OSU plates available for drivers

CLEVELAND (AP) — Ohio drivers who want to be true to their school will be able to purchase customized college and university license plates beginning Sept. 1.

Each plate will feature a school logo on the left side, the school’s name on the bottom and five numbers or letters rather than the customary six, according to the Ohio Bureau of Motor Vehicles.

So far, 14 schools are participating in the program. They will receive part of the profits from the sale of the plates.

Participating schools are: Ohio State University, Kent State, Bowling Green, Wright State, Ohio Northern, Wittenberg, Ohio University, University of Toledo, Mt. Union College, Clark State Community College, University of Cincinnati, University of Dayton, Medical College of Ohio and Cincinnati College of Mortuary Science.

The plates will cost $50 more than standard plates. Four-fifths of that will go into the college’s scholarship fund. An extra fee will be charged for personalized plates.

“This will assist students with scholarships, especially with the universities and colleges facing tight budgets,” said Lynne McBees, a spokeswoman for the motor vehicles bureau.

Most of the schools will begin accepting applications for the plates in mid-August. Applications will be processed by the schools and forwarded to the state, she said.

But Ms. McBees said the mortuary college plates have drawn a few snickers.

“When I heard, I wondered what they were going to put on theirs,” she said.

College President Dan Flory said the school thought about using an antique hearse with a coffin, but opted for a caduceus — a winged staff with one serpent, which is the symbol for mortuary science.

College plates are available for passenger cars, non-commercial vehicles and motor homes.

She said that although students and alumni are being targeted for sales of the plates, they also might be of interest to fans of a particular university’s athletic teams.

College plates are being sold in several states, including Florida. Last year, Florida colleges earned more than $2 million from license plate sales.

More schools may participate later, Ms. McBees said. Miami University and Cleveland State University are waiting for final approval of plate designs.
OHIO STATE LICENSE PLATES HIT THE ROAD FOR SCHOLARSHIPS

COLUMBUS -- Alumni, students and fans of The Ohio State University may need to change the lyrics of the Buckeyes' fight song to "Drive, drive on down the road..." as collegiate license plates hit the market this fall.

The collegiate plates result from legislation introduced last year by Rep. David Hartley and passed by the Ohio General Assembly to help raise scholarship money for Ohio's universities.

The additional fees for the collegiate plates are earmarked for the universities' general scholarship funds. The program is being implemented by the Bureau of Motor Vehicles.

License plates featuring university logos are available for passenger cars, noncommercial vehicles and motor homes. Ohio State is one of 19 universities, colleges and technical schools currently participating in the program.

Similar programs are in place in several other states, including Pennsylvania and Florida.

"The University of Florida and Florida State University each earned more than $800,000 for scholarships in 1990-91 from collegiate license plates," said Anne H. Chasser, Ohio State's director of trademark and licensing services.

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"We don't expect to have such success in the first few years, but we do believe the program gives Buckeye supporters a way to demonstrate school spirit and contribute to the education of future Buckeyes."

Chasser oversees the licensing of Ohio State's logos and trademarks for use on sportswear, gift items and souvenirs. The program currently generates nearly $900,000 annually for student scholarships.

The Ohio State plates feature the traditional block "O" and a buckeye leaf to the left of the plate numbers. The words "Ohio State" replace the county name along the bottom.

To receive the plates, drivers will pay $50 in addition to their regular county registration fees. Of the additional annual fee, $40 goes to the university for its general scholarship fund and $10 goes to the Bureau of Motor Vehicles to offset the production of the plates.

Additional information and application forms for the Ohio State plates are available from Ohio State's License Plate Program, 33 W. 11th Ave., Suite 204, Columbus, Ohio 43201, or by calling (614) 292-8484.

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Contact: Rick VanBrimmer, Office of Trademark and Licensing Services, (614) 292-1562.
Ohioans now can drive, drive on down the road with Ohio State automobile license plates. Purchase of the plates will support the university’s general scholarship fund.

Ohio automobile license plates bearing a Block “O” and buckeye leaf logo and the name “Ohio State” became available Sept. 1 from the Bureau of Motor Vehicles (BMV).

The Ohio State plate is part of a new program of collegiate auto license tags featuring the logos and names of some 70 Ohio colleges and universities. The program will generate scholarship funds at each participating institution.

