

# ST. LOUIS POST-DISPATCH

## Updated: Anheuser-Busch to pull Bud Light Fan Cans from Mizzou after complaint

By Jeremiah McWilliams  
St. Louis Post-Dispatch

[Get our Twitter updates here. and tune in to KMOX now (4:20 pm Tuesday) to hear us chat about Fan Cans.]

Anheuser-Busch complied with a request from the chancellor of the University of Missouri to pull black and gold Bud Light Fan Cans from store shelves and cease production of the product last week.

The Fan Cans use the team colors of various universities. That has prompted accusations of encouraging underage drinking and suspicions that the program puts A-B on the wrong side of trademark law. (A-B disputes both points).

In any case, cans have been pulled from shelves at a bunch of different schools as the promotion has become a PR headache for Anheuser-Busch.

"Anytime you try something new, it will gain contention," Dave Peacock, president of Anheuser-Busch, told Lager Heads Tuesday. Peacock acknowledged that the program has stirred up more "feedback" than the company was expecting. But he argued that the program has "done well" in communities in which it's been well-coordinated with various constituencies.

On Aug. 28, MU Chancellor Brady Deaton asked A-B to cease the promotion around the school. In his letter, Deaton said that the Fan Cans convey the impression that Mizzou supported the marketing effort, although the university had not approved the cans.

He asked A-B to immediately terminate the "completely unacceptable" program, which he claimed is "infringing upon the university's identity and reputation." He also questioned whether A-B was targetting students with the marketing program.

A-B responded on Sept. 9 via letter. The brewer said it did not believe that it had infringed any rights or "created any confusion" with the colored cans. But A-B backed down from a bigger confrontation. The company said it would end the Fan Can campaign in Columbia in the near future.

"In light of our long-standing friendship with Mizzou, and in order to avoid a dispute over the concerns raised by your letter, the Fan Cans program in such color combinations will be ended in your community in the near future," A-B attorney Scott Miller told Deaton.

Miller pointed out that A-B has the right to create and utilize "point-of-sale materials" bearing the Mizzou logo. He also wrote that Anheuser-Busch and its wholesalers have spent more than \$750 million since 1982 to help prevent alcohol abuse, including underage drinking and drunk driving.

"Anheuser-Busch values its relationships with the collegiate community and looks forward to continuing to work cooperatively with the University of Missouri in future endeavors," Miller wrote. "Anheuser-Busch has a longstanding commitment to promoting responsible drinking. Our company's position on college drinking is clear: if students are 21 or older and choose to drink, we want them to do so responsibly. If they are under 21, we want them to respect the law and not drink."

# COLUMBIA MISSOURIAN

## **Two MU students report being sexually assaulted at Les Bourgeois Winery**

By Andrew Denney

September 22, 2009 | 3:54 p.m. CDT

ROCHEPORT — Two 18-year-old MU students reported they were sexually assaulted in two separate incidents after events at Les Bourgeois Winery and Vineyards in Rocheport, the Boone County Sheriff's Department said Tuesday.

Boone County Sheriff's Department Maj. Tom Reddin said the first assault "possibly" occurred on the business's property, but he wouldn't confirm that. The second incident did not. Both incidents happened after the women got drunk at the winery and became separated from their friends, Reddin said.

The reports come a few days after another MU student was hit by a bus in the winery's parking lot. That student, Brian Lindsey, 22, of Springfield, was listed in serious condition after the accident early Friday morning. His condition was fair Tuesday afternoon.

The Missouri State Highway Patrol said Lindsey was with a large group of students at the winery. He was struck when he tried to stop the bus after many other students boarded it.

In a two-sentence news release from the winery Tuesday afternoon, marketing director Rachel Mills said Les Bourgeois would "suspend hosting of all large after-hour events at the A-frame and farm until further notice. Patron group adherence to safe transportation and event planning is paramount before reinstatement."

