

In Perspective

More black performers needed in the SAC

by ANDREA SHAW
Guest Writer

Each morning hundreds of UNC students flip open *The Daily Tar Heel*, only to be bombarded with advertisements of upcoming entertainers appearing at the Dean Smith Student Activities Center. Big name acts like Genesis, Billy Joel and David Bowie bring shows to town which sell out 20,000 tickets.

But since the SAC's concert debut in April 1986, none of the acts which have appeared have appealed to a black audience. Lionel Richie, who appeared last November, sold 20,000 tickets also. Yet Richie, a black cross-over artist, attracts a largely white audience. His opening act, Sheila E., who attracts a black audience, received poor response from the predominantly white audience attending the concert.

Smith Center officials contend that the facility is not in the entertainment business. Yet, Smith Center manager Steve Camp said earlier this year that 14 to 20 shows are needed each year to break even at an estimated \$600,000 to \$800,000. With three concerts under its belt, the Smith Center had five shows scheduled for October. And even with the scheduled appearance of Tina Turner for Nov. 6, still none of the acts appearing would appeal to a black audience.

With the Triangle growing and the presence of five predominantly black colleges and universities, all within an hour of Chapel Hill, the likelihood of selling out a concert featuring a top black act is relatively high. Furthermore, the area has a population of more than 85,000 blacks, increasing the potential for a sellout. In the spring, *The Black Ink* interviewed Camp. At that time, he cited three reasons for the lack of black acts appearing at the SAC: First, black performers tend to stick with arenas that seat an audience of 10,000 to 12,000. Second, promoters take a high risk when putting up the performer's guarantee. A guarantee is a

specified amount of money paid to the performer up front. If promoters don't make a great return on their investment through ticket sales, they are reluctant to secure acts in the larger arenas. Third, there aren't any black acts on in the region.

Black entertainers such as Luther Vandross, Patti LaBelle and Freddie Jackson have sold out both the 10,000-seat Greensboro Coliseum and the 12,000-seat Charlotte Coliseum. Camp said that a minimum of 8,000 to 10,000 tickets would have to be sold before securing a concert at the SAC. Given those statistics along with the population of the area, to sell 8,000 tickets to see a top name black act here shouldn't be too difficult.

Although SAC officials claim they are not in the promotion business, they do secure some of SAC's performing acts based on community interest. By recruiting and working with the limited number of black promoters in the state, the Smith Center staff might be able to eliminate some of the risk associated with locating performers for concerts.

And last, acquiring successful black performers is going to take a cooperative effort from Smith Center staff, promoters and student organizations. By organizing a group of students with various backgrounds and tastes in music, the Smith Center could attract performers that satisfy a variety of tastes and cater to all people, not just one particular group. In a student body of over 22,000, there is enough diversity here to make decisions in what is in the best interest of the whole instead of the majority.

Black students are beginning to wonder if they will ever see more than basketball in the SAC. Unless the University notices that what is best for the majority is not what is best for the whole, the SAC cannot truly say it has made a contribution to the University's educational process or say that it had proven itself in the market for entertainment.

Why aren't we doing it at Carolina?

by GARRAUD ETIENNE
Staff Writer

When I first tackled the idea of addressing the high dropout rate at Carolina, I imagined an essay laden with statistics and SAT scores. However, I thought that an editorial based on rational thinking and a lifetime of observations would suit my purpose better.

While obviously all those concerned with the struggle of black America to achieve mainstream success realize a problem does exist, we find ourselves disagreeing on the cause.

The generic explanations I've heard have addressed the difficulty we as black students have adjusting to a predominantly white environment. Blacks currently make up around 8% of UNC-Chapel Hill. All black students can agree that the pressures of being black in this environment only intensify the already rigorous demands of university work. However, to attribute our failure to achieve to the racial mix on campus frightens me. If this indeed is the case, well then I'm afraid it's over for me, you and black people as a race in these United States. To put things mildly, THIS IS A WHITE DOMINATED SOCIETY. To assert that we cannot come to

Carolina, play the academic game and play it as well as our white counterparts, tells me we concede the game before it's begun. The only way for a black person to climb the socio-economic ladder (excluding those rare artistic talents which most of us are inadequately endowed with) is education.

Being born in the poorest country of the western hemisphere, Haiti, and having spent 11 of my 19 years in Brooklyn, NY, I have seen firsthand the plight of people, especially black people, who have never had an opportunity to advance themselves. We have the opportunity not only to do it for ourselves, but also to achieve for our brothers and sisters who have never been given the chance.

I want to stress that I do sympathize with fellow black students who feel overwhelmed; I had the dubious distinction of being the only black senior out of a class of 355. Having previously lived in an all black urban setting, it was again to put things mildly, "a struggle". However, once I realized the opportunity that I had, I seized it firmly in my hand, and haven't let go since.

You're black, the odds are stacked against you, now deal with it.

Is checking student identification the answer?

by TIMIKA SHAFEEK
Managing Editor

Will checking University student identification prevent fights and vandalism from occurring at the parties given in Great Hall? The general consensus is that it may be a start, but it is not the answer.

Although fights and vandalism are not regular occurrences at Great Hall, preventative measures are being considered because of the incident that took place in September, at the Alpha Phi Alpha jam, which resulted in four fights and damage to a vending machine.

Checking for college identification will exclude many of the people that attend the parties. It is a well known fact that over half of the people who attend Great Hall parties are from surrounding colleges and communities. Checking for UNC identification will therefore result in the reduction of fund raising profits for such organizations as the BSM and the Black Greek organizations.

Mia Davis, a member of the junior

class, stated, "Cutting the possibilities of fundraising opportunities for Black organizations is a definite setback, but I think UNC students are less likely to fight among themselves, and are more likely to cooperate when asked."

"As a student, I see no problems in showing my I.D. to attend Great Hall jams if it will prevent fights," said sophomore Yolandra Poole, member of the sophomore class. Poole also stated that all college I.D.'s should be accepted, and although many college age students would be denied admittance, if it will prevent fights, it is fair.

Cleveland Lewis, member of Kappa Alpha Psi, stated that the emphasis should not be on college I.D.'s. According to Lewis, the hired security guards need to take a more active role when necessary.

"Right now, I do not think implementing new measures to prevent fights is necessary," said sophomore Vanessa Howard. "But, if things do get out of hand, then something will have to be done."

Fire-safe cigarettes

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of cigarettes is only a few months," she said.

How acceptable the fire-safe cigarettes would be to smokers will have to be determined by the tobacco industry, which cooperated in the research, she said. Industry-wide laws establishing performance standards for cigarettes would be better than voluntary compliance which would put some companies and brands at a competitive disadvantage.

Waller said that she disagrees with people who consider laws affecting how cigarettes are made to be government interference.

"I too have concerns about govern-

ment interfering in too many areas of our private lives, but you have to consider the trade-offs," she said. "When most people think of freedom from government, they're not thinking about the freedom to burn up their homes with their families inside."

"All this report is saying is that we have identified something that contributes to death and serious injury in all kinds of people, not just smokers," she added. "And we're saying we know how to modify this agent of death, if you will, in such a way that it won't create an effect that the people who were smoking never intended to happen."

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