Rep. David Hartley of Springfield sponsored legislation in 1991 which created the Collegiate License Plate Program for Ohio.

The collegiate plates have been authorized for use only on noncommercial, passenger and motor home vehicles. The name “Ohio State” will replace the county designation on passenger vehicles only; noncommercial and motor home plates will continue to bear the name of the vehicle type in this space. All three types of plates, however, will bear the same distinctive logo.

The annual cost of the collegiate plates will be $50 in addition to all other applicable regular plate fees. Of this, $40 will go to the university’s general scholarship fund and to cover the university’s program expenses and $10 will go to BMV for its expenses.

The combination of letters and numbers used on the collegiate plates cannot exceed five characters and will be chosen by BMV. Purchasers who already have a reserved license plate may request a logo plate with that special combination of letters and numbers, provided the combination does not exceed five characters in length and the old set of plates is returned to the BMV.

To purchase an Ohio State plate, complete the form on page 67 of this football program. Send it with a check for $40 (made payable to The Ohio State University) to: Ohio State License Plates, Suite 204, 33 W. 11th Ave., Columbus, Ohio 43201-2013. Credit card orders may be sent by mail or by fax to (614) 292-2013.

If you have questions or want additional applications, call the Logo License Plate Information line at (614) 292-8484.

Note for Falcon fans: Bowling Green State University also will have special plates. For information, write the Mileti Alumni Center, Bowling Green State University, Bowling Green, Ohio 43403, or call (419) 372-2701.
OSU shows pride with license plates

By Ericka Pizzillo
Lantern staff writer

OSU students, alumni and fans can now show their Buckeye pride on the front and back of their car, van or truck by participating in the Bureau of Motor Vehicles collegiate license plate program.

The program, which began this month, generates money for the general scholarship funds of Ohio universities, colleges and technical schools by producing license plates with a school's insignia.

Ohio State fans can get plates with a "Block O" or a buckeye leaf insignia to the left of the plate numbers and "Ohio State" in place of the county name.

The plates carry a $50 charge in addition to current license registration fees. Ten dollars goes to the Bureau of Motor Vehicles for the production of the plates and $40 goes directly to the university's general scholarship fund.

As of September 16, 27 colleges, universities and technical schools are registered in the program, including Akron University, Cleveland State University, Oberlin College and the Cincinnati College of Mortuary Science, said Lynn McBee, spokeswoman for the Ohio Department of Motor Vehicles.

Similar programs are in place in other states, including Pennsylvania, North Carolina and Florida, where the University of Florida and Florida State University each raised over $800,000 last year in scholarship funds through the production of the plates.

"We don't expect to have such success in the first few years, but we do believe the program gives Buckeye supporters a way to demonstrate school spirit and contribute to the education of future Buckeyes," Anne H. Chasser, Ohio State's director of trademark and licensing services, said in a news release.

The program is a result of a bill sponsored by State Representative David Hartley who saw "too many kids in the state who can't afford to go to college," said Barbara Huetter, a legislative aid in Rep. Hartley's office. Hartley had seen an aid for a similar license plate program in a University of Louisville Alumni newsletter, his alma mater.

To receive the plates, those interested can get an application from the Office of Trademark and Licensing Services, but applications are also available at the Ohio Union, the Athletic Ticket Office, the OSU Bookstore, and the Alumni Association Office.

Applicants must return the application and $40 to Ohio State, at least 65 days before the applicant's license plate expiration date. The university forwards the application to the Bureau of Motor Vehicles. Applicants will pay the $10 production charge when renewing their plates.

Huetter said the process is not very user-friendly unlike Florida's successful program which uses a simple check-off system when residents go in to renew their plates. All the fees are paid to the Bureau of Motor Vehicles, which distributes the money to Florida schools. But in Ohio, "the state constitution specifies money received by the Bureau of Motor Vehicles must be spent in certain ways," Huetter said. "We are drafting new legislation to change the process." This new legislation may result in a constitutional amendment so the program can be simplified.

Despite the complicated application process, over 110 applications from Ohio schools have already been received by the Bureau of Motor Vehicles, and over 300 applications have been distributed to supporters by the OSU Office of Trademark and Licensing Services, including one to Tom and Jill Buckeye of Aurora, Ohio who will be putting the OSU plates on their scarlet and grey van, said Rick VanBrimmer, director of the Office of Trademark and Licensing.

