

AIDS task force to conduct survey of faculty, students

By STEPHANIE MARSHALL
Staff Writer

The UNC Task Force on AIDS will be distributing a random survey to University students, faculty and staff to find out how much people know about AIDS and what types of policies they would like to see on campus to deal with the problem.

The questionnaires, which will be sent out by Nov. 6, will gauge the level of knowledge and attitudes of the respondents about AIDS, said Dr. Michel Ibrahim, chairman of the task force and dean of the School of Public Health.

The task force is a committee comprising 13 people, including physicians, nurses, health educators, psychologists, public health personnel, administrators and students.

Its functions include educating people about AIDS and giving recommendations for policies concerning the disease to the chancellor, Ibrahim said.

Through the AIDS survey, committee members want to learn how much people already know about the disease so that they can plan educational programs on campus.

"The one and only weapon we have against the disease is education," Ibrahim said.

The task force is also interested

in researching the respondents' attitudes toward people with AIDS.

Another purpose of the survey is to find out what programs — such as educational seminars and support groups for AIDS victims — people feel are needed at UNC.

Research assistant Ernest Valente said the survey is based on a random sample of 1,500 people. It will represent a cross-section of the University community, including students, faculty and staff.

"A lot of educated people either don't have correct information or attitudes that are at variance with this knowledge," he said. The task force tries to provide information about how AIDS is transmitted, he said.

"This will help reduce fear and panic. It will also reduce prejudice," Ibrahim said. "Often, when people know that a person has AIDS, he is sequestered by society."

Prejudice will be reduced when people are aware that AIDS is not transmitted by casual contact, he said. The committee also educates people on ways to prevent themselves from getting AIDS, he added.

Another job of the task force is to make recommendations on how to help people on campus who have the disease.

Toyota begins new 3-D ad campaign

By CLAY THORP
Staff Writer

There is a new dimension in advertising this fall. In a nationwide advertising campaign, Toyota Motor Sales, USA is using 3-D devices to promote its new Corolla.

In recent issues of Time, People and Cosmopolitan magazines, Toyota has inserted 3-D viewers in its four-page ads promoting the Corolla.

"It's a culmination of various input," said Debra Sanchez, senior press relations administrator for Toyota Motor Sales, USA.

"Dick Rice, chairman of 3DMARK Inc., has been developing this idea for some time," said Peggy Farmer, account executive for 3DMARK Inc., maker of the viewers.

Linda Harding, Toyota account executive for Saatchi and Saatchi DFS, Toyota's advertising agency, said, "As part of the four-page ad, we had a toll-free phone number for response . . . and the phone has continued to ring."

Sanchez estimated that 14 million people will read the ad. "People are six times more likely to notice an ad like that," she said.

Anne Marshall, principal partner of the Durham-based advertising agency Marshall-Kome Inc., said, "Any time you can involve the consumer in the piece, the chance of them buying your product is much greater."

Julie Edell, associate professor at the Fuqua School of Business at Duke University, said, "It's like a scratch-n-sniff. If the relevant attributes are visual, then it will be really impactful."

Toyota officials would not comment on the cost of each advertisement, but Edell said \$1 million is a reasonable estimate for the campaign.

She said she based this estimate on base prices for one-page Time magazine ads with special inserts.

Marshall said, "It (the ad) seems to be a bit faddish right now, but I don't think Toyota will be the last one to do this."

UNC students seem to like the advertisement.

"I like it," said Sarah Hobson, a freshman from East Bend. "It grabbed my attention when I saw it in the magazine."

Joe Feinberg, a freshman from Asheville, said, "(The viewer) will be effective in getting people to look at the ad, but I don't think it will help Toyota in their sales."

But Colton Vallery, a sophomore from Fayetteville, disagreed with Feinberg. "I think it's a winner," he said. "I think they'll sell a lot of cars like this."

Leslie Deaton, a freshman from Reidsville, said, "It's an inventive advertisement. I'd be interested in pricing (the Corolla)."



DTH/Charlotte Cannon

Potential car buyers aren't the only ones checking out the Toyota ads

Women's group sponsors AIDS awareness forum

Women's Health Counseling Service is sponsoring "Women and AIDS — A Public Forum" tonight at the Community Church on 106 Purefoy Road.

Speaking at the forum will be Dr. Paul Becherer and Suzi Perry, a registered nurse, both from the N.C. Memorial Hospital Department of Infectious Disease.

About 7 percent of all people with AIDS in the United States are

women, but heterosexual women are proportionally the fastest-growing group of people with AIDS, according to Susan Julian, a volunteer at the Women's Health Counseling Service.

Topics discussed at the forum will include pregnancy and AIDS, how most women get AIDS, and antibody testing. The forum will focus on how women can protect themselves and prepare for the impact of AIDS.

Better late than never: lawyer obtains release for convicted burglar

From Associated Press reports

RALEIGH — A Florida man traveling through North Carolina 10 years ago ran into some trouble after a drinking binge, but ran into more trouble — a life prison term — in the courts after waiving his right to an attorney.

With the help of an attorney, he'll be released Monday.

In June 1977, Carlton Hopson of Jacksonville, Fla., was traveling from Chicago to Florida when he decided to stop in North Carolina, according to his attorney, Paul Green of Durham. On June 3, Hopson was arrested and charged with two counts of breaking and entering and one count of first-degree burglary after entering a garage in Elizabeth City.

While many cases take months to come to trial, Hopson's took only six days. Once in court, Hopson, now 39, waived his right to attorney, pleaded guilty and was sentenced to life in prison, then the mandatory sentence for first-degree burglary. The crime now carries a sentence of seven to 14 years.

"He realizes now that he should not have pled," Green said in a telephone interview from his office. "He served 10½ years, which by today's standards is a good, long time for an offense like that. He should have been counseled by an attorney at the beginning."

Green said Hopson had "at least five to 10" appeals denied for 10 years by Pasquotank County Superior Court, the N.C. Court of Appeals, U.S. District Court in Raleigh and the 4th U.S. Circuit

Court of Appeals in Richmond, Va.

After those appeals were exhausted, Green stepped in.

"He never has denied he did it," Green said. "But he has always maintained that he did not know what he was doing because he was extremely drunk."

That, along with what Green called a violation of law that requires a person who waives right to an attorney to be given seven days to collect his thoughts, convinced Green he could win Hopson's release.

On April 14, Green filed a motion in the Pasquotank Superior Court seeking to file further arguments in the case, based on his contention that Hopson's constitutional rights were violated.

The state said the motions filed by Green in September could not be accepted because Hopson had already submitted prior motions that had been rejected. But Green and Hopson were granted an evidentiary hearing to argue that the six-day period was not sufficient time to be brought to trial.

"The (Pasquotank) D.A. (H.P. Williams) and I got to talking about the case and we settled without a hearing," Green said.

Green said Williams agreed to allow the judge to grant a new trial and Hopson agreed to plead guilty to second-degree burglary and one count of breaking and entering.

He was sentenced to 13 years, 10 months and 10 days, which clears him for release on Monday from the Wagram Prison Unit, Green said.

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