

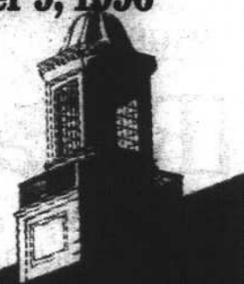
# Daily Nebraskan

VOL. 96

COVERING THE UNIVERSITY OF NEBRASKA-LINCOLN SINCE 1901

NO. 32

Wednesday  
October 9, 1996



## Climate for women debated

Women's Caucus says  
Mooser's efforts not enough  
to bring real change to UNL.

By ERIN SCHULTE  
Senior Reporter

UNL administrators are taking steps toward making sure women at UNL are treated well, but some faculty members think more needs to be done.

At the Academic Senate meeting Tuesday, Chancellor James Mooser announced a plan to conduct a second round of scrutiny of the climate for women athletes at UNL. But he also said women wouldn't be coming to UNL if they thought we didn't have a trouble-free athletic department.

Afterward, the Faculty Women's Caucus met and complained that the chancellor, despite his efforts, should better understand women's struggles.

James Ford, associate professor of English and president-elect of the Academic Senate, expressed disappointment with Mooser's attitude concerning the treatment of women athletes.

Ford said poor treatment of women at UNL was brought into the spotlight last year during the Lawrence Phillips incident, which Ford said the university handled poorly.

Phillips, a former Cornhusker running back, faced misdemeanor assault and trespassing charges stemming from an incident last year in which he broke into teammate Scott Frost's apartment and assaulted his ex-girlfriend, Kate McEwen. Phillips pleaded no contest to the charges last year and settled a civil lawsuit out of court with McEwen in late September of this year.

A consultant was hired last year by NU Athletic Director Bill Byrne to scrutinize the athletic department for problems.

"Letting Phillips back on the field damaged

Please see **WOMEN** on 6

## If I had a hammer



MATT MILLER/DN

**SOPHOMORE BUSINESS MAJOR** Mike Meysenburg and freshman animal science major Brent Bohlmann work on Sigma Alpha Epsilon's Homecoming display Tuesday. Kappa Delta sorority and Triangle fraternity will also help build the display.

## Students hope to promote campus diversity

By ERIN GIBSON  
Staff Reporter

On Saturday, they found common ground on which to stand.

By Sunday, they had poured a foundation on which every member of the UNL community could stand.

About 70 University of Nebraska-Lincoln students kicked off a year of building campus unity last weekend during a retreat in Aurora.

The students worked to move past their own stereotypes and committed themselves to promoting a collective cultural awareness on cam-

pus.

This awareness is often lacking in the UNL faculty, administration and curriculum, they said.

John Harris, coordinator of the retreat, said an education lacking in cultural diversity is a disservice.

"We have to ask ourselves, are we about teaching people to make a living, or helping them learn how to live in a challenging, diverse society?" Harris said.

He said the retreat challenged participants with the reality of what UNL could be — a unified campus that welcomes students from all walks of life.

"As Martin Luther King said, 'We all came

over on different ships, but we're in the same boat now,'" Harris said.

Tagi Adams, a senior women's studies major, said participants represented most of the student body and a wide range of student interests.

She said the retreat was about unity, and working to fight discrimination on all fronts, not just racial discrimination.

"I really believe that any type of discrimination feeds on other discrimination," Adams said.

Students must therefore work to dissolve all stereotypes and prejudice, whether based on race, sex or sexual preference, in order to

Please see **DIVERSITY** on 6

## Student creates fragrance line, image for both sexes

By ERIN SCHULTE  
Senior Reporter

It's a part-time business most teen-agers don't go poking their noses into.

The fragrance industry comes out with billions of bottles of perfume and cologne every year, and even celebrities like Cher have failed at attempts to market their own lines.

But Michael Malcom, a UNL freshman, is convinced his concoction, Loquétion (pronounced "location"), will be one fragrance that succeeds.

Starting a fragrance line requires a lot more thought and money than starting up something like a lemonade stand. But Malcom, a marketing major from McCook, has been obsessed with creating his own fragrance for years. And last year, he started pursuing it as a business, he said.

"I'm fascinated with the industry," Malcom said. "When I first put my nose into it, I knew nothing. I just had the idea of having my own fragrance in my head."

It wasn't just about creating a new scent, he said.

"It's more about the image of a fragrance," Malcom said. "It's fun doing the formula, but it's more fun to create an image."

So he took the idea and ran with it — straight to a cosmetics chemist in Philadelphia, Malcom

hired the chemist to whip up two different fragrances, and picked the one he liked better to tweak until he got the scent he wanted. That scent, which Malcom wanted to have a light green color and an herbal spice undertone suitable for men and women, was Loquétion.

Malcom's chemist reworked the fragrance six times. Then it was time to design the bottle and box.

Malcom said he was referred to Santo Fareri, a designer for SRF Design in New York City who created the design for the Nautica bottle and helped with the Guess? fragrance line.

Fareri said he was impressed by the initiative taken by the young Midwesterner.

"He's so young and it's a relatively expensive field to get into," Fareri said. "He seems to be level-headed about it."

It's not cheap to hire an image specialist like Fareri. Some designers make up to six figures working on designs for cosmetics companies, Fareri said. But sometimes, he said, they'll help out industry newcomers by charging as little as \$2,500. For Loquétion, Fareri designed the logo on the bottle (which Malcom had already picked out) and the box.

Fees are so high because the designs, unlike some facets of advertising, stick around for a long time, Fareri said.

The cost of hiring a designer to establish an identity for a fragrance line is a drop in the bucket compared to total start-up costs.

Malcom said he's spent tens of thousands of dollars launching his product. His family is help-

Please see **FRAGRANCE** on 6



SCOTT BRUNN/DN

**MICHAEL MALCOM**, freshman marketing major, displays a bottle of his fragrance, Loquétion.