

The weather man is calling for partly sunny skies with a high of 87 for today. There is a slight chance of an afternoon shower.

# The Daily Tar Heel

Serving the students and the University community since 1893

We hope everyone had a great summer. This is our orientation issue. The DTH will be published every Monday through Friday.

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News/Sports/Arts 933-0245  
Business/Advertising 933-1163

## North Carolina called key in presidential race

By JIM HUMMEL  
State and National Editor

With the national conventions over and fall campaigns swinging into high gear, presidential strategists are outlining their battle plans for North Carolina, calling it a key state both in the South and nationwide.

"We were a key state in 1976 and will be again in 1980," said former state Democratic Party Chairman Betty McCain. "North Carolina has been targeted as one of the 10 top states in the country in terms of both spending and effort."

The North Carolina Carter-Mondale Committee set up its state offices last week at the Democratic Party Headquarters in Raleigh. Within the next several weeks John Anderson will establish his offices in Durham, with the

independent candidate hoping to capitalize on student volunteers from the Triangle area.

Recently named Reagan state coordinators Sen. T. Cass Ballanger (R-Hickory) and Rep. Harold J. Brubaker (R-Asheboro) attended a regional meeting in Atlanta last week aimed at weakening Carter's political base in the South and stressing Republican party unity.

"From the information we've received, Reagan is running very strong in this state," Ballanger said. "The national campaign men are concerned about the swing states like North Carolina, Texas and Florida."

"North Carolina is a swing state in that no one is taking it for granted. It is important for the national ticket that we remain united."

Ballanger also said he expected Reagan to make at least one or two stops in the state before

the November election, and Bush to be in North Carolina once.

The two-day conference drew campaign chairmen from 17 states and was aimed at placing a new emphasis on the South.

In 1976 the President captured 56 percent of the 1.7 million votes cast in North Carolina. Recent polls have shown Reagan gaining support in the traditionally conservative areas of North Carolina, mainly the eastern and far western sections.

"Based on what we've seen we're going to work hard in the Piedmont and Charlotte areas," said Wallace Hyde, state campaign chairman for Carter. "We acknowledge he may run into problems in eastern North Carolina in particular, but basically we have a wide base of support."

Carter officials admit the president is going to

have to do some hard campaigning to maintain support in the South, which he swept in the contest against Gerald Ford four years ago.

"Usually the platform goes out the window after the convention, but this year it's different," one Reagan aide said. He added that the Democrats might have problems resulting from a plank in the platform which says the party will not give financial or technical campaign assistance to any candidate who does not support the Equal Rights Amendment.

North Carolina, South Carolina, Georgia, Louisiana, Alabama, Mississippi, Arkansas and Florida are among the 15 states which have not ratified the ERA. Together, the eight states accounted for 82 of the 270 electoral votes it took Carter to win four years ago.

"Candidates have always taken certain liberties

with the platform and I don't think it will be any different this year," McCain said. "I just feel sorry for those poor Republicans having to run on their platform."

"There are certainly problems in this state, but I also think the problems are bigger in Florida and Mississippi," Hyde said. "But I don't think the platform is going to be that big an issue."

"Mr. Carter made it clear that there were certain parts of the platform he couldn't support, like the \$12 million to \$15 million jobs program currently being proposed."

Meanwhile the Anderson people have said the next three to four weeks will be crucial in determining the chances the congressman has this fall.

See POLITICS on page A-13



Students give the new ARA salad bar in the Union a taste test... "The Greenhouse," a new facility installed this year

### Few complaints

## Food service received well

By ELIZABETH DANIEL  
Staff Writer

Although Student Government and the Student Consumer Action Union have complained about ARA's refund policy and brochure, the new food service company generally has received good rating from students and Student Government during its first week of full operation.

Students eating in the Pine Room last week complimented the company on its cleanliness, efficiency and improvements in food quality.

"It's a definite improvement over last year. You get more for your money and it's more efficient," Don Brown, a junior from Plymouth, N.C., said.

Student Body President Bob Saunders said, "They have changed the quality of the food so people can tell there is a different company here."

ARA replaced Servomation as the campus food service last spring after a Student Government study found Servomation's service unsatisfactory.

ARA has made some decor changes in the Pine Room by putting in tablecloths, new window treatments to increase the amount of natural light in the building and some new paneling. They also have installed a "Greenhouse" salad and sandwich bar in the Student Union snack bar.

"I'm pleased with the capital improvements they have made. The Greenhouse is a welcome addition. Plus, ARA has

made many of the improvements with their own money," Saunders said.

