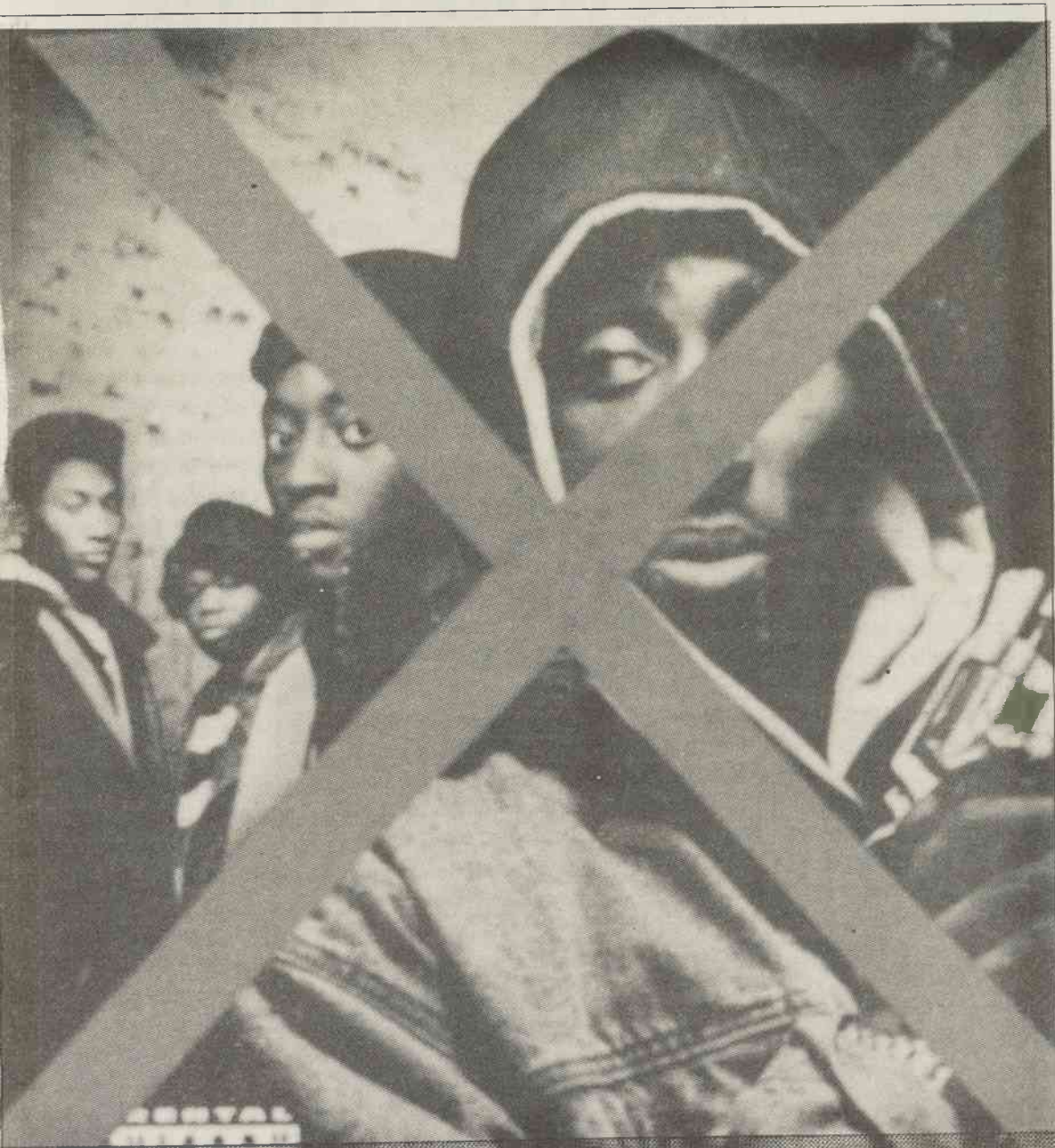


This College Town Steer Away From Most Black Films



"We're into more intellectual films rather than a bunch of people shooting each other."

