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The Daily Tar Heel

88th year of editorial freedom

Mrs. Olson and friends: bad to the last drop

By DAVID POOLE

I hate Mrs. Olson. If you know who she is, you probably hate Mrs. Olson, too. For those of you who haven't had the pleasure of hating her, she's the blue-haired lady who peddles "mountain grown" coffee on television commercials.

As a matter of fact, I hate a whole bunch of people on commercials, many of them personally. My uncle has a theory about commercial actors and actresses. He says producers of television commercials go around looking for the stupidest people they can find. Then, he says, they take them to a farm in Southern California and deprive them of any and all cultural nature. They make them watch Gilligan's Island and Laverne and Shirley reruns 24 hours a day.

When these people have been sufficiently abused, they are tested carefully. Only the most annoying and inane are then further groomed for nationwide appearances. The rest are spread out for local commercials.

My uncle, I think, has a point. There is no way Aunt Bluebell could have developed naturally. She has to be the product of some devious experiment in genetic manipulation.

The same thing goes for Mr. Whipple, who advertises toilet tissue and is paranoid that someone is going to squeeze it. I have never understood why, but

there seems to be more toilet paper ads than any other kind, with the possible exception of cat food.

Every time I see one of the thousands of commercials that aggravate me to no end, I have a most depressing thought. Somewhere, probably in either New York or Los Angeles, there's a guy working 40 hours a week, making \$250,000 a year, living in a six-bedroom mansion, driving three Mercedes and a Porsche on rainy days and playing golf on the weekends at an exclusive country club. And his job is to write tripe like these commercials.

Some commercials—a paltry few—are worth sitting still for. Mean Joe Green's Coca-Cola commercial of last year was better than a lot of the situation-comedy shows that last 30 minutes. Nearly all the Miller Lite beer commercials are good. But the vast majority of television ads make you want to get up and use the bathroom, even if you didn't need to before they came on.

Psychologists have done some pretty cruel things to animals in the past, like keeping a kitten in a dark environment from birth and then showing it nothing but vertical lines for a year. I think they should do some experiments on the folks who make these commercials. Let the helpless little kitties be. Punish these guys.

It's also pretty disgusting to think about how much money these folks make to do these commercials. Midge, the revolting creature who makes bad puns and forces women to wash their hands in green dishwashing liquid, is probably a millionaire. The late Morris the Cat, rest his soul, probably earned more

money than I'll ever smell.

Speaking of smell, there are also a lot of deodorant ads around. "Everyone knows," one says, "men perspire more than women." Then another one says women need a strong antiperspirant, but one that smells pretty. Sounds pretty sexist to me. Maybe the feminists could help in a crusade to wipe out the more innocuous commercials.

Just thinking about commercials can make me babble incessantly for hours. But there's nobody I hate worse nor no series of commercials that makes me madder than the ones with Mrs. Olson.

Who is this woman? A couple is on their honeymoon, there she is. A couple is moving into a new house, there she is. A couple is visiting a general store, there she is. She's everywhere. There's no escape. And everywhere she goes, she pushes coffee.

If this woman ever comes in my house, I'll kick her out on her coffee beans. I don't like coffee, I don't want coffee, and I don't want her near me.

If I had three wishes, the first would be for a magic remote-control channel changer. With it, I would be able to zap any commercial performer forever from my screen.

And Mrs. Olson would be the first.

David Poole, a senior journalism major and raving maniac from Gastonia, is assistant sports editor of The Daily Tar Heel.

Search and seizure

Politicians seem to go through life muttering oaths under their breath about "the power of the press" and its undue effect on the way things are run. North Carolina's representative, Richardson Preyer, however, has raised his voice in defense of The New York Times Atlanta bureau, which discovered last week that its telephone records had been subpoenaed by the Justice Department.

Preyer, who chairs the House government information and individual rights subcommittee, has chastised the Justice Department for ignoring its own requirement that any search of a news-gathering organization be approved personally by the attorney general. He plans to introduce legislation next week that would require law enforcement officials to notify an individual before subpoenaing telephone records, giving that person a chance to fight the subpoena in court. Preyer's would be the second measure now before Congress that could give the press legal protection from unreasonable searches.