However, Saunders said he is not pleased with ARA's refund policy for board plans or with the company's pamphlet. Under ARA's refund policy a student who buys a board plan cannot receive a refund unless he drops out of school or begins eating at the training table. Students who pledge a fraternity or a sorority will not get a refund.

"We feel it is our responsibility to tell students who plan to rush not to buy the board plan. I'm going to all the fraternities and sororities and ask them to tell rushers not to buy the board plan," Saunders said.

ARA's dining service director at UNC, Dan Rammage, said ARA wanted to offer the lowest possible board rates and only by offering no refunds on the board plans could they do it.

"If we're going to offer board plans at prices this low we can't also offer refunds. The missed meal factor increases at the end of the semester and that's what allows us to offer such low prices. Therefore we can't offer refunds."

Saunders is also displeased with the brochure sent to freshmen this summer and the contract attached to it.

"When they first put it out, ARA didn't consult with us. But they were pushed for time," he said.

The Student Consumer Action Union is studying the brochure and the attached application for a board contract,

See ARA on page A-2

## Drop in enrollment of blacks expected

By STEPHANIE BIRCHER  
Staff Writer

Fewer black freshmen will enroll at UNC this year than did last year, even though more applied and were accepted, according to projected figures from some University officials.

Hayden B. Renwick, associate dean of the College of Arts and Sciences, estimated a decrease "somewhere between 30 and 40 (students) or 11 percent."

Last year, black students constituted 7.5 percent of the student body. There were 409 black freshmen. Renwick said he would know in three weeks, or after registration ends, exactly how many black freshmen are enrolled this year.

The University's minority recruiting techniques and uncertainty about financial aid are the reasons for the decline in enrollment, he said.

Assistant Director of Undergraduate Admissions Colin E. Rustin, who is responsible for recruiting minorities, agreed with Renwick about financial aid uncertainty, but not recruiting.

"We've got terrific recruiting techniques," he said. "But the biggest stumbling block is not a real commitment from the Student Aid Office (to give black students funds) until after they (black students) are accepted."

Rustin said blacks choose to attend other universities for the same reasons white students do. They may find a school that offers a better department in their major, better scholarships or more desirable size and location.

"As far as recruitment goes, we're going to increase the number of students who visit our campus, to get them to interact with the student body and see our campus, maybe spend a night in a dorm," Rustin said.

"We're still in the first generation of black and Indian students. This is just the beginning," he said.

But Renwick said he is concerned about the caliber of black students the University is enrolling.

"The students we're missing are the ones that scored over 1000 on the SAT,"

he said. "This year, only 15 percent of the total number of black freshmen (accepted) scored more than 1000. So we're not getting the top black students here. There needs to be a clearer relationship between admissions and financial aid."

"We're going to have to find a way to upgrade the time element in the notification of minority students concerning the financial aid package," he said. Renwick added he believes early notification of aid would increase enrollment of top black students.

Rustin said he was looking forward to seeing what newly appointed Student Aid Director Eleanor Saunders Morris would do with current financial aid policy.

Morris said she hopes to have financial aid notices distributed earlier this year. "We will get out notices somehow somewhat earlier this year," she said, but she said that because she was new, she had no real plans yet. "It's a problem that all students suffer from, not just minority students" she said.

## Aid for late applicants unlikely

By DAVID TEAGUE  
Staff Writer

Students who missed the March 1 application deadline for financial aid will have a slim chance of receiving money for the 1980-1981 academic year, Student Aid Director Eleanor Morris said last week.

"We simply ran out of money," said Morris, who replaced former director William Geer earlier this month. "Most of the people who applied after the preference deadline will be let down."

"There may still be a few who applied after that deadline who will get it, depending on how quickly their folders were completed, but if they haven't heard from us by now, they probably didn't receive any money."

Morris said reasons for lack of funding include:

- a 30 percent increase in the number of students applying



Morris

for aid.

- a reduction in the amount of money the Student Aid Office received from the federal government.
- a reduction in the Basic Educational Opportunity Grants, which are awarded based on financial need.
- a reduction in the amount of money parents can contribute because of inflation.

"So far this year, 7,265 financial aid applications have been received," Morris said. "At the same time last year 6,209 had been received."

"We have not gotten enough money from the federal government to support these increases. Also a reduction of \$50 in student BEOG allocations has affected about 3,000 students."

Morris said the University made up for the reduction in BEOG, which further depleted the office's funds.

