Identification

Bumper stickers reveal opinions and interests

By MARTIE HAYWORTH
Staff Writer

Around Swain Hall it's "WUNC-TV," in Fraternity Court it's "SIGMA NUS DON'T SLEEP" and almost anywhere you look around campus it's "CAROLINA FEVER."

If you haven't hugged your kid today, loved a nurse or skied on Sugar, you're missing out on a popular means of communication—bumper stickers.

Bumpers stickers are everywhere. They're stuck on cars, dorm mirrors and walls of every kind. These sticky signs relay messages in a variety of ways. Politics, entertainment and sporting activities, promotion and group affiliation are just some of the most advertised topics.

Stickers of the entertainment variety may include those classic Disney World and Tweetsie Railroad decals that adorn the family station wagon. Or, for the avid sports fan, there is always "LOVE TENNIS" or "SWIMMERS HAVE BETTER TIMES."

Although many stickers are purely for fun, others are serious advertisements. Radio and television stations frequently use them for promotional purposes, as in the ever-popular "I'D RATHER BE IN CHAPEL HILL—WCHL 1360." This is probably the most traditional sticker seen around Chapel Hill.

Diane Smith, general manager of WCHL, said this famous slogan originated around 1973. It was created by the program director at that time

basically for promotion. What better way to advertise a product or service than by flashing the name in front of moving vehicles everywhere?

Group affiliation is probably the largest source of stickers, with messages ranging from "WOMAN'S LIB NOT ADAM'S RIB" to "NOISE POLLUTION NEEDS A SOUND SOLUTION." Action groups make their points well through this non-verbal method of communication and try to gain support for their cause.

Occupational groups such as nurses, teachers and doctors also have identifying stickers, as do fraternities and sororities.

With lack of communication continually being blamed for many disagreements, it is rather interesting that the silent way has become so

popular.

"It's an interesting phenomenon," said Bobby Allen of the RTVMP department. "Cars are mobile, so you can relay messages to someone without being on a personal basis. It would seem to me that as American culture fragments into so many interest groups that people think of themselves more as belonging to a subculture. With bumper stickers, they can identify themselves."

As long as there are organizations, ACC schools and drivers who want to express their beliefs, the American public will be stuck with bumper stickers.

So next time you want to dress up your vehicle a little, why not try "MY OTHER CAR'S A PORSCHE."

VISTA job may lead to goal re-evaluation

By TED AVERY
Staff Writer

After spending a year helping the disadvantaged, a Volunteer in Service to America volunteer may wish to pursue a career helping others, a former VISTA volunteer said Wednesday.

VISTA is a government program through which volunteers work to alleviate poverty in America while living in the community they serve.

For Alex Wilson, a UNC graduate on campus this week recruiting volunteers, the work involved developing a literacy program in Scotland County to enhance the economic success of the disadvantaged.

Wilson said such work could lead a person to re-evaluate his career. Lawyers, for example, may alter their lifetime goals, he said.

"While they have a very distinct plan of going out and having a law practice, their success (after VISTA) would be defined as making laws more accessible to the poor and handicapped," Wilson said.

Wilson's VISTA volunteer work entailed organizing community members to establish a literary program to teach non-reading adults.

VISTA, through a volunteer tutoring system, sought to give prisoners, businessmen, high school students and others the reading skills necessary to get jobs. Tutors were recruited from the community.

By working for and with a poor community, Wilson said that as a VISTA volunteer he "became very sensitive to what makes a community work."

"If you're involved with a poor community, you see a necessity for change."

Students interested in becoming VISTA or Peace Corps volunteers may get information from booths in the Carolina Union Nov. 17-21. Students may also sign up for interviews that week in the Hanes Hall Placement Office.

Most VISTA volunteers will spend a year living at the poverty level, Wilson said. Volunteers, though, will receive $1,000 in a savings account from VISTA while Peace Corps volunteers will get $3,000 for two years.

Traditionally, UNC students have been very responsive to the programs. "There's a pragmatic social consciousness on this campus that's unparalleled in the Southeast," Wilson said.

Bikers create hazard by ignoring traffic laws

By SCOTT GREEN
Staff Writer

Chapel Hill bicyclists may be their own worst traffic hazard, according to Chapel Hill Police Crime Prevention Officer Rick Butler.

About 90 percent of an estimated 40 auto-bicycle accidents this year can be traced to the negligence of bike riders, Butler said.

"We have a lot of people who go right through an intersection," Butler said. "A lot of people on bicycles don't think that the law applies to them. The law is the same (as for motor vehicles)."

Bicyclists often pass on the right, go through stop lights and stop signs and change lanes without signalling, all of which are dangerous traffic violations, Butler said.

"Bikes assume that they're seen, but they're not," said Lee Schweninger a UNC graduate student in English and a bicyclist. "The cars just don't see you. They're looking for other cars. But then, the bicycles don't obey the laws."

"You don't really notice a bike," senior economics major Ernest McCutcheon said. "They come out of side streets and get flattened," he said.

"Here there are a lot of casual cyclists who treat bicycles as toys," UNC Cycling Club President Mark Westray said. "They're not aware that they are vehicles. They feel like they are something between a pedestrian and a motor vehicle."

Senior math major Paula Murray said, "When you ride around campus, you get used to going wherever you want, so it's easy to be careless on the road."

Westray said that stricter law enforcement might be

the only way to get bicyclists to ride more safely.

"You can tell them until you're blue in the face to ride as though they were a motor vehicle," Westray said. "The police should make it clear that cyclists are governed by the same laws and obligations as motor vehicles. If that means giving them tickets, then that's the way they ought to do it."

"You can only do that so long, because you have to let other things go," Butler said.

Butler suggested having a bicycle safety program on campus, consisting of one or two afternoon seminars. The seminars would include a review of traffic laws, a question-and-answer period, a discussion of bike safety, an analysis of common accidents and bicycle registration, Butler said.

Butler gives weekly talks on bike safety at area elementary schools.

'Inside Tracks' on WXYC

WXYC'S Inside Tracks for next week are: Dire Straits *Making Movies* at 11 p.m. Monday; Rockpile's debut album at 11 p.m. Tuesday; Jean Luc Ponty's *Civilized Evil* at 11 p.m. Wednesday; The Specials' *More Specials* at 11 p.m. Thursday.

The station's guest on "Open Line," a talk show aired at 8 p.m. Sunday, will be UNC Chancellor Christopher C. Fordham III. He will be interviewed by a WXYC news reporter and Thomas Jessiman, associate editor of *The Daily Tar Heel.*

Winter fashions to be modeled

A Winter Student Fashion Show will be held at 3 p.m. Sunday in Great Hall. The vast variety of styles to be modeled include sleepwear, casual, vintage, outdoor and evening. Models for the

show include Bob Saunders, George Shadroui and Matt Doherty. The Winter Student Fashion Show is sponsored by the Carolina Union and features fashions provided by local merchants.