The Supreme Court held two years ago that it was constitutional to hold surprise searches of the offices and homes of people even if they had not been charged with crimes. A bill recently passed by the Senate and supported by the Carter administration would require Federal law enforcement officials to exhaust less intrusive means of obtaining evidence before getting a warrant to ransack the news room. If notes, photographs and files were first subpoenaed, for instance, reporters could contest the action in court. The bill would not protect news people from searches if they were suspected of a crime or if evidence was in danger of being destroyed. Unfortunately, it would also not extend those same rights to citizens who do not happen to be employed by news-gathering organizations.

The subpoena process does not always function as it should; the editor of The Daily Texan, the student newspaper of the University of Texas, was fined and jailed last week when he refused to hand over film a Texan photographer had shot of 16 students at a demonstration in Austin. The judge enforced the subpoena although there was really no need for the film, and 12 of the students were convicted anyway. In any event a Texas law similar to the Senate bill protected The Texan newsroom from a surprise search.

Preyer's measure would pertain to telephone records, which are not covered by Justice Department restrictions on subpoenas because they are kept by the telephone company rather than the news organizations themselves. The anonymity of sources is essential to news gathering, and Preyer's measure would protect reporters and their sources from unwarranted probes by federal officials.

More importantly, Preyer's measure includes the general public, something the Senate did not see fit to do. In considering it, perhaps Congress can rid itself of the notion that reporters somehow should have rights not granted to the rest of the citizenry.

Doctor, please

The new student infirmary is impressive at first sight. There's a new brick building with expansive glass doors and windows. Inside new carpet has been laid, and bright red, green, yellow, black and purple neon signs indicate where a student should go for a particular problem. The waiting room is a tremendous improvement over the hallways of the old infirmary. Cushioned chairs provide comfortable sitting, and "easy listening" Muzak fills the air, relaxing and soothing the patient. It's all nice, but it's all worthless if you can't find a doctor or a nurse.

For example, if a student expects to get medical help between the hours of noon and 2 p.m., he's been misled or perhaps is so deliriously spellbound by the new and improved student health center that he no longer can distinguish reality from fiction. Or, perhaps like the rest of us, he just figured that the \$130 health fee he pays each year—the highest fee in the state—would at least guarantee him health care during the traditional 8 to 5 hours. On the other hand, if you show up at 9 a.m., when most students are in class, you may find many a doctor with nothing to do but dream about the cool breeze blowing through the trees as he pulls a seven-iron and nails an approach shot.

The problem, then, is that nice as the health center is, the strategic placement of employees there continues to hinder the student trying to get medical help. At full staff nine physicians and three nurses are on duty. But from noon to 2 only one physician and a nurse are available. A rotating or staggered schedule would seem a more efficient way of handling the hundreds of students who visit the infirmary. A survey of figures on the busiest times also would reveal which hours demand more help and which less. Statistics on what services are needed and in what quantity would also improve service.

There is no simple or easy solution, but when the new Student Health Services director is picked he should look into such possibilities. The end result could be a pretty and efficient student health center.

The Bottom Line

Kidscam

Are adolescent school children on the take? At least one junior high principal in San Diego hopes so, as he works at improving school attendance in the coming year.

Bob Amparan, principal at San Diego's Memorial Junior High School, is devising an incentive program that will actually pay students for daily attendance.

"My idea may sound a little crass, but it ought to appeal to them (the students)," Amparan told the Associated Press. "I could drop all these truant kids and let them become a permanent problem on the streets. But why not convince them that school is in their interest?"

Amparan began developing this desperate program after his school lost \$132,000 during the 1979-80 school year because of unexcused absences for which it is penalized \$9 a day.

The district-wide school board is

to vote within the next couple of weeks to determine whether it will experiment with Amparan's proposal over the next three months. Under the plan each student would be issued a card marked "25 cents" for each day he or she attended class the month before.

