

# UNC Faculty Council to ask for divestment

**From staff reports**  
The UNC Faculty Council voted Friday to ask the University to divest its holdings in companies and banks doing business with the South African government. Chancellor Christopher C. Fordham III said he would present the resolution to the Board of Trustees. The resolution calls on trustees to divest University funds and state employee retirement funds from companies and banks which do "direct and extensive" business with the South African government and thereby support apartheid. It states that "apartheid . . . is fundamentally incompatible with principles of intellectual freedom and human dignity, and is utterly to be condemned." The Board of Trustees of the Endowment Fund

rejected Thursday an appeal by Student Government asking the University to divest itself of all holding in companies doing business in South Africa by 1989. School of Law professor and resolution co-sponsor Daniel H. Pollitt said he opposed the University's current investment policy, based on the Sullivan Principles. "It doesn't work," he said. "It's restricted to employment opportunities, and it doesn't mean much." Under the Sullivan Principles, the University only invests in companies which do not consider race when hiring and employing. Pollitt said that despite the failure of the Student Government proposal Thursday, he thought trustees would listen to the faculty resolution, passed without

any dissent. "If we adopt this resolution today, the trustees will give it deep consideration," he told faculty members. "When we ally ourselves with the students, we can do together what we could not do alone," he added. According to Pollitt, the fact that some of the funds involved are faculty retirement funds means that faculty members should have a say in where that money is invested. The resolution states that faculty members wish to disassociate themselves from businesses and banks giving direct and important support to the South African government. Other colleges have already accepted this or a similar resolution, Pollitt said.

# '84 Helms campaign outlined by marketing executive

**By CHARLES FERNANDEZ**  
*Staff Writer*  
"Where do you stand, Jim?" That question reflects the strategy of the Jesse Helms campaign: to make former Governor Jim Hunt appear to "flip flop" on issues, said Tom Fetzer, a former Congressional Club executive. Fetzer, a vice president for Jefferson Marketing, gave a video presentation to the Students for America Thursday on why Helms won the 1984 senate race. "We had a much more effective ad campaign," Fetzer said. "Hunt couldn't make up his mind on what he wanted to do." Helms' ads put Hunt on the defensive and set the agenda for the rest of the campaign, he said. Two important factors that contributed to the Helms victory was the increase in Republican voter registration and voter turnout, Fetzer said. The Republicans registered 200,000 more voters in 1984 than in 1982 and also had a voter turnout that was 10 percent higher than that of the Democrats.

Although Helms won the race with 52 percent of the vote, his chances of getting re-elected looked bleak at the beginning of the campaign, Fetzer said. "We had to tell him (Helms) his chances were slim and none," Fetzer said, referring back to December 1982, when the campaign was getting under way. With Helms trailing Hunt by 22 points in the polls and Democrats owning a three-to-one edge in registered voters in North Carolina, Helms was wondering if he would ever run again, Fetzer said. Fetzer said Helms decided to run because he was the only Republican who could defeat Hunt and because Helms was the leader of the conservative movement in the country. The Helms camp knew it would be very hard to erode Hunt's large lead, he said. "They (Hunt's campaign staff) started off with a tremendous amount of arrogance and cockiness," Fetzer said. "If they would've gone after Helms earlier they could've buried him." The main idea of the Helms campaign ads was to portray Hunt as a "Mondale Liberal," and link him to higher taxes, Fetzer said. "We needed to make Hunt less popular and Helms more popular," he said. "We spent 1982 trying to resurrect

Helms and they let us have the ballpark." Fetzer said the Helms staff managed to make Hunt appear to "flip-flop" on the issues by putting Hunt in the Helms-for-Senate commercials. They used video tapes of Hunt saying one thing and then tried to show that his record said the opposite, Fetzer said. An example of their tactics is a film of Hunt saying he did not want to propose to raise taxes, with another film clip of him voting for a tax increase at the National Governors' Convention, including newspaper headlines stating Hunt had voted for a tax hike. "We put Jim Hunt's own rope around his neck and hung him with it," Fetzer said. He said the officers of the Helms campaign decided to use footage of Hunt in their commercials when their data showed "the more people saw of Hunt, the more people disliked him." One of Hunt's own campaign ads helped the Helms campaign, Fetzer said. Hunt ran an ad that tried to link Helms with the death squads in El Salvador and its president, Roberto D'Aubisson. But the ad backfired by offending the public with the portrayal of dead bodies supposedly killed by death squads, he said. Fetzer said the ad emphasized Helms' claim that Hunt flip-flopped on issues.

Hunt had attacked Helms for his negative ad campaign, then came up with his own negative ad, Fetzer said. Helms suffered his own setback when a newspaper which endorsed Helms published an article accusing Hunt of being a homosexual, Fetzer said. For the next two weeks, the press attacked the incumbent senator. "It threw the camp off stride and we decided to run June like October," Fetzer said, adding that over \$3 million was spent on advertisements during that month. "We decided to pour on the coals." From June until election day, the Helms camp tried to relate Hunt as a "Mondale liberal" who supported higher taxes. "We had to get the tax issue at the idea level where it would hit people in the gut," Fetzer said.

