

48. A jurisdiction cannot legally refuse to associate with a potential sponsor merely on the basis of the sponsor's philosophy. Rather, the decision about whether or not to engage in a sponsorship, or permit a given sponsorship recognition message, must be made on the basis of the aforementioned proposal review criteria.

49. See *Lehman v. City of Shaker Heights*, 418 U.S. 298 (1974); *cf. Christ's Bride Ministries v. Southeastern Pa. Transp. Auth.*, 148 F.3d 242 (3rd Cir. 1998); *Planned Parenthood Ass'n*, 767 F.2d 1255.

50. AUSTRALIAN NAT'L AUDIT OFFICE, MANAGEMENT OF CORPORATE SPONSORSHIP; CANADIAN COUNCIL, CORPORATE PARTNERSHIP AND SPONSORSHIP POLICY; Interviews with David Cooke, John Ruckavina; NATIONAL STRATEGIC ALLIANCES PROGRAM, EFFECTIVE PARTNERSHIPS.

51. CANADIAN COUNCIL, CORPORATE PARTNERSHIP AND SPONSORSHIP POLICY; NATIONAL STRATEGIC ALLIANCES PROGRAM, EFFECTIVE PARTNERSHIPS; QUEENSLAND GOVERNMENT, QUEENSLAND GOVERNMENT SPONSORSHIP POLICY; UNIVERSITY OF WISC.-PARKSIDE, CORPORATE SPONSORSHIP OF CAMPUS EVENTS POLICY.

52. Interview with Larry McAulay; JOHNSON COUNTY, KAN., JOHNSON COUNTY GOVERNMENT ADVERTISING POLICY AND GUIDELINES (1999).

53. Because this step inherently involves making value judgments, it is wise to involve the citizens and elected officials of a jurisdiction in determining what subject matters are inappropriate for government to become involved with in a given community.

54. See *Christ's Bride Ministries v. Southeastern Pa. Transp. Auth.*, 148 F.3d 242 (3d Cir. 1998); *Lebron v. Washington Metro. Area Transit Auth.*, 749 F.2d 893 (D.C. Cir. 1984); *Planned Parenthood Ass'n v. Chicago Transit Auth.*, 767 F.2d 1255 (7th Cir. 1985).

55. Wanda Franz, president of the National Right to Life Committee, states that the purpose of the committee is to advocate for the promotion of a pro-life culture supported by public policy. Wanda Franz, Donation Solicitation Letter (Oct. 18, 2001), available at www.nrlc.org/donations.htm (last visited July 7, 2003). The International Planned Parenthood Federation states that its core activities and philosophies include advocating for laws and policies that permit safe abortions and eliminating restrictions on safe abortion. INTERNATIONAL PLANNED PARENTHOOD FED'N, STRATEGIC PLAN—VISION 2000 (London: IPPF, 1992).

56. *Knights of the Ku Klux Klan v. Curators of the Univ. of Mo.*, 203 F.3d 1085 (8th Cir. 2000).

57. *Muir v. Alabama Educ. Television Comm'n*, 668 F.2d 1033, 1044 (5th Cir. 1982).

at the
School



School Welcomes New Faculty

Willow S. Jacobson joined the School faculty in August 2003 as assistant professor of public administration and government, specializing in human resource management, organizational theory, and public management. Earlier she taught in the Master of Public Administration Program at the University of Connecticut. Jacobson also has worked on the Government Performance Project and the New Jersey Initiative at the Alan K. Campbell Institute of the Maxwell School of Citizenship and Public Affairs, Syracuse University, and she has assisted state governments in California and Oregon with strategic planning for community collaboratives. She holds a B.S. and an M.S.P.A. from the University of Oregon and a Ph.D. in public administration from the Maxwell School.

Jonathan Q. Morgan joined the School faculty in August 2003 as instructor in public administration and government, specializing in state, local, and regional economic development. Before coming to the School, he worked for Regional Technology Strategies, Inc., an economic and workforce development consulting firm in Carrboro, North Carolina. He also has served as director of economic policy and research for the N.C. Department of Commerce and research and policy director for the N.C. Institute of Minority Economic

Development. Morgan holds a B.A. in economics from the University of Virginia and an M.P.A. from Clark Atlanta University and is completing a Ph.D. in public administration at North Carolina State University. His dissertation, which is being supported by a grant from the U.S. Department of Housing and Urban Development, focuses on the role of regional industry clusters in urban economic development.