"It's not a give-away thing, but an earning thing," Amparan said. "If it works, besides enticing these youngsters back for an education, this could save us thousands of dollars. But the important thing is to get them back in school."

A few board members have reservations about turning their school into an entrepreneurial activity for adolescents. But at last report, with the school board decision still pending, Memorial Junior High School had reported a packed house.

And that's the bottom line.

Letters to the editor

Advising problems lie in communication

To the editor:

In response to the Sept. 10 article on the advising system, we would like to point out a few facts that William Durham did not adequately stress. The main problem lies not in the advising system itself, but in the lack of communication concerning advising procedures.

The University Catalog is a non-operative document that is unclear concerning academic procedures. It is, therefore, our opinion that there is a need for a comprehensive and communicative manual outlining advising resources, academic procedures and dates. Such a manual, in rough form, was distributed to freshmen this year through Dean Donald C. Jicha's office. This manual must be made available to sophomores as well as freshmen.

The adviser-advisee relationship could be improved if students were made aware of the availability of their advisers throughout the year, not just during the rush periods of registration. During the entire year, advisers keep eight office hours per week in which they are available to students to discuss problems or answer questions about courses and majors. Yet right now, the halls of third floor South Building are empty.

In his article, Durham suggests that "peer advising" would be the ultimate solution. What he doesn't seem to realize is that the mechanism for a program of in-area advising already has been set up: Area Residence Personnel. This program was set up three years ago, but has floundered because of lack of support.

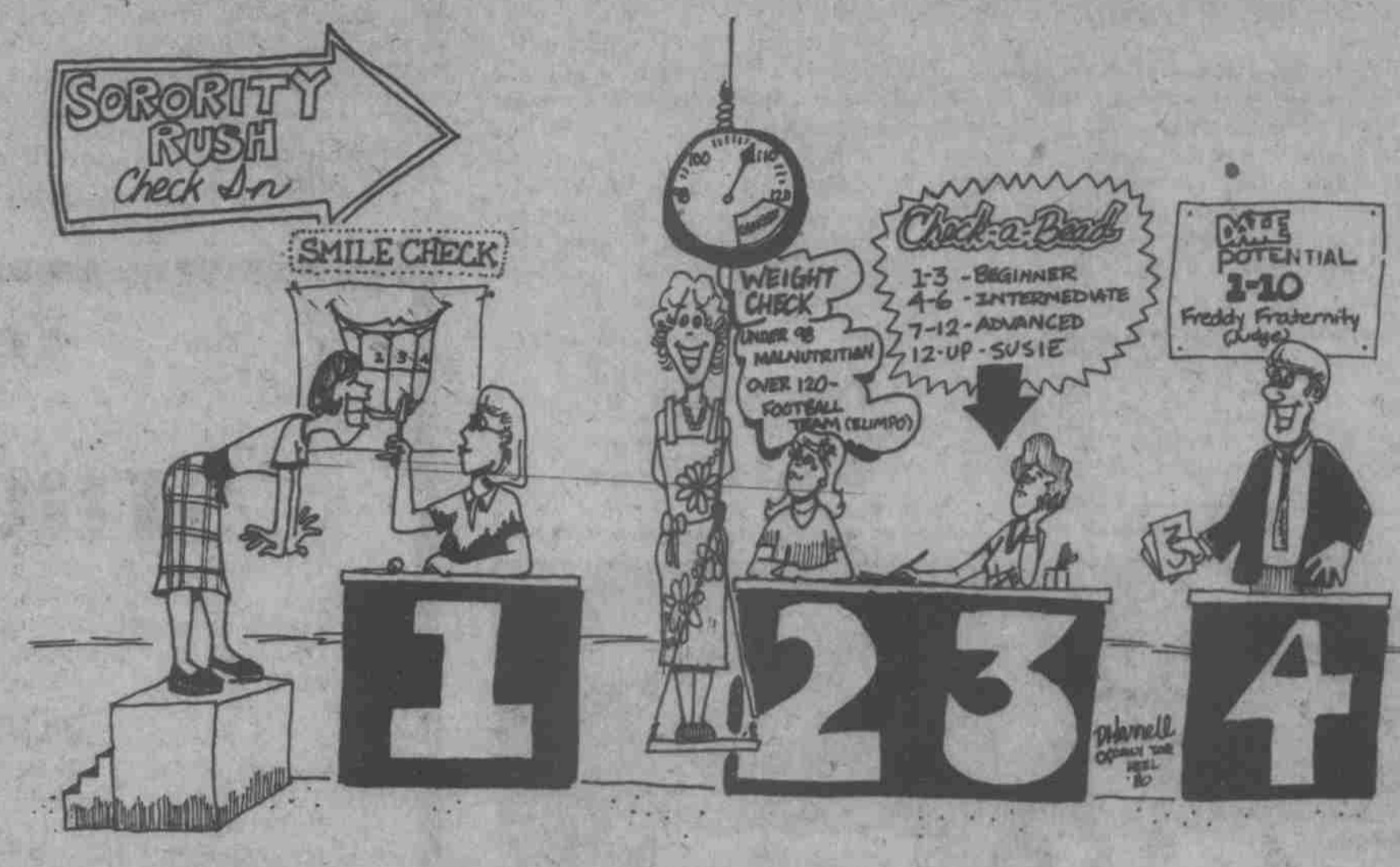
The communications gap in advising can be bridged. With student and University support, these three points can be fully implemented: an academic procedures manual, use of advising resources between registration periods and revitalization of the Area Residence Personnel program.

