

Guest Editorial

Let's Don't Let Rude Russian Know He Has Hurt Our Feelings

Pete Ivey, the press agent at the University in Chapel Hill, has counted to 10—he waited 10 days deliberately, he explained—and then has had some "harsh" things to say about the spokesman for a group of Russian students who recently toured Chapel Hill.

Publicist Ivey said the Russian, Evgenli Burgrov by name, "was two-faced . . . spoke half-truths . . . told at least one lie that can be proved on him . . . was smiling and courteous at one instant . . . could be rude and contemptuous the next moment . . . kept a chip on his shoulder . . . exhibited all the earmarks of one destined to go far in communist cold war diplomacy . . . was a model of modern Soviet double talk and tricky footwork . . . what delighted him more than anything else was his ability to bait the newspapermen and TV and radio men—to show his scorn for the American free press . . . seemed to take a special delight in directing last minute changes in plans . . . requested retractions of articles which displeased him . . . if arrangements were not running smoothly, he demanded explanations and apologies. What is more, he got

the apologies from the younger American student guides who were eager to please and to play the proper role of hospitality."

Ivey seems to have painted an accurate picture of a man who went to Chapel Hill with the deliberate aim of getting somebody's goat. And it is to be hoped that the painting of this picture does not tell the rude Russian that he did get somebody's goat.

The best way to make a mad man madder is to let him think that you don't know he's mad. If a man wants to get your goat, the best way to keep him from getting it is to act so that he doesn't realize that he's gotten your goat.

If a man deliberately sets out to hurt your feelings, the best way to block him is to keep him from realizing that he has done so.

If a visitor wants to be rude, let him be rude. Especially when that visitor was one who asked for the privilege of coming to see you.

Of course this Russian was rude and nasty and everything a visitor shouldn't be.

But we ought not to give him the satisfaction of weeping publicly about it. — *Raleigh Times*

Race Tension Running High

After much reading about the beating of a young Negro boy out in Carrboro last week by a large crowd of white youths, we are shocked by the entire situation.

We have heard certain well meaning citizens of this community speak out against the front page story carried recently by the Chapel Hill Weekly, saying that it convicted the white boys before they were proven guilty. One person even told us that it was not necessarily a race incident.

The Negro boy claims that his truck got stuck near a spot where some white boys were swimming and he went over to ask for their help. They consented for a while and suddenly turned on him and began to hit both him and his truck with sticks and large stones. The Negro broke away from the spot where he was being beaten and ran through the woods to his home. Later that day he was taken to the hospital where his wounds were treated and he was given nine (9) stitches to close a jagged gash in the side of his head.

It is possible that the Negro said something to the white boys that irritated them. It is doubtful, however that he would deliberately provoke a fight with six boys his own size and age. Regardless of what words were exchanged, no six people have the right to administer a severe beating to a citizen of the community and to heavily damage his vehicle. If the fight was the fault of the Negro it is most likely that the white youths would surrender to the Carrboro police and tell their story.

It is obviously a race incident. It can be called nothing else. The Chapel Hill Weekly has not convicted the white boys without evidence. The evidence is clear. These sadistic and bullying hoodlums must be found and severely punished.

This area of the state of North Carolina has long featured outstanding race relations. We don't intend to change. There is no place in Carrboro or Chapel Hill for this type of action.

Citizens of both races must maintain a cool head during these heated times.

Old Ozark Orval The Pied Piper Of Peace

Two weeks ago the people of the good state of Arkansas went to the polls to choose who the Democratic nominee for the Governorship of that state would be. They voted overwhelmingly for Old Ozark Orval, the Pied Piper of Peace.

Gov. Faubus is now assured beyond any doubt of a third term as the chief man in Arkansas. He campaigned on only one issue. After eight (8) years as Governor, he could only point to last September's Little Rock integration fiasco when it came time to go out and meet the voters.

They reacted as had been expected. Neither of the other two candidates could show such defiance to the mixing of the races in public schools. Neither of them had ever defied the Supreme Court of the United States. Neither of them possessed Faubus' maniacal stand on this issue.

The mountain people of this state turned out en masse to vote for the man who promised that the "schools of Arkansas will never be racially mixed." At any cost, even another Little Rock, Orval Faubus will keep this promise.

One wonders just what people in other lands will think of this resounding vote of confidence.

Over 70% of the world's people have skins which differ in color from ours. Don't they have every right to believe that our expression "all men were created equal" is little more than a lie? Here is a man, known the world over, who would keep them from getting the education they deserve if they lived in Arkansas. Here is a man who openly defies the law of the land.

This points to a grave crisis in the thinking of people in the Deep South. In Georgia, Herman Talmadge is running the show. In South Carolina, a Klan sympathizer was just elected Governor. In Mississippi you have Senator Eastland. In Louisiana there is Senator Rainach. In Alabama you see the younger of the Patterson family virtually assured of victory in November—and out and out supporter of the KKK. Now in Arkansas we see the greatest menace of all sweeping to a large victory.

