

Weather or not

Partly cloudy today with a 50-percent chance of rain. Highs in the low 70s.

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NCAA titles more than glory for UNC

By TRACY YOUNG
Staff Writer

• Second of three parts on inflation and intercollegiate athletics.

"Things can change in athletics very quickly, particularly if you start losing. If football and basketball were to have five-year spans of losing seasons our whole financial structure could be drastically changed, and this would force us to eliminate part of our athletic program."

UNC Athletic Director
John Swofford

When the UNC basketball team won its recent NCAA championship, it may have won more than a national title. Perhaps the Tar Heels won at least a temporary reprieve from the inflationary pressures that currently are plaguing a number of schools around the country.

'We don't feel that athletics is the most important aspect of this university.'

Moyer Smith
UNC Associate Athletic Director

"We don't feel that athletics is the most important aspect of this university," Associate Athletic Director Moyer Smith said. "It certainly is not. It just happens that it may be the most visible part. We got more exposure to the nation at the NCAA finals than the University's gotten in five years."

During the current school year, the Tar Heel football and basketball teams have brought a great deal more than exposure to Carolina. Athletic Director John Swofford said the athletic department netted about \$25,000 from Carolina's Gator Bowl win, and it should net close to \$125,000 from the NCAA victory.

"I don't think inflation has had a drastic impact or has caused drastic changes in our athletic program," Swofford said. "But it is of major concern to me when we have a program as large as ours. Inflation is going to have an impact. Fortunately, our two revenue sports have been successful in the past few years."

UNC's success with its revenue sports also has a positive effect on the amount of contributions to the Educational Foundation. Also known as the Rams Club, the Foundation provides Carolina's athletic scholarships.

"The success of our teams has always helped," said Smith, also the vice president for membership services of the Educational Foundation. "There's no question about that. People in the real

world want to back a winner. They won't back a loser for long."

"People like to be a part of success," Swofford said. "By contributing money, they feel more a part of it."

Yet another place that Carolina's athletic success has been felt is in the increase in season ticket sales for both football and basketball.

"We've had a tremendous increase in season ticket sales for football," Associate Athletic Director Bob Savod said. "We've gone from an average of 11,000 (fairly consistent for 10 years) to 26,000. "In basketball, we have a demand that exceeds our supply."

The success of the revenue sports becomes extremely important when considering the fact that Carolina's \$6.7 million operating budget is entirely funded by ticket sales, television revenues, student fees and conference shares for football and basketball, although the conference shares are not figured into the budget at the start of each year. Not only does the operating budget support the revenue sports, but it also funds the 24 non-revenue sports at Carolina.

Swofford said the Athletic Department made a small amount of money last year. But he was quick to add that between 1974 and 1976, the Athletic Department lost \$450,000. This is approximately the same amount currently in Carolina's reserve fund to cover any losses.

"It really can get kind of scary," Swofford said. "The only absolutely guaranteed income we know

we will get going into every year is the student fees."

But the success of the football and basketball teams has managed to keep UNC athletics financially comfortable, at least for the time being, and it has even brought some added benefits to the non-revenue sports here.

"The success we've had with our football program has developed certain relationships we are now using to the benefit of our non-revenue sports," Savod said. "Last year we didn't need many resources to promote football," he said. "We decided to use the money to promote the non-revenue sports."

Savod said the intent of the promotional campaign was never to make money. He added that they looked hard for corporate sponsors for the non-revenue sports, and much of the money spent was used on a seminar for the coaches on how to best promote their own sports.

Although the non-revenue sports at Carolina have been some of the first to gain from the financial success of the revenue sports, they will also be the first to suffer if cuts have to be made.

"You don't cut the legs out from under your revenue base," Swofford said. "To me that would be financial suicide. In our situation, it would be a drastic mistake to cut our financial situation in football and basketball."

Because, as Swofford said, things can change very quickly in college athletics, UNC's ad-

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John Swofford
UNC Athletic Director

ministrators already are examining areas where cuts can be made if necessary. Swofford said travel has been the first place explored.