Scott Granowski
Barbara Rosser
Academic Affairs Committee
Student Government

Nuke Awareness

To the editor:

There was a mistake in the headline, "N.C. nuclear power use will increase" (DTH, Sept. 12). It should have read "N.C. nuclear power use might increase"—unless North Carolinians wake up to its dangers and economic unviability. When Carolina Power and Light began work on its Harris plant, demand was supposed to increase 7



percent per year indefinitely, and new power plants seemed necessary.

Last year, demand fell off nationwide, and it rose 3 percent in North Carolina. As the Harvard Business School report "Energy Future" shows, conservation can cut our electric use 20 to 40 percent. Nuclear supplies at most 11 percent, so why build nuclear plants? Why subject ourselves to low-level radiation? Why worry about nuclear accidents and waste disposal? Why risk nuclear sabotage? Why not use non-polluting alternatives, like conservation, biomass, solar and wind?

When Shearon Harris is stopped, it will probably be because financiers are afraid to bet on nuclear power. Insurance companies won't look at any property insurance (including auto) policy, and you'll find an exclusion barring payment for radioactive contamination. It's so hard for utilities to finance nukes that they're making rate-payers pay for them in advance (with "construction work in progress" charges), whether they ever finish the plants and whether we ever use any of the power produced. This is all without even considering the gigantic costs of waste disposal and decommissioning.

The new alternative energy society requires wide citizen participation, beginning today. What can we do?

1. Get informed—read as much as

you can about nuclear energy and the safe alternatives.

- 2. Conserve energy—by driving less, recycling, using less electricity.
- 3. Get active—there are many groups which need your help and support.

Daniel F. Read
Member, CHANGE
(Chapel Hill Anti-Nuclear Group Effort)
Chapel Hill

Marching Heels

To the editor:

Thanks for the effort. We appreciate the coverage, and your article ("Sweaty practices don't deter band," DTH, Sept. 4) was a good attempt at capturing the spirit of the UNC marching band. But it was slightly off the mark. Your article gave the impression that we are in the band merely for a free ride and free party.

While it is true that band members pay very little money to participate (a \$10 band fee and \$25 for shoes and gloves), there are other expenses to consider. The most important of these is time.

Each band member spends at least eight hours every week practicing, including 1 1/2 hours of practice early Saturday morning before the game. This is every week through November.

Band members also stay here for Fall Break and Thanksgiving games. If the team goes to a bowl game, we cut short our holidays, returning to Chapel Hill to practice as we did for the Gator Bowl last year. Gas to and from Chapel Hill can get expensive as well. We would like to say that if we were in the band only for the fringe benefits, most of us wouldn't be in it at all. We do have some good parties, but that's only natural. Because, together with the cheerleaders, we feel that we are one of the most spirited groups on campus.

