

Oh! WASH!

Fairly cloudy with a 30 percent chance of afternoon thunderstorms and highs in the upper 80s. Mostly cloudy tonight, lows in the mid 60s and highs in the upper 70s.

# The Daily Tar Heel

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NOWASHA

Rain wet the ground in Chapel Hill, but mandatory clamps on water use are still in effect. See story on page 3.

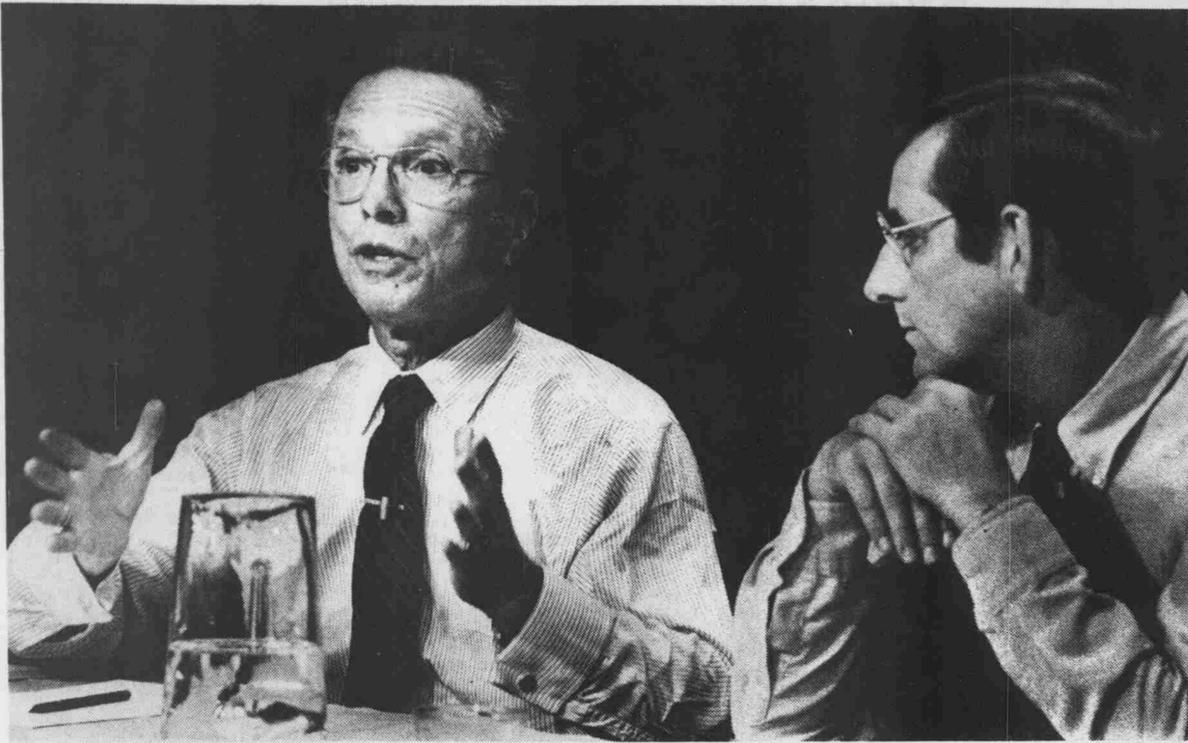
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George Herman, CBS News correspondent, debated the role of the media in covering business affairs with N.C. business leaders such as Kenneth Clark, vice president, corporate communications for Duke Power. The debate was held in the Great Hall of the Carolina Union Monday night.

## Fire exchanged; wounds Marines

The Associated Press

BEIRUT — Mortar shells slammed into U.S. Marine positions at the Beirut airport Monday night, wounding three of the American peacekeepers, a Marine spokesman said.

Maj. Robert Jordan said two of the wounded were evacuated to the helicopter carrier Iwo Jima offshore. One suffered a shrapnel wound in the left hand and the other had a dislocated shoulder, he said.

The third Marine was treated on the compound for a minor shrapnel wound in the leg, he said. Jordan refused to speculate about who fired the mortars, but both Shiite Muslim militias and leftist Druse militias hold positions that would be in range.

The attack, which began after sunset and lasted about an hour, came more than 12 hours after Marines exchanged small arms and machine-gun fire with snipers firing from areas largely under the control of the Shiite militia, Amal.

"Some guy would just pop up and let off a few rounds," Jordan said. "But the heaviest concentration was out of Hay el-Sellum."

Hay el-Sellum, a crowded, poor neighborhood south of Beirut, is a stronghold of the Shiite militia.