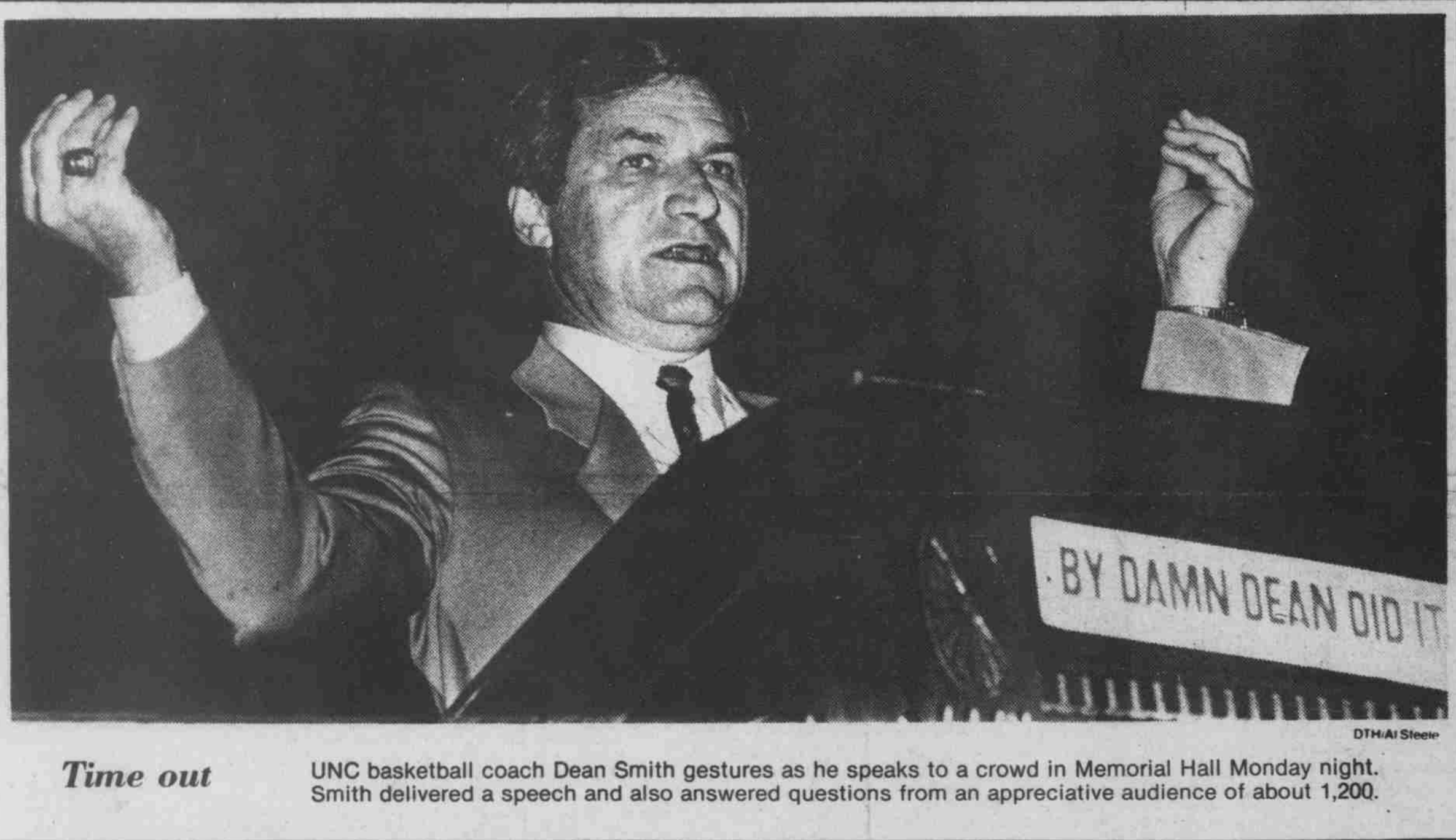
"Traditionally, we have traveled rather extensively with our non-revenue sports program," he said. "I think that's an advantage as long as you can afford it. You can only do as much of that as you can afford."

Associate Athletic Director Frances Hogan, who supervises Carolina's women's sports program, expressed the same view as Swofford.

"I just think we have to take each day as it comes and see what happens," she said. "Hopefully, we won't have to cut out any sports. We may have to limit travel and some other things."

"We may have to come up with a policy that a team would have to stay east of the Mississippi. I

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Time out

UNC basketball coach Dean Smith gestures as he speaks to a crowd in Memorial Hall Monday night. Smith delivered a speech and also answered questions from an appreciative audience of about 1,200.

Experts say problems of faculty burnout in job dissatisfaction

By SCOTT BOLEJACK
Editorial Assistant

If you are a professor with symptoms of fatigue, an absence of challenge, a lack of mobility, job dissatisfaction and clinical depression, you may be suffering from faculty burnout.

"Faculty burnout is a code word for a phenomenon which includes a lack of interest in the job and a feeling that the rewards of the job are not satisfying," said Phillip Schlechty, a professor in the UNC School of Education, who has studied burnout extensively.