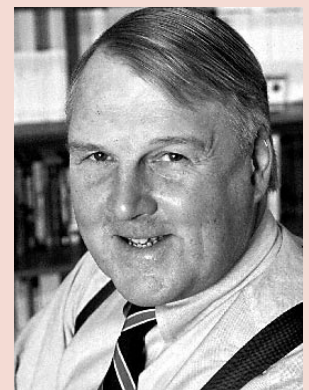
Carl W. Stenberg joined the School faculty in September 2003 as professor of public administration and government, specializing in public leadership. Previously Stenberg was dean and professor of government and public administration at the Yale Gordon College of Liberal Arts, University of Baltimore. He also has served as distinguished professor and director of the Weldon Cooper Center for Public Service, University of Virginia, and as executive director of the Council of State Governments, located in Lexington, Kentucky. The council is a national public interest group and nonpartisan research and service agency representing the executive, legislative, and judicial branches of all state governments. Stenberg holds a B.A. from Allegheny College and an M.P.A. and a Ph.D. from the State University of New York at Albany. He has extensive research and publishing experience and currently serves as chair



Willow S. Jacobson



Jonathan Q. Morgan



Carl W. Stenberg



Jesse L. White Jr.

of the National Academy of Public Administration and a member of the editorial board of the *International Journal of Public Administration*.

Jesse L. White, Jr., joined the School faculty in April 2003 as adjunct professor, specializing in community economic development. He comes to the school from a nine-year presidential appointment as federal cochair of the Appalachian Regional Commission in Washington, D.C. The commission is a federal-state partnership working to bring economic development opportunities to more than 400 mountain communities in thirteen states. Before his work with the commission, White was executive director of the Research Triangle Park-based Southern Growth Policies Board. He holds a B.A. from the University of Mississippi, an M.A. from the University of Sussex, England, and a Ph.D. from the Massachusetts Institute of Technology.

School Completes Challenge

Thanks to the contributions of clients, friends, and supporters of the School of Government, including counties, municipalities, and professional organizations across the state, on June 30, 2003, the Institute of Government Foundation exceeded its landmark Knapp Challenge fund-raising goal of \$1 million! Matching gifts, pledges, and in-kind donations totaling \$1.13 million were received over the two-year campaign.

The Foundation offers its deepest thanks to all who contributed to this great accomplishment. Meeting the challenge was by far the biggest hurdle in reaching the School's \$4 million fund-raising goal for an expanded and renovated building. More than \$3 million has been raised to date, and the dean, faculty, and staff look forward to achievement of the final goal. The dollars raised are helping complete construction and purchase furnishings, equipment, and landscaping not covered by state and university appropriations. The building is expected to open for classes in January 2004.

Gifts to the building fund still are gratefully accepted, and a limited number of naming opportunities are available. Send gifts to the IOG Foundation—Capital Improvement, CB# 3330 Knapp Building, Chapel Hill, NC 27599-3330. For information, call (919) 966-9780 or 962-8477, or visit the School's website at www.sog.unc.edu.

Knapp Building Renamed

Charlotte Observer columnist Jack Betts once observed of John Lassiter Sanders, "He has quietly and steadily influenced public life, informed public debate and enriched the public's appreciation of North Carolina. He did not come to the task with a personal agenda. Instead he came to it with a scholar's curiosity, a perfectionist's style and a sense of time and place about North Carolina."

With pleasure the School of Government announces a special honor for and tribute to Sanders, who, as director of the Institute of Government, helped shape its growth and direction and who continues to be an unparalleled resource, mentor, and educator in the public service arena. With the \$2 million raised through the successful completion of the Knapp Challenge, the Trustees of the Knapp Foundation and the Trustees of The University of North Carolina at Chapel Hill generously have agreed to recognize Sanders's long

and extraordinary service to the Institute, the University, and North Carolina by renaming the expanded home of the School of Government the Knapp-Sanders Building.

As director of the Institute for twenty-four years (1962-73 and 1979-92), Sanders demonstrated clear vision and an unwavering commitment to high standards. The results of his remarkable tenure are evident in the continuing success of the Institute and the recent creation of the School of Government, which now houses the Institute. In 1962, when Sanders first became director, the Institute had nineteen faculty members. Under his guidance and the continued leadership of the current dean, Michael R. Smith, the faculty has grown to forty-three. They and a support staff of sixty keep pace with the demands of courses, projects, and research that address local government law, economics, public finance, public management and administration, environmental law, public dispute resolution, planning, information technology management, economic development, civic education, and social services.

For forty-seven years, the Knapp Building has been a center of public activity, learning, and reference for public officials across North Carolina. With the Knapp-Sanders Building nearing completion, the School looks forward to building on the foundations laid by Albert Coates, Sanders, Henry Lewis, and Smith to promote efficient and effective public service that improves the lives of all North Carolinians.

A plaque to be mounted on the building when it is complete will read as follows:

*Knapp-Sanders Building
Constructed in 1956.
Renovated and expanded in 2003.
Named in honor of
Philanthropist and Publisher
Joseph Palmer Knapp
and
Educator and Institute of
Government Director
John Lassiter Sanders*

—Ann Cary Simpson