The first reported sexual assault occurred on Sept. 2, Reddin said, and was reported on Sept. 13. The department has interviewed a suspect in that incident and has submitted evidence to the Boone County Prosecutor's Office for charges to be filed.

Reddin said that because of the time that elapsed between the incident and the report, it would be difficult to collect forensic evidence.

The second incident occurred Sept. 17 and was reported the next day, Reddin said. After that incident, a "good Samaritan" — whom Reddin identified as a "male witness" — encountered the victim, saw that she was intoxicated and allowed her to sleep at his residence to ensure her safety.

"We applaud his efforts," Reddin said.

He also praised Les Bourgeois for its cooperation in the investigations and its concern for the safety of its patrons. "(The owners) are very, very concerned for the safety of the people who come out there," Reddin said.

He said the winery has canceled at least 15 scheduled events since the incident occurred.

"You end up with hundreds of kids in a place where the primary objective is to drink intoxicating beverages," he said.

Reddin said people who go out for a night of drinking should take necessary precautions, such as designating a group of friends to stay close to and finding a sober driver.

"We want people to understand when you go out, stay with your group of friends," Reddin said. "Don't overindulge, and if you do, make sure a safety plan is in place."

# COLUMBIA MISSOURIAN

## **\$100-million project would bring a performing arts center to MU**

By ALAN SCHER ZAGIER/The Associated Press

September 22, 2009 | 12:39 p.m. CDT

COLUMBIA — The home of Missouri's flagship public university prides itself on a vibrant arts scene. Less talked about is what local boosters call a glaring omission: a campus performing arts center.

The project has been called a campus priority for the better part of a decade. In 2004, school leaders unveiled a planned "arts village" that included a privately owned hotel and convention center as well as a new performance space. A tepid response from state lawmakers helped scuttle that idea.

Proponents say the \$100 million project is still a priority, despite the economic recession. They're counting on private donations to fuel the effort this time.

For now, instrumental music students will continue rehearsing in a converted cafeteria. Choral groups still rely on an old dance studio in a former campus gym. And the School of Music keeps using five different buildings scattered across campus. Its main location is nearly 50 years old.

"It's not just a frill," said music school director Robert Shay, who joined the Missouri faculty in 2008 from the Longy School of Music in Cambridge, Mass. "In a real sense, we don't have the educational spaces we need."

The latest plan calls for a 1,000-seat concert hall and 350-seat recital hall. The five-story performing arts center would be located at the corner of Hitt Street and University Avenue — a move that would also benefit the art and theater departments. The existing Fine Arts Building would be renovated and expanded to include more gallery and studio space.

The project is part of a larger redevelopment effort with the city and Stephens College that aims to better blend the campus with its surroundings.

To that end, the performing arts center would also be available for public events and community groups not affiliated with the university, according to Shay.

"It would see a lot of use," he said.

Most prominent musical and theatrical performances on campus are in Jesse Auditorium, a 1,700-seat venue in the main administration building, which was built in 1893. But Shay said the auditorium's acoustics are less than ideal for more intimate events and prevent symphonic musicians from even hearing one another on stage.

Shay says the Missouri Theatre is also inadequate for the school's needs.

"We don't have a proper concert hall really anywhere in Columbia," he said.

For inspiration, Shay and others look east to the Blanche M. Touhill Performing Arts Center at the University of Missouri-St. Louis. That venue has a 1,625 seat performance hall lauded on its Web site for a "warm European opera house feel" as well as a 300-seat black-box theater.

## **MU students celebrate cultural diversity**

September 23, 2009 | 12:01 a.m. CDT

| [Mohammed Salih](#)

COLUMBIA — International students from 11 countries got a chance to showcase their cultures Tuesday at the International Bazaar, held at MU's Memorial Union. At the event, a part of MU's second International Day, students displayed their local cuisines, artifacts and traditions.

Alya Alluwaymi, from Saudi Arabia, Maetee Patana-Anake, from Thailand, and the event's chief organizer, Sampath Devaram, from India, shared their thoughts about the event with the *Missourian*.