"Actually there is no occupation without some degree of burnout," Schlechty said. "The causes are many, but they include the opportunity for variability of work assignment — whether or not you do the same thing over and over again; and colleague relationships — whether colleagues experience a feeling of mutualism as opposed to competition."

"Professors who suffer from burnout usually display retreatist behavior," he said. "They do what they have to in the classroom and nothing more; and for the last 10 years or so of their academic careers, they become virtual recluses."

According to a recent article in *The Chronicle of Higher Education*, about 20 percent of the faculty population suffer from job burnout.

Herbert Freudenberger, a fellow with the American Psychological Association, was quoted in the article as saying, "Burnout is worst for those who work hardest. People who suffer from burnout are usually high achievers who have intense and full schedules, (who) do more than their share on every project they undertake and don't admit their limitations."

Ayala Pines, a research associate at the University of California at Berkeley, said in the same article that the main causes of burnout are a lack of significance in work done and a lack of control over the work environment.

Pines, who has studied burnout for eight years, said, "The feeling that what you do doesn't matter is a big cause of burnout. When you're pushing toward tenure or a deanship or a presidency, you feel you know why you're doing that. But when you get there, there is a feeling of 'Is this it? Is this what I have sacrificed for?'"

Myron Liptzin, a doctor with the Mental Health Service, a section of UNC's Student Health Service, said burnout had a greater impact on junior faculty members than senior faculty members.

"Junior faculty are under so much pressure to make their mark — to publish, to give evidence of scholarship in their field, to do well with their teaching responsibilities and to be liked and respected by their colleagues," Liptzin said.

"At the same time junior faculty have to balance all that with personal things that are going on in their lives — being a husband or wife, or a mother or a father for example.

"If professional counseling is needed or wanted, junior faculty are often not in

a financial position to be able to afford this," he said.

"The senior faculty both are in a better position to get care for the emotional problems resulting from stress, but at the same time they also have a more secure support system with respect to their colleagues and their families."

Liptzin called it "a fact of life" that faculty were unable to seek care from the Mental Health Service. "In this system we provide excellent care for the students, but that care is just not there for faculty," he said.

The fact that counseling for faculty is not available through the Student Health Service is further complicated by the fact that junior faculty are reluctant to seek help from their superiors, Liptzin said.

"I just can't envision a junior faculty member, who is trying to climb the academic ladder, asking for help from their senior colleagues who are in a position to judge them."

But faculty burnout is not limited to junior faculty members, Liptzin said. "Faculty people are reviewed periodically

'The feeling that what you do doesn't matter is a big cause of burnout.'

Ayala Pines
Research associate at the
University of California
at Berkeley

for reappointment and in some areas there are a limited number of appointments that can be aspired to. There is the danger of being demoralized if you have the sense that your career path is going to be blocked at some point."

What — if anything — can be done to help alleviate burnout? "To some extent a person ought to be aware and try to take their own emotional, personal and professional temperature periodically to see how they're doing; perhaps share more concerns with people who are close to them.

"The more people are aware, the greater the likelihood that they will not wake up one day to feel burned out and the greater the likelihood that they can be more actively involved in the decision making process as it affects them personally."

Liptzin said it might be helpful as well if universities sponsored open discussions and workshops on the hazards of academic life.

It is important to note that the actual number of faculty members affected by burnout is rather small and that the pressures associated with academics can, for some people, be an incentive to work harder; to seek more challenges, Liptzin said.

News Briefs

Legislature readies to revise districts

RALEIGH (AP) — The General Assembly convened in special session Monday night and agreed without a fight to once again revise House and Senate district lines in hopes of gaining federal approval.

Support among legislators grew, meanwhile, for a proposal to set a statewide primary on Thursday, June 10. Under the bill introduced in the House, the primary would go on without the legislative races if legal obstacles are not removed for House and Senate redistricting maps.

Instead of revising reapportionment plans rejected by the U.S. Justice Department last week, the General Assembly could have opted to fight the adverse rulings in federal court.

Both chambers avoided taking a vote on whether to go into court or revise their maps. But legislative leaders said sentiment appeared overwhelming in both chambers, and no one filed legislation seeking a court appeal.

The meeting was the fourth special session of the General Assembly since the regular session ended last July and the third held to consider reapportionment — an unprecedented number of meetings.

House Speaker Liston Ramsey said lawmakers would redraw the House map in Cumberland County, the one area objected to under the old plan by the Justice Department.