Jordan said a U.S. Navy task force with an additional 2,000 Marines had arrived off the Lebanese coast. President Reagan sent the force to the area after two Marines were killed last month. Two more Marines have been killed since then.

Lebanese army spokesman Capt. Youssel Atrissi said Amal gunmen in the Beirut neighborhood of Chiyah fired mortars at the Lebanese army.

He said the army responded with "all kinds of weapons," including tanks and machine guns, and destroyed an unspecified number of Amal bunkers. There were no reports of casualties.

In Lebanon's central mountains, leftist Druse militias battled the Lebanese army at the army's stronghold of Souk el-Gharb, a Christian town which controls the major route from the mountains to Beirut. The army said its gunners blasted a Druse convoy carrying weapons, causing enormous explosions.

Souk el-Gharb is the Lebanese army's only stronghold on the mountain ridge overlooking Beirut, and if the Druse took it they would command the area and the Beirut-Damascus highway.

The Druse claim their forces have overrun about 80 percent of the Chouf and Aley mountain regions since the latest round of fighting between leftist Druse and rightist Christian militias began Sept. 4, when Israeli forces withdrew from the area.

The Druse say the Lebanese army supports the right-wing militias of the Christian Phalange Party and have resisted attempts by the army to take over positions vacated by the Israelis.

The conflict has sent thousands of refugees streaming into Beirut and south toward Israeli-occupied territory below the Awali River.

U.S.-Saudi negotiations for a cease-fire hit a snag Monday over the role of the Lebanese army. Saudi Prince Bandar Bin Sultan, who had been leading the negotiations, left Damascus, Syria, for home in the evening after a series of meetings with U.S., Syrian and Druse officials on a draft formula for a cease-fire.

Sources close to the Lebanese government said negotiations had stalled over demands by Druse leader Walid Jumblatt and his Syrian backers that the Lebanese army withdraw completely from the Chouf and Aley mountain area before any cease-fire.

U.S. special envoy Robert C. McFarlane left for Saudi Arabia after a 45-minute meeting with Lebanese President Amin Gemayel. McFarlane told reporters he was beginning a Middle East tour, apparently to muster Arab support for a cease-fire.

The Pentagon said Monday that 2,000 more Marines have arrived off the Lebanese coast to beef up the U.S. presence there.

The Marines sailed on three ships and bring to 3,200 the number of Marines now in the Mideast, although Defense Department officials have said none of the latest group of 2,000 would go ashore.

The NBC television network reported Monday night that Reagan administration advisers are suggesting that consideration be given to authorizing air strikes against Syrian positions in Lebanon. Such a move would be to protect the positions of the 1,200 Marines stationed ashore.

CBS and ABC said consideration is being given in the Reagan administration to using air strikes to protect the Marines and that McFarlane made the recommendation. The CBS and ABC reports did not specify that Syrian positions might be the target. White House spokesman Anson Franklin refused to comment on the reports.

Police have counted 570 Lebanese killed and 1,325 wounded in nine days of fighting. But many villages remain cut off by the fighting and the casualties there may not have been accurately tallied.

The International Red Cross reported that a relief convoy of five trucks, four ambulances and three cars managed to reach the town of Deir Al-Kamar in which an estimated 30,000 Christian refugees were encircled by the Druse.

## Media, business leaders discuss relationship

By JOSEPH BERRYHILL  
Staff Writer

To have a healthy relationship, business and mass media leaders must be honest and professional with each other. That was one of the few areas of agreement at a panel discussion of 11 prominent business and media leaders Monday night in the Great Hall of the Carolina Union.

The discussion, videotaped before 200 people, was moderated by Kenneth Broun, dean of the UNC School of Law. Broun gave the panel members two hypothetical situations involving media coverage of a business and asked them to discuss the ethics and procedures to follow in the cases.

Business leaders said that it was necessary to be honest with the media when confronted with a problem which could potentially harm the business.

"The more information you can give the reporter, the better the chances are the story will correctly reflect the situation," said Kenneth Clark, vice president of corporate communications of Duke Power Co.

Jere Drummond, vice president of Southern Bell, agreed that responding to allegations about possible business misconduct was necessary. "But we're going to do it in as favorable a light as we can," he said.

Rolf Neill, publisher of *The Charlotte Observer*, said that honesty is the best policy for business executives to deal with the media.

"Full disclosure will do more for you in the long run than anything I know," Neill said. He added that busi-

nesses sometimes make mistakes which are unavoidable.

"The public will understand mistakes," Neill said. "The public and the media will not accept covering up. If you don't believe that, ask Richard Nixon."