Teresa Puryear, spokeswoman for the Plaza theater.

black patrons is the Chelsea on Weaver Dairy Road. It has shown such recent films as "Livin' Large," director John Singleton's "Boys N The Hood," Spike Lee's "Jungle

Fever," and Matty Rich's "Straight Out of Brooklyn." Owner Bruce Stone said while he doesn't like for his theater to be labeled a "black theater" or "white

theater," he is aware that his is the only movie house in Chapel Hill that consistently shows black films. "I show them because they interest me," he said. "I like

diversity."

Meanwhile, Stone said he wishes other theaters would show (more) black films.

"It bothers me that some theaters don't have the mentality to take a chance once in a while," he said.

In late summer, the Ram took a chance and played "Boyz N the Hood," weeks after it was released and after the Chelsea had run it.

"It was too little, too late," Garrison said.

Because the Ram caters predominantly to University students, it should play as many black films as possible, as soon as possible, he said.

"I am a student at Chapel Hill and I would like to go downtown Chapel Hill to see a movie made by black people with black people in it."

While Patrick refused to comment on how well "Boyz N

The Hood" did at the Ram, employee Eugena Harrington said the film fared well.

"The black films certainly do well when we show them," said Harrington, who has been working at the theater for a year.

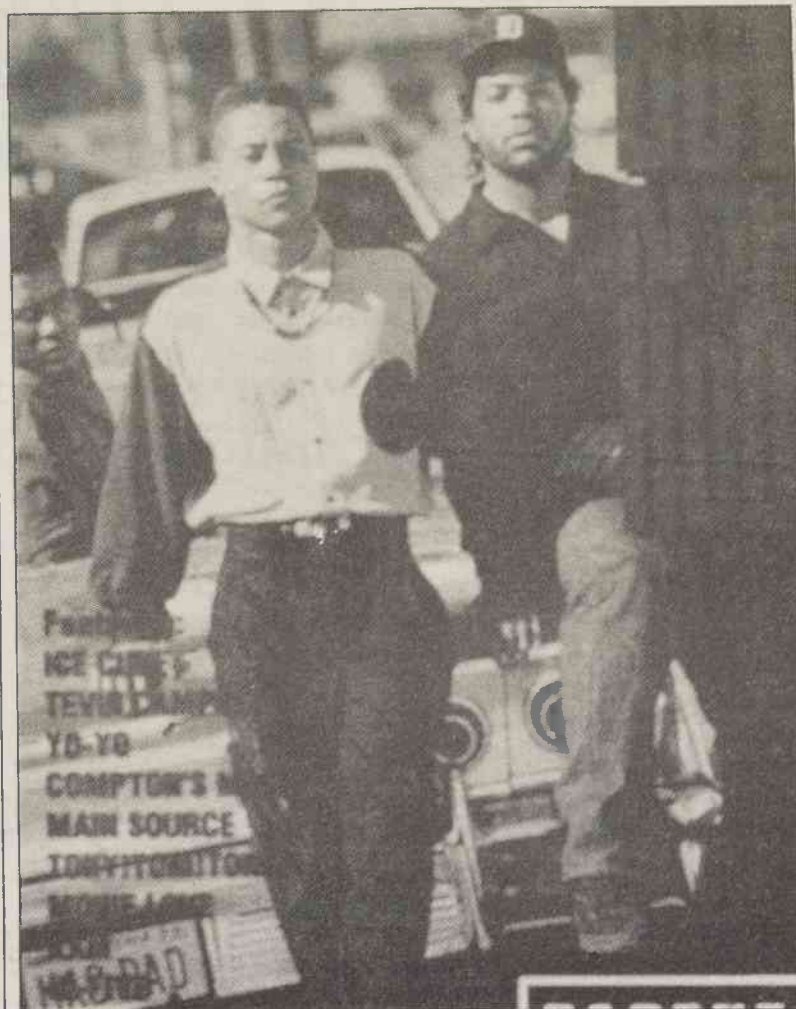
However, none of the theaters in Chapel Hill will be making a profit off "Juice," the debut film by writer and director Ernest R. Dickerson, Spike Lee's cinematographer.

"Juice is a prime example of a gang movie," Puryear said. "We're not playing it anywhere."

Steele said that he was not impressed with "Juice" at all.

"The message seemed subordinated to action," he said.

Thus, "Juice" will suffer the same fate as Lee's "Mo' Better Blues" and many other black films -- banned from Chapel Hill.



The Ram played "Boyz" a month after its release.