She also said no more money currently is available from the federal government. "Each year the government takes funds that may have been left over from the last school year and redistributes them. But it doesn't appear that we will qualify

See AID on page A-2

**Inside Special Orientation Issue**

Classifieds	B-10
Comics	D-6
Crossword	D-10
Editorials	E-6
Entertainment	C1-12
News in Brief	A-2
Orientation	D1-12
Perspective	E1-8
Sports	B1-12

New wave music... Will it be killed by its own popularity? See page C-1.

Settling down... First days of college life try patience of freshmen. See page E-1.

Football... Sharp injury clouds Heels' preseason. See page B-1.

Desegregation... It doesn't guarantee integration; minority questions still plague Carolina. See page B-1.

## Work turns campus to messy site

NATALIE EASON  
Staff Writer

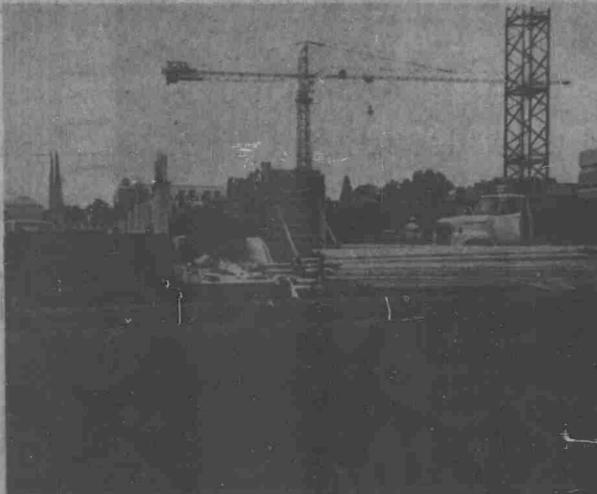
"I'm sorry everything has to be torn up," junior Greg Honeycutt said of the campus' construction projects. "It's pretty ugly right now."

Senior Jim Wainer agreed. "It's aesthetically displeasing. But I guess that's progress."

Their comments are the same as those of many students who have returned to UNC to find several parts of campus torn up by construction and renovation. It's a mess, students agree, but they concede that the only thing they can do is live with it.

The campus disarray has been caused by several University construction projects in different stages of development. Some are near completion. Others are barely past the ground-breaking state.

Although Fetzer Gym, located beside Woolen Gym on the old Tin Can site, was originally to be completed six months earlier than its current November 15 deadline, several students interviewed said they expected the delay.



Construction of new library beside Student Union... one of several projects under way

"It should have been finished by now but I'm not surprised it isn't," one said. Charles W. Davis Jr., University architect in charge of the project, said that bad weather in the early stages of the gym's construction caused the project to be delayed several times. "We hope it will be ready for use next semester if we don't run into any unexpected problems," he said. When completed, the \$5.9 million

gym, funded by a 1976 state bond referendum, will house a sports medicine facility, three gymnasiums, classrooms and handball, racquetball and squash courts.

Construction of the new central library and an addition to the Carolina Union has been a particular inconvenience to the residents of

See CONSTRUCTION on page A-4

## Bus passes up 62%; no rider loss seen

By REBECCA McCORMICK  
Staff Writer

With the annual August jump in riders on Chapel Hill buses under way, town transportation officials are predicting the recent 62 percent increase in bus fares will not affect ridership.

Bill Callahan, assistant director of Chapel Hill's Transportation Department, said ridership continued to grow during the month of July when the new rates went into effect.

But Student Body President Bob Saunders disagrees with Callahan's prediction. "Statistics for July and August won't reflect the true increase," he said.

Saunders said there is usually an increase in ridership during those months and that no true evidence will be available until after October when ridership patterns have been established.

For the first time, a parking permit is less expensive than a bus pass. A parking permit for the academic year costs \$54 whereas a bus pass for the same period is \$60. The daily fare increased from 30 to 35 cents.

Callahan said he did not foresee a problem with competition. "A parking permit is not the only cost of operating a car. And there's not enough parking on

campus. Some people even buy bus passes to get from parking lots to classes," he said.

Saunders, however, does see a shift to more students buying parking stickers. "We are receiving more applications for permits than ever before. There has been a large demand for hardship case permits. I think that people will start finding means of transportation other than buses now that the rates are so high," he said.

William Locke, administrative officer for the Campus Traffic Office, said that there was an initial decrease in sales among University employees.

"We were concerned about this, but sales now seem to have become normal again. There may be a slight decrease in sales—it's really too early to tell—but I don't think we'll see much decrease because people need to ride the buses," Locke said.

Callahan said that the increase in fares was a change in philosophy. Not only would the increase help to assuage the rising cost of petroleum products and the cost of living, but it would also provide a better basis for estimates of daily ridership.

"We wanted to eliminate the

See BUS on page A-2