*"On the whole, what's unpleasant is more news than what's pleasant. What makes news is what's grim."*

— George Herman  
CBS News correspondent

Reporters for the mass media must be informed on their subjects if they expect cooperation from businesses, said Mary Diener, president of Diener & Associates, Inc., a public relations firm. Diener said if a reporter asked her an uninformed question, "I'd say it's just plain none of their damn business."

"I will not turn into a bleeding heart and put my whole life history out in the front yard," she said.

George Herman, a correspondent for CBS News, agreed with Diener and said asking the right questions is the hardest part of the job for a journalist.

"I don't go to the company until I know the questions I need to ask," Herman said.

Herman had earlier rejected contentions of some business leaders that journalism was becoming more sensationalism than news. He said that the early news-

papers wrote about any rumor, and often made stories up.

The journalists of colonial times "make us all look like saints," he said.

"There's no drift away from an old trend of objectivity," Herman said. "There was no trend of objectivity."

Louis C. Stephens Jr., chief executive officer of Pilot Life Insurance Co., said that he respected the media. "They are well-educated, well-informed people," he said.

Diener agreed, but said that many times problems occur when editors change their reporters' stories.

Herman argued that the media had to report what the general public wanted to know, which is often not good news.

"On the whole, what's unpleasant is more news than what's pleasant," he said. "What makes news is what's grim."

The business and media leaders did agree that their adversarial relationship is a natural one.

"I think this kind of adversity is very healthy," Herman said. "I'm not convinced that it would be a good thing to have an end (to adversity)."

Clark said: "I hope it (the adversarial relationship) continues to exist."

"Grease doesn't turn the wheel. Friction turns the wheel," he said.

## CGC Finance Fee hike endorsed

By MARK STINNEFORD  
Staff Writer

The Campus Governing Council Finance Committee Monday evening recommended a student referendum on a proposal to raise the Student Activity Fee \$1.50 per student per semester.

The full CGC will act on the proposal Wednesday.

The Student Activity Fee — \$15.25 per semester — was last raised in 1977.

Finance Committee member Jack Mohr (District 23) suggested holding the referendum during homecoming election week before Sept. 24 to ensure a good turnout. According to the Student Code, a two-thirds majority in a student referendum is required to enact a fee increase and at least 20 percent of the student body — about 4,100 students — must cast votes.

A possible CGC bill to fund a student-run television station gives an extra push to call for a fee increase, Mohr said. The station is expected to cost \$20,000 in its first year, he said.

Fred Baker (District 9), who voted against the fee increase proposal, said it would be unwise to hike fees on the basis of a bill that has not yet been formally proposed.

"Foresight is great," Baker said. "But don't let it carry you away."

Randall Parker (District 14) said the budgets of student organizations probably would be cut next year without a fee increase.

"I don't want to see worthy organizations hurt, and that's what I'm afraid will

happen if we don't have a student fee increase," Parker said.

Greg Hecht (District 15) unsuccessfully pushed a proposal to raise the Student Activity Fee by \$3 per semester. Hecht said the Finance Committee proposal was inadequate to meet the needs of student organizations.

"It's fairly obvious that they're not going to be able to fund programs at the level we did last year," he said. "I don't think this fee increase is enough or even close. I don't think \$3 per semester is much to ask people who haven't had a fee increase in six years."

The CGC allocated \$290,000 to student organizations for 1983-84. While the bulk of the money came from incoming student fees, the CGC was forced to take \$67,000 from the General Reserve to balance the budget. The General Reserve is the surplus of student fees allocated to Student Government.

Without a fee increase, student organizations will experience a shortfall in 1984-85 because only \$59,000 is left in the General Reserve, Hecht said.

Baker said the fee increase proposal was ill-timed.

"I think everything is adequately funded at this time," Baker said. "Another \$1.50 per student in our coffers would just be encouragement for us to be irresponsible with our funds."

Darrell Payne (District 17) said that need for a fee increase had not been proved and that Student Government should learn to live within its means.

"Fiscal responsibility means preparing a budget that works with the money you collect," he said. "I see a lot of fat."

## Chapel Hill is choice of retirees for golden days

By TOM GREY  
Staff Writer

At the age of 66, Dr. Eli Ross ran away from home. Ross, who had retired after 26 years as an optometrist in Puerto Rico, decided Miami just wasn't for him. His wife agreed.

So after only a year and a half in their new home, they ran away.

"There was nothing to do there," Ross said. "We wanted to become involved and so we volunteered for work, but nobody wanted volunteers."