The band is a family that works together for the love of music, for the love of the University and for the excitement of a football Saturday. We are dedicated to continuing Carolina's winning tradition, and though we work extremely hard, we would gladly put forth the effort 100 times over. Go Heels.

Carlton Vinson, president
UNC Marching Tar Heels

CGC actions not inefficient, irresponsible

By CYNTHIA CURRIN

On Sept. 12 The Daily Tar Heel ran a column, "CGC meetings: an exercise in inefficiency," in which a number of incorrect and inaccurate statements were made and an obvious lack of knowledge concerning the council's work was made apparent.

As speaker of the Campus Governing Council I feel compelled to address these inaccuracies. Let me begin by addressing the central issue: inefficiency. I cannot disagree more strongly. On Sept. 9 the council convened at 7:30 p.m. and during the course of the three-hour meeting approved 12 presidential appointments, addressed all the legislation of the summer CGC (24 bills in all) and established three separate special committees in addition to approving a finance bill and bylaw changes to the Student Audit Board. The council addressed all of this legislation and singled out several that deserved more deliberate consideration. This does not constitute inefficiency, furthermore, the actions taken by the council were not irresponsible either, as the following will attest to.

Let me begin with the summer council's legislation to which the article alludes. Before legislation of the summer CGC can become law, the full CGC must approve all the legislation in the fall. Each of the 24 bills passed over the summer was reviewed separately Tuesday night. Although most passed by consent, there were several that deserved more attention and discussion that the council did take time to address.

For instance, the legislation referred to in the article concerning the proposed student athletic center was discussed by the full council because of concerns voiced

by Rep. Joe Kowalczyk. Discussion followed on this bill in which the following issues arose: a shortage of water in the proposed area, parking problems and an increase in student fees. This piece of legislation was then referred to the Student Affairs Committee for further study; it was not tabled as reported.

The standing committees, (i.e. Student Affairs) are an integral part of the council: All the preliminary studies and fact-gathering is done in these committees to facilitate the discussion within the full council. By referring this bill to committee and thus investigating the issue further, the council then can make an informed and responsible decision. An irresponsible act would have been to let the bill pass and be forgotten; it is obvious that the council did not choose to work this way.

Response

To illustrate this even further, legislation approving \$500 for shipping costs passed only after inquiries were made as to why this expense occurred. It was not sent to the Student Affairs Committee as the articles states, because it was not necessary.

Concerning the problem with WXYC's illegal account, the council should take partial blame for not investigating further. But I stress partial blame, because station manager Glenn Mitchell and the summer CGC mutually agreed to turn this money over to the summer CGC after Mitchell admitted he didn't know where the money came from and speculated that it came from T-shirt sales. Money from T-shirt sales would have constituted an illegal account. It was not until several weeks later that Mitchell discovered where

the account originated. The council is now taking action to rectify the problem.

Perhaps more important are the references made to the budget hearings held in April of the past spring term. It is useless here to debate the budget hearing itself as both sides could argue successfully. But let me point out that the council is fully aware of the inadequacies of the budget process and has therefore set up a special committee composed of both CGC members and non-council members.

The committee will present a report to the council after completing its research to determine where improvements can be made. In the column no mention is made of the fact that this committee was set up to improve the situation regarding the budget process. The council is taking the only responsible and logical step now—it is waiting for the findings of the committee instead of instituting hasty remedies, which could prove disastrous over time.

To conclude, I have found no substantiated reasons for labeling the Campus Governing Council as "inefficient" or "irresponsible" this past Tuesday. Furthermore, it is to everyone's benefit to be presented with responsible, informed opinions and not mere impressions.

Cynthia Currin, a senior international studies major from Oxford, is speaker of the Campus Governing Council.

Editor's note: The student athletic center bill referred to in the column was referred to committee, not tabled. The shipping costs bill was passed, not sent to committee. The Daily Tar Heel regrets the errors.