The time has come for the government to get tough with these political punks. Old Ozark Orval should retire to the mountains with the rest of the hillbillies.

The law of the land is the law of the land. All of Orval's horses and all of Orval's men had better not defy it again.

Being Editor Has Been Great—Thanks

To The Student Body:

Serving my all too brief term as Editor of the student paper at UNC has been one of the greatest experiences of my young life. There is no more challenging or rewarding experience that a young academician can have on this campus.

In this job I have met and worked with the finest people in Chapel Hill. Young and old alike have come forward to give me great-

ly appreciated advice and encouragement. My good friends have been the first to criticize. I have come to see and respect the needs of the Student Body for responsible journalism.

Our mistakes have been obvious, but through it all we have tried to present the best possible paper to the readers. I would like to thank the staff for their contributions and the students for their patience.

Davis B. Young, Editor

Anything Goes



Peter B. Young

As one who used to labor long and faithfully in the public relations vineyard I write to raise three major objections to the incredible story written by Pete Ivey for the Weekly of August 11.

It will be recalled that Mr. Ivey's story dealt with the exploits of a Russian citizen named Bgruov who headed a delegation of Soviet students that recently visited Chapel Hill. According to Ivey, Comrade Bugrov "was two-faced. He spoke half truths. He told at least one lie that can be proved on him . . . He could be rude and contemptuous." Ivey continued in this rather personal vein for approximately 2500 words.

After reading Ivey's story, I checked with several responsible student leaders and administrative personnel who had many more dealings with the visiting Russians than Ivey. These people told me that Bugrov was indeed a difficult young man to get along with. But they would not support Ivey's serious allegations, and even their own relatively mild gripes were "off the record."

So much for an introduction; let us move on to my three major objections.

1. RULES OF THE CRAFT. Pete Ivey is the director of the University News Bureau. He is, in other words, the public relations man for the University of North Carolina. The story we are discussing was not written by Pete Ivey, private citizen. This story was mimeographed on News Bureau stationery and sent to every newspaper in the state as an official UNC press release. Therefore, until an appropriate clarification is made, it is the University of North Carolina, not Pete Ivey, which has descended to the rather undignified level of a mudslinging match with a young Soviet citizen.

One of the elementary rules of the public relations craft is that the PR man must never saddle the institution that he represents with his own highly personal opinions. This is precisely what Pete Ivey did.

2. EMILY POST, HELP! Comrade Bugrov, whatever his deficiencies in deportment, was a guest of the University. When a guest misbehaves (for the sake of the argument, we are conceding that Comrade Bugrov did misbehave), the host does not broadcast the fact to the neighbors. The host may, on occasion, indulge in a little bit of gossip (even this is frowned on in better circles), but certainly there is no excuse for the host to report the guest's misbehavior to the state press.

Let us suppose that a convention of scientists was meeting at Chapel Hill. Let us further suppose that one of these scientists was an alcoholic. Let us still further suppose that this alcoholic scientist disrupted several of the sessions with his drunken behavior. I can just see Ivey's official UNC press release: "Scientist John Doe, a real drunken bum, made a shambles out of a scientific convention this week at Chapel Hill."

It could be argued, I suppose, that mean old nasty Russian Communists do not have to be treated in accordance with basic standards of etiquette. The correct answer to this one is, that it is precisely the observance of basic standards of etiquette which usually distinguishes us from more primitive Russian peasants.

3. IVEY AS DIPLOMAT. The Cultural Exchange Program, negotiated this past winter between the U.S.A. and the U.S.S.R., is a frail instrument at best. However frail, this program offers one of the few valid hopes to a world that desperately wants to avoid the madness of thermonuclear annihilation.

Everything in connection with the Cultural Exchange Program must be handled with the utmost tact and delicacy. The students at UNC are well aware of this. Is it asking too much of an astute PR man that he show an equal sensitivity? Suppose the Russians seize on Ivey's little goof as an excuse to cancel this promising program? Most of us want to leave our mark on the history of our time, but I know Pete Ivey and I know that he does not want to leave his mark by bringing the world a step or two closer to war.

As Chancellor Aycock has well said, "The University must speak with many voices." However, there are times when the University must speak with ONE voice. Sometimes, this one voice is the Chancellor's. But on a day-to-day basis, the official one voice for the University is Pete Ivey's. Therefore, when Ivey is acting in his official capacity, it is imperative that he be the very model of propriety, caution and rectitude.

Some have protested that Pete Ivey has a "right" to whatever opinion he chooses. This attempt to cast the incident as an "academic freedom" issue is misguided. The heart of the matter is Ivey's job as official spokesman for the University. By definition, this job puts serious restrictions on Mr. Ivey's "freedom." These inherent restrictions must be understood and accepted, or there will be more embarrassment in the future.

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