The Rosses researched other places to retire and chose Chapel Hill, where they've lived for four years. "You meet good people in Chapel Hill," said Ross, who tutors math and English at Carrboro Elementary School. "We didn't want to just sit around waiting for the call to go. The most important thing in life is to be needed, and that you can get here."

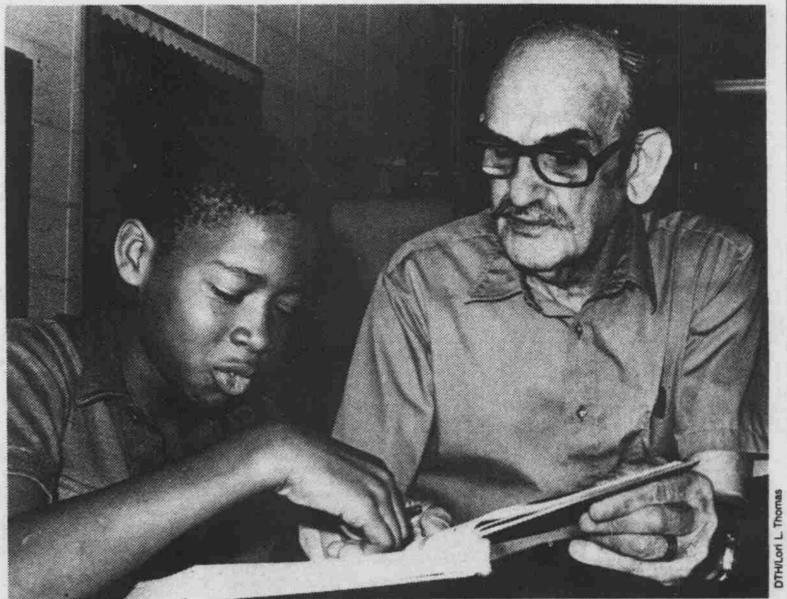
Many other people are looking at Chapel Hill as an ideal place to retire, said Joan Gillings, director of corporate sales and relocation at Heffner-Block Realtors. "They want to remain active," Gillings said. "In Florida, they find there's nothing to do, so they move up here. They don't want to just vegetate."

Gillings said interest in Chapel Hill as a place to retire began to grow about five or six years ago when two publications featured Chapel Hill. A *New York Times* Sunday Magazine article on North Carolina as a retirement prospect described Chapel Hill favorably. And the book *Retirement to the Sunbelt* included a four-page spread on Chapel Hill.

"After this book was published, we got a flood of calls from people wanting information," Gillings said. She now gets about two calls each week from retirees looking at Chapel Hill.

Many people, such as the Rosses, do a lot of careful looking before they choose a retirement city. Sam Chernow, a retired advertising executive, and his wife discovered the area while on a three-month vacation.

"We liked the academic atmosphere and the rolling hills," Chernow said. "We decided to try it for a year and if we didn't like it, we'd move somewhere else."



Dr. Eli Ross is one of many people who have decided to spend their retirement in Chapel Hill. Here, Ross, a volunteer tutor, helps a student with his reading.

The Chernows have been here for seven years.

Coming from the New York area, the Chernows said they especially like theatre, dance, music and other cultural events offered in the Triangle area.

Chernow works with the Service Corps of Retired Executives — an organization he helped start. SCORE helps small businessmen in the area.

Richard K. Sharpless, SCORE chairman, moved to Chapel Hill from Hawaii. Sharpless said that he and his wife were looking for a place not too far north or south.

"We chose Chapel Hill because of the intellectual stimulation of a university town. We didn't want to live with just other old people in a 'sun city.'"

While Chapel Hill is not yet known as a retirement center, its growth as a place to retire has worried some people.

"I'm not sure how well we can accommodate retirees," Gillings said. "They wanted a one-level house or condominium. We are not building enough of

these, or they're too high-priced for a lot of retired people."

Jane Steele, who moved to Chapel Hill with her husband from Connecticut after both retired from IBM, said that she was concerned about the lack of planning by local government. She mentioned the water shortage, transportation and zoning policies as three areas in which she saw a lack of planning.

"We love Chapel Hill. We moved here after researching the whole U.S., but we're concerned that high density developments will ruin older, established neighborhoods like the one where we live."

In spite of problems, Chapel Hill will probably continue to grow as a retirement area, and those who move here praise its proximity to three universities, its four-season climate, the cultural activities and its volunteer opportunities.

"The problem with Chapel Hill," Ross said, "is that you can become involved. You can end up spending 30 hours a day volunteering."