these findings in mind, the new contract calls for a larger number of USA Today papers. The number of The New York Times will also increase, while The State's distribution will decrease because students reported they already had access to it.

The Russell House, the Coliseum and the Business Administration building will be the permanent stand locations in order to reach the main areas of campus. The stands have USA Today, The New York Times and

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WUSC to lift Top 40 ban during 'Moolah for Music' fund-raiser

BY ALEXIS STRATTON
THE GAMECOCK

Playing Top 40 songs by request all weekend, WUSC will start its annual "Moolah for Music" fund-raiser today at noon, and the fund-raising events and promotions will continue through midnight Sunday.

Money from the fund-raiser is used to support the radio station's annual budget. The event begins today in front of the Russell House with a kickoff that runs from 11 a.m. to 2 p.m. and includes Papa John's pizza, live music from former Courage Riley singer David Adedokun and giveaways from WUSC.

WUSC also will hold a party tonight at the New Brookland Tavern to help publicize "Moolah for Music" and raise money. The party will start at 7 p.m. and feature three bands — Curse Go



Pat McQuinn, left, a second-year civil engineering student, and Alex Grinton, a second-year advertising student work as DJs at USC's campus radio station, WUSC.

PHOTO BY MORGAN FORD/THE GAMECOCK

Back, Beat Junction Project and From Safety to Where — which will begin playing at 9 p.m.

The goal of the fund-raiser is

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Weather

TODAY	SATURDAY
High 59 Low 36	High 65 Low 41

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USC library offers free Lewis and Clark exhibit

BY IRA KLEIN
THE GAMECOCK

An exhibit commemorating the 200-year anniversary of Lewis and Clark's western expedition is being presented through the Thomas Cooper Library's Rare Books and Special Collections Department.

"Discovering the American West: The Lewis and Clark Expedition" opened two weeks ago and can be found in the Mezzanine of the Thomas Cooper Library until mid-January.

On display at the exhibit are

several of the original reports Lewis and Clark wrote about their findings in the West as well as a number of maps they drew and used on their expedition. The exhibit includes a message to Congress from President Thomas Jefferson announcing the expedition's success and features several sketches, including drawings of 19th-century Native Americans and their villages by some of Lewis and Clark's companions and original sketches of new plant and animal species that were encountered.

Commissioned by Jefferson,

the exploratory expedition was dispatched westward to find an all-water route across the North American continent by making use of the Missouri and Columbia river complexes, said Brian Beltman, a USC adjunct professor who teaches a course on America's westward expansion. Lewis and Clark were also supposed to learn all they could about the West's land, topography, plants and Native American tribes, facilitate the advancement of the fur trade and explore the massive piece of land that Jefferson had bought through the

Louisiana Purchase.

According to Patrick Scott, director of special collections at the library and head of the exhibit's compilation, the Lewis and Clark exhibit is particularly interesting because the first students came to USC while Lewis and Clark were still exploring. Now, 200 years later, the exhibit highlights the impact of the expedition on America.

Much of the material came to USC brand-new in the early 19th century, immediately following

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