

Kaleidoscope

UNC offers many alternatives in campus media

By Heather Osborne
Staff Writer

The University of North Carolina at Chapel Hill offers students a wide variety of media resources, which provide everything from straight news, to subjective opinions, to entertainment, while also offering students an opportunity to become involved in the production of these exciting forms of media. Five components form this complimenting media nexus: the *Daily Tar Heel*, *The Phoenix*, Student Television, *Black Ink*, and WXYC.

The Daily Tar Heel

The *Daily Tar Heel*, the student newspaper at Carolina, provides students with the most current and accurate information about topics of concern to them. The *DTH* covers local, state, national, and pertinent international news stories to provide the student with a full perspective of what is happening around the world.

Besides regular news stories, one of the *DTH's* main functions is publicizing and covering sports and arts events. A weekly column gives a listing of scheduled events including free flicks, meetings and special events like guest speakers and concerts. The *DTH* also features fine comic strips: *Doonshury*, *Bloom County*, *Peanuts*, and UNC-CH student Bill Cokas's *The Man From UNCle*. Classified advertisement provides information about services available to students, and personals for messages.

The *Daily Tar Heel* is a student newspaper. Except for four paid

personel, the paper is totally run by students. Arne Rickert, co-editor of the *DTH*, says that the paper "has the benefit of providing journalism students with an outlet for their writing, but also makes a conscientious effort to make sure not only journalism students are involved." This attitude invites students from all disciplines, whether they be English, history, or business majors, to take the writing test and write for the *DTH*.

The *DTH* is not just looking for students with speed and perfect journalistic style. Although these are beneficial, writers with any interesting style and flair are an asset to any paper. During the writing test, students are allowed to work out their own story in an area in which they are interested. This past year the *DTH* accepted about two-thirds of the prospective writers that took the writing test. Furthermore, by allowing them a certain amount of journalistic freedom in their writing, most have stayed. The de-emphasis on stressful writing tests has encouraged non-journalism students to come to the paper with their ideas and writing talents.

The result is an interesting and informative college newspaper. Overall, the *Daily Tar Heel* tries to provide an all-encompassing view of UNC-Chapel Hill and events and ideas that affect the students here. Although far from perfect, the *DTH* provides the basic information which other media on campus complement in various ways.

The Phoenix

The *Phoenix*, a different facet of the media network, provides in-depth coverage of timely news in the form of a weekly news magazine.

Editor Hunter Kome claims that students can benefit from reading the *Phoenix* "because as it complements other publications by providing deeper coverage of issues, it provides students with a deeper understanding and appreciation for the community around them." The *Phoenix* is designed to give students a look at issues from more than one side, providing perspective. The *Phoenix* is able to provide students with deeper coverage because, since it is a magazine, it is able to choose what issues it wishes to cover. Consequently, students can benefit from reading the *Phoenix* because it fills the gaps left by the straight objective reporting found in other publications.

Besides concentrating on important news issues, the *Phoenix* also covers arts and sports. Sports coverage consists of more personal articles and often deal with sports that are not often in the spotlight, but are still exciting and worthy of coverage. The arts section offers reviews of union and local movies, recently released albums, and art exhibits in Aklard and other places nearby. These reviews give students an idea of what other students' opinions are.

The humor of David Washburn, which captures the frustrations, aspirations and criticisms of some students, is found every week in his comic strip *Bagger Hill*.

Across the entire spectrum of magazine production, the *Phoenix* needs interested people to participate. Writers in any capacity are welcome. At the *Phoenix* writers are not assigned articles, but come up with their own ideas or expand upon suggestions that they find interesting. This allows the writers a great deal of freedom in their writing, permitting them to write about issues that interest them and deal with them in the manner they wish.

The *Phoenix* staff also welcomes people to drop off suggestions for articles or comments into the box outside the office. At the *Phoenix* students are welcome to come in and talk to the staff. Fresh ideas are always welcome and the *Phoenix* wants to know what students think about issues and what sort of activities are going on around campus.

There are so many activities to get involved in that the average student cannot possibly know about them all. To understand life at Carolina, students need to understand not only the academic side of Carolina, but also the other events and concerns that are happening simultaneously. By providing insight into different tangents of the same issues, the *Phoenix*, combined with other publications, provides a near complete view of Carolina events and opinions.