"One of the great things about OSU is that Buckeye fans want to make a visual statement about being a buckeye, this is a visual way of showing loyalty and dedication to OSU," VanBrimmer said.
Put a ‘letter sweater’ on your automobile

By Lee Leonard
Dispatch Washington Reporter

Ohio motorists who want to be true to their school may now obtain special collegiate license plates. It costs an extra $50, but $40 of that goes to the college for scholarships.

The Department of Highway Safety is offering the collegiate license plates under a 1991 law sponsored by Rep. David Hartley, D-Springfield.

"You don’t have to be an alumnus or student of the school," said Charles D. Stepley, department director. "Anyone with a car registered in Ohio can order collegiate plates from a college or university enrolled in the program."

So far, 27 colleges and universities are enrolled, including Ohio State University, Capital University, Franciscan University and Columbus State Community College.

"With many universities and colleges facing tight budgets, the collegiate license plate program will help generate funds for institutions of higher learning each year," said Mitchell J. Brown, registrar of the Ohio Bureau of Motor Vehicles.

The University of Florida reaped $872,051 in 1990 under a similar program in that state, said Lynne McFie, the Highway Safety Department. The University of Central Florida, a smaller school, received $105,016.

Brown said passenger cars, non-commercial vehicles and motor homes are eligible for the collegiate plates. The $50 fee is in addition to normal license fees, and the bureau keeps $10 for producing the plates.

Collegiate license plates are the same color as regular Ohio plates, but the college logo is on the left side. For passenger-car plates, the college name appears at the bottom, replacing the county sticker.

For another $10, motorists can get their initials on reserved plates, if they’re available, or, for an additional $35, can choose their own license number of up to five characters. The bureau said the collegiate plates will have five characters, as opposed to six on other plates, because of the space required for the logo.

Those interested in collegiate plates must first contact their college of choice and ask for a Collegiate Plate Request Form. That form, with a $40 check, should be returned to the college 60 days before the expiration date on the current motor vehicle registration, Brown said.

The bureau will then be notified and will send the motorist a special plate application. After the bureau receives that application form and the fee, the license plates will be made and sent to the applicant in four to six weeks, according to the bureau.

Other participating schools are the University of Akron; Bowling Green State University; Cincinnati College of Mortuary Science; Clark State Community College; Cleveland State University; Kent State University; Lima Technical College; Lorain County Community College; Ohio; Marietta College; Muskingum College of Ohio; Miami University.

Mount Union College; Oberlin College; Ohio Northern University; Ohio University; University of Cincinnati; University of Dayton; University of Rio Grande; Shawnee State University; Temple Baptist College; Cincinnati; University of Toledo; Wittenberg University; and Wright State University.
License plate sales help OSU students

By Camille Weiker  
Lantern staff writer

About 295 Ohio State University commemorative license plates have been sold generating $11,800 in scholarship money since the plates went on sale Sept. 1.

"We're very happy with the numbers," said Rick VanBrimmer, licensing and marketing coordinator for Ohio State. "People who have a loyalty and affinity to Ohio State University now have a way of preserving it, and the ultimate beneficiaries are the OSU students." 

Anne Crowley, chief of special plates for the Ohio Safety Department, said that 30 other Ohio universities and colleges are participating in the program.

Sales for other schools include: Bowling Green, 26; University of Cincinnati, 16; University of Dayton, 31; and College of Mortuary Science at Cincinnati, 14.

Crowley said some universities are just beginning their marketing program, which may explain their lower sales numbers.

She said that Ohio State is first in sales right now.

The OSU plates bear a scarlet "O" draped by a green buckeye leaf with "Ohio State" printed across the top.

The annual cost of the tags is $50, including a $10 processing fee for the Bureau of Motor Vehicles and $40 for the OSU general scholarship fund.

The plates have been authorized for use only on noncommercial, passenger and motor home vehicles.

The cost of personalized-collegiate plates on a noncommercial car is about $127 a year, including $50 for the collegiate plate, $35 for personalization, and a $40 renewal fee.

Promotional pieces in various Ohio newspapers and magazines have boosted alumni interest, VanBrimmer said.

Leo Skinner, chief of public information for the Ohio Highway Safety Department, said that other states have had success with similar programs.