He said if the plans were not approved by the U.S. Justice Department by early next week, the state could go into federal court in Raleigh seeking an order allowing the election to proceed for legislative races.

British complete capture of island

(AP) — British marines seized a second harbor from defiant Argentine holdouts Monday to complete the recapture of frigid and desolate South Georgia Island, British officials reported.

London's strategists next turned their aim on the Falkland Islands, and one report said a preliminary British landing on the well-defended archipelago might be only a day or two away.

But British Prime Minister Margaret Thatcher, cheered by her supporters in the House of Commons, declared Britain still hopes to end the South Atlantic crisis by negotiation.

In Washington, Argentine Foreign Minister Nicanor Costa Mendez asked the Organization of American States to demand that Great Britain withdraw its battle fleet from the South Atlantic.

Costa Mendez denounced Britain's recapture Sunday of South Georgia Island but stopped short of asking his fellow ministers to impose hemispheric sanctions against the British.

Virus linked to multiple sclerosis

NEW YORK (AP) — Doctors in Texas have reported finding a virus in patients with multiple sclerosis, a discovery that could help explain the origin of the disease and possibly lead to a way to prevent it.

The virus has also been found in patients with two other diseases of the nervous system, the researchers said.

In an article in the current issue of *The Lancet*, the British medical journal, the researchers said they have spent 2½ years verifying their results, because many previous similar reports have not held up under scrutiny by other scientists.

They said "extensive further work" would be required before the virus could be said to cause multiple sclerosis.

Area restaurants see rise in consumption of liquor

By JOHN CONWAY
Staff Writer

Although state Alcoholic Beverage Control officials and pro-liquor forces say that alcohol consumption has not increased significantly in North Carolina because of the adoption of liquor-by-the-drink statutes in several counties, no evidence has been collected to support officials' claims. In fact, local restaurateurs say alcohol consumption has risen markedly in Orange County.

Charles Smith, manager of The Rathskeller, said he believed there has been a definite increase in consumption by patrons. Smith said he favored the sale of liquor by the drink in restaurants because it resulted in greater profits and stricter control over the drinker. Usually customers have a drink before and during their meal and drink less than they would have under the brown-bag rule, he said.

Before a North Carolina law was passed in 1978 enabling counties to vote on whether local restaurants should sell mixed drinks, people wanting liquor with their meal had to bring it wrapped in a brown bag and mix their drinks at the table. The liquor-by-the-drink statute has been approved in seven counties and 31 cities, and voted down in 13 cities.

Tijuana Fats' owner, Clark Church, said there has to have been "much more consumption" since the approval of liquor by the drink in Orange County because no liquor was permitted to be sold before.

"Before liquor by the drink, people had no alternative to drinking in public," Church said. "They now have a choice. It's convenience that's made it (increased consumption) possible." However, he said that under the liquor-by-the-drink statute, bartenders and restaurateurs can exercise more control over drinkers.

Division of Motor Vehicle statistics show conflicting evidence as to the effects

of the liquor-by-the-drink statute on the number of DUI arrests in North Carolina counties. Between 1977 and 1980, DUI arrests increased 65.8 percent in New Hanover County, which adopted the liquor by the drink law in 1979. DUI arrests in Wake County only increased 28 percent within the same period. Wake County also approved the referendum in 1979.

However, Lenoir County, still under the brown-bag rule, reported that DUI arrests also had risen 28 percent between 1977 and 1980.

Hal Come, manager and co-owner of the Station Restaurant and Saloon in Carrboro, said he was skeptical as to whether the liquor-by-the-drink statute would curtail the number of DUI arrests. People could still buy drinks in restaurants and bars and still purchase liquor in ABC stores.

State ABC administrator Bill Hester said an article in the *Atlantic Control States Beverage Journal* quoted Kill Devil Hills Police Department Chief Charles Bray as having said that DUI arrests were down 39 percent in that area since the approval of the liquor-by-the-drink law. Greenville Police Department Chief Glen Cannon also was quoted as having said that liquor by the drink had caused a decline in the frequency of DUI arrests.

Although no studies have been conducted to demonstrate the effects of selling liquor by the drink on alcohol consumption, figures from the ABC Commission show a steady increase in liquor sales since 1977. Hester said 3.2 million cases of liquor were sold in North Carolina during the fiscal year ending June 30, 1977. Liquor sales increased 6 percent to 3.4 million cases in fiscal year 1978, during which the local option bill was passed. And there were 3.6 million cases sold in 1981, representing a 12.5 percent increase in liquor sales since 1977.

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