Student Television

Student Television, a new edition to the Carolina media scene, offers the student a different dimension to the media experience. STV produces two main programs that students can enjoy on cable at home, in the Union TV lounge, or with friends at their favorite bar or restaurant that shows STV.

These two programs represent the two sides of television: information and entertainment. "*This Is It*," primarily designed to entertain, provides an outlet for talented students to perform. This program is set up in a "PM Magazine" format with three to six segments, each featuring a different group or individual performing anything from a comedy routine to a short musical set. "*This Is It*" provides a real life opportunity for students to test their talents and see the reactions of their peers, while providing a wide range of entertainment for the rest of the students.

The second program, "*Campus Profile*," is more serious than "*This Is It*." On "*Campus Profile*" STV addresses news and issues that directly concern and affect students at Carolina. In this program, STV provides a straight-forward informative view of what students are feeling and presents it through a medium that loses nothing in the translation of people's opinions on the topic at hand. "*Campus Profile*" is exciting because controversial issues are dealt with candidly. These programs, though dissimilar, together give the student a full view of television by providing both the light and serious sides of this medium.

Active student involvement in STV comes in programming. Since all programming comes from student ideas, talent, and production, there is a constant need for new ideas and insight.

Students wishing to become involved in STV production may find more information at Suite D in the Carolina Union, and should explore their opportunities early in the semester. This is when the production crews for "*This Is It*" and "*Campus Profile*" are formed. Orientation for training in camera work and editing is also done early in the semester. During orientation students learn how to research, write, create, and eventually take an idea through the entire production process. STV program production gives students the opportunity to participate in the excitement of video production.

Everyone is invited to become involved in STV productions; however, production and all its facets is very time consuming. Consequently, STV provides proposal forms for busy students who feel they have an electric idea they want to see produced. A programming committee reviews all proposals submitted and selects the ones they feel are best to

be produced.

STV offers something to all students, whether they help with actual production, give programming ideas, or just enjoy watching it with their friends. For entertainment and a serious look at what students are thinking, watch STV once and it will become a habit.

Black Ink

Black Ink, a bi-monthly newspaper funded by the Black Student Movement, is an alternative and a supplement to other publications at Carolina. According to editor Laurie Willis, "the *Ink* tries to cover most campus issues, but those especially that pertain to the black student body." *Black Ink* does not duplicate other publications, but rather it provides coverage for issues that deserve attention and are not thoroughly dealt with elsewhere.

Willis sees the purpose of *Black Ink* as having changed since its beginnings in 1969, when there were only 70 black students at Carolina. Originally *Black Ink* served the special purpose of allowing the black voice on campus to be heard. Now, according to Willis, *Black Ink* "gives blacks a chance to write, be creative, and use their journalistic talents while voicing issues that concern minorities' place on campus."

Distributed to the dorms and libraries bi-monthly, *Black Ink* covers many general issues that concern everyone on campus, as well as specialized interest topics. The features desk of *Black Ink* covers straight news but approaches issues from a different perspective than the *DTH* or the *Phoenix* by focusing more on how an event will affect the minority population. *Black Ink* also has a special projects desk, headed by Kenneth Harris. Special projects deals with special issues like the BSM convention, guest speakers like Jesse Jackson, and special events like Black History Month.

While *Black Ink* considers sports and arts important, it is selective in the topics it covers, concentrating on those not as extensively covered elsewhere. Overall, *Black Ink* tries to compensate for gaps left by other media concerning minorities.

Recently, *Black Ink* has been plagued with a fluctuating staff. Willis hopes to solve this problem this fall. Anyone who is dedicated is welcome to join the staff. There is no writing test, but prospective writers should go to the introductory meeting at the beginning of the fall semester. Everyone has a lot to learn, for nobody writes perfectly. Dedication, promptness, and enthusiasm are the main qualities desired from a *Black Ink* writer.

Black Ink offers something to everyone. To minorities on campus, *Black Ink* offers a place to express their views and materialize their creativity and writing talent. To others, *Black Ink* can give an insight into the black student at Carolina, as well as an opportunity to work cooperatively with fellow students. By providing special consideration for issues that predominantly concern minorities, *Black Ink* holds a distinctive place in the media network at Carolina.

WXYC

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