In 1989, the University of Miami of Florida raised $359,000 and the University of Florida at Gainesville raised $870,00.

"We're all hoping that this program is as beneficial as Florida's," Skinner said.

Mary Haldane, director of financial aid for Ohio State, said the plan can help meet demands for financial aid.

New revenue will be distributed to the neediest of the many different student scholarship programs.

The legislation for the program, sponsored by Rep. David Hartley, (D-62nd District), was passed this year.
License plates raise $26,120 for scholarships

By Deanna Hohler
Lantern staff writer

Ohio State leads 36 other Ohio colleges and universities in collegiate license plate sales to raise scholarship funds.

The 1992 sales figures for the top five schools are Ohio State, with 561 plates; followed by Ohio University, 79; University of Dayton, 57; Bowling Green State University, 47; and Miami University, 44, the Bureau of Motor Vehicles report stated.

Ohio State sold 653 plates since the program began Sept. 1, 1992, said Anne H. Chasser, director of trademark and licensing services.

Chasser said she hopes the demand for the $50 plates will grow as more people see them on cars and inquire about how to get them.

The price includes a $10 processing fee for the Bureau of Motor Vehicles and the remaining $40 goes to university scholarship funds, said Lynn McBee from the Bureau of Motor Vehicles.

The program, originated by State Representative David Hartley, was established to generate financial aid dollars through license plate sales.

So far, Ohio State has raised $26,120 for OSU scholarship funds, Chasser said.

The majority of OSU plates have been sold to OSU alumni, she said.

Applications for plates are available from the Office of Trademark and Licensing Services, the Ohio Union, the Athletic Ticket Office, the University Bookstore and the Alumni Association Office.
Money raised by sale of plates

In the past year, more than $40,000 has been raised for the Ohio State Alumni Association through the sale of OSU license plates.

According to a spokesman for the Ohio Bureau of Motor Vehicles, the license plates, which are decorated with an OSU insignia, cost about $100 extra per year. There is a $50 fee on top of the regular $50 registration costs. A $40 portion of this additional cost goes to university scholarship funds, and $10 goes to processing fees.

Rick VanBrimmer, assistant director of Trademark and Licensing Service, said 1,050 license plates have been sold so far this year.

"I thought it was a great idea. I was going to give to the Alumni Association anyway, and this way I have something nice to show for it," said Kristen Kiser, a 1993 OSU graduate, who recently applied for the plates.

According to the BMV, more than 40 Ohio universities and colleges offer the plates, including Ohio University, Otterbein and Ohio Dominican.

"The idea for the plates had been around for awhile, but State Representative David Hartley finally introduced the bill to legislation last year," VanBrimmer said. The program was designed to generate financial-aid dollars through license plate sales.

"I can't wait to get my plates," Kiser said. "I am really proud to have finally graduated from Ohio State, and this is a great way to show everyone."

—Sharon Caldwell
Arrive In Style!

OHIO ALUMNI
OHIO STATE
Now you can show your Buckeye pride every time you are behind the wheel! Ohio State license plates are the perfect way to display your loyalty when you drive across town or across the country and the proceeds go to support future Ohio State scholars!

The Ohio State license plates feature the distinctive Block "O" and buckeye leaves and are available for any passenger car, non-commercial truck or motor home registered in the State of Ohio. The plates are easy to order by calling 1-800-589-TAGS and can be picked up at your nearest Deputy Registrar or the Bureau of Motor Vehicles. The cost of the plates is $50 annually in addition to your regular registration fees, with $40 going to support academic scholarships at the University.

Help up make Ohio State #1 on the road as well as the field!
Your Ride. Buckeye Pride.

With Ohio State specialty plates everyone has the opportunity to show that they are a Buckeye wherever they go. A portion of the cost of the plates supports general scholarships at Ohio State and is tax deductible. So show your Buckeye pride! These specialty plates can be purchased by calling 1-888-PLATES3, at any Deputy Registrar, or on-line at www.oplates.com. Soon you’ll be cruising in Ohio State Style!

Order on-line at www.oplates.com

Cost of an Ohio State specialty plate is $25 in addition to your annual registration fees ($25 in tax deductible). Custom Ohio State specialty plates, like the sample pictured, are available at an additional cost. See www.oplates.com for details.