# Reagan's arrival in Geneva tempered by leak of letter

**From wire reports**  
GENEVA — President Reagan's upbeat mood upon his arrival in Geneva was tempered by the leak of a letter from Defense Secretary Caspar Weinberger asking Reagan to avoid commitments with Soviet leader Mikhail Gorbachov on several arms issues. White House spokesman Larry Speakes said the President was confident of the summit meetings, but angry over the leak of the letter. A senior official aboard Air Force One said he believed the leak to be an attempt to sabotage the arms talks. The President called for a fresh start for U.S.—Soviet relations when he stepped off the plane Saturday. **More survivors rescued** ARMERO, Colombia — Small groups of survivors continued to be rescued by helicopters over the weekend from mud and debris left by Colombia's volcano eruption. Colombian officials reported that

**news in brief**  
more than 21,500 people were dead or missing from Armero and other towns in the Armero Valley after a wall of mud created by snow melted by the Nevado del Ruiz volcano and a swollen river buried the towns. **Defector bitter toward CIA** WASHINGTON — Vitaly Yurchenko, the Soviet KGB defector who returned to the Soviet Union earlier this month, was likely a genuine defector who was disillusioned by the CIA, said Nicolae Horodincea, a Romanian defector who described his own bitter experience with the CIA. Horodincea said he felt betrayed by broken CIA promises and turned up at the Romanian Embassy after a year as a defector, wanting to return to Romania to obtain medical help for his wife. He was convinced not to return at the last minute by his mother.

# Canned food to be collected

A canned food collection sponsored by the Residence Hall Association, the Panhellenic Council, the Marching Tar Heels, the Carolina Gay and Lesbian Association, campus and town religious organizations and Student Government is being held Nov. 18 - 23. Proceeds will go to the Interfaith Council's soup kitchen and the Home for Battered

Women. Dorm collections will take place Monday through Thursday from 7 p.m. until 9 p.m. Collections will also be made Saturday from 9 a.m. until 11 a.m. On-campus drop sites will be available for those who missed dorm collections at Chase Cafeteria and the Student Union.

# Funds raised to begin study of town merger

**By KENNETH HARRIS**  
*Staff Writer*  
Although enough money has been raised to begin a study on the Chapel Hill-Carrboro merger, Carrboro Mayor Jim Porto said he considered the merger one of many options open to Carrboro in the future. At present, \$10,274 has been raised for the study through the help of private donations. Officials estimated that \$15,000 would be needed to fund the study. An additional \$2,000 has been pledged, but has not been collected. According to officials, three payments of \$5,000 would be made to consultants. The first payment will be made when the contract is signed, the second while the study is being conducted and the final payment when the study is completed. Porto said he expected an eight-member citizens committee, which would choose the consultants for the study, to be formed within the next week. He said he hoped the study would begin by December. In addition to its role of choosing the consultants, Porto said he wanted the citizens committee to submit questions which would give insight into the

feelings of the community concerning the merger. An evaluation of the technical aspects of the merger will be addressed, Porto said. During the study the consultants should, at least, poll residents in both towns at random to see how the people feel, according to Chapel Hill Mayor-elect Jim Wallace. At present, Carrboro and Chapel Hill share some services such as a joint school system. The police and fire departments for both towns share districts, according to Porto. Both towns cooperate in a joint land use plan, he said. Wallace said the merger would be economical by eliminating the duplication of departments such as the police or fire department. "I think the study would reveal the economic or financial advantage of the merger," Wallace said. The towns differ in their attitudes toward managing growth, Porto said. In the recent Chapel Hill election of town council members, the main concern was over controlling or limiting growth in the town. "We (Carrboro) think that we're managing growth," Porto said. Developers who wish to build in Carrboro must follow strict guidelines, according to Porto. "If they come into our community, they have to be an improvement to our community," he said. Wallace said he felt that both towns

were concerned about managing growth, especially after the rapid development in Carrboro within the last few years. "Today, Carrboro has seen the negative affects of a large amount of growth," he said. According to Porto, Carrboro has one of the best land use plans in the country. The plan has been published recently by the American Planning Association as a model for other communities, he said. Porto said he saw the study as a way of "uncovering facts about where we're similar and where we're different." "I think it would be interesting to do a comparison. I, in fact, encourage the comparison," Porto said. Once the study is completed, Porto said he hoped that neither the consultants nor the citizens group would make a stand in favor of or oppose to the merger. Wallace said Chapel Hill residents did not have much to lose through the merger with Carrboro, but felt that Carrboro residents might lose their identity by merging with Chapel Hill. "There are many people in Carrboro who feel that the historical aspect of Carrboro would be compromised or obliterated by a merger," he said. "Thus they balance financial advantage by the loss of recognition." Chapel Hill Mayor Joe Nassif could not be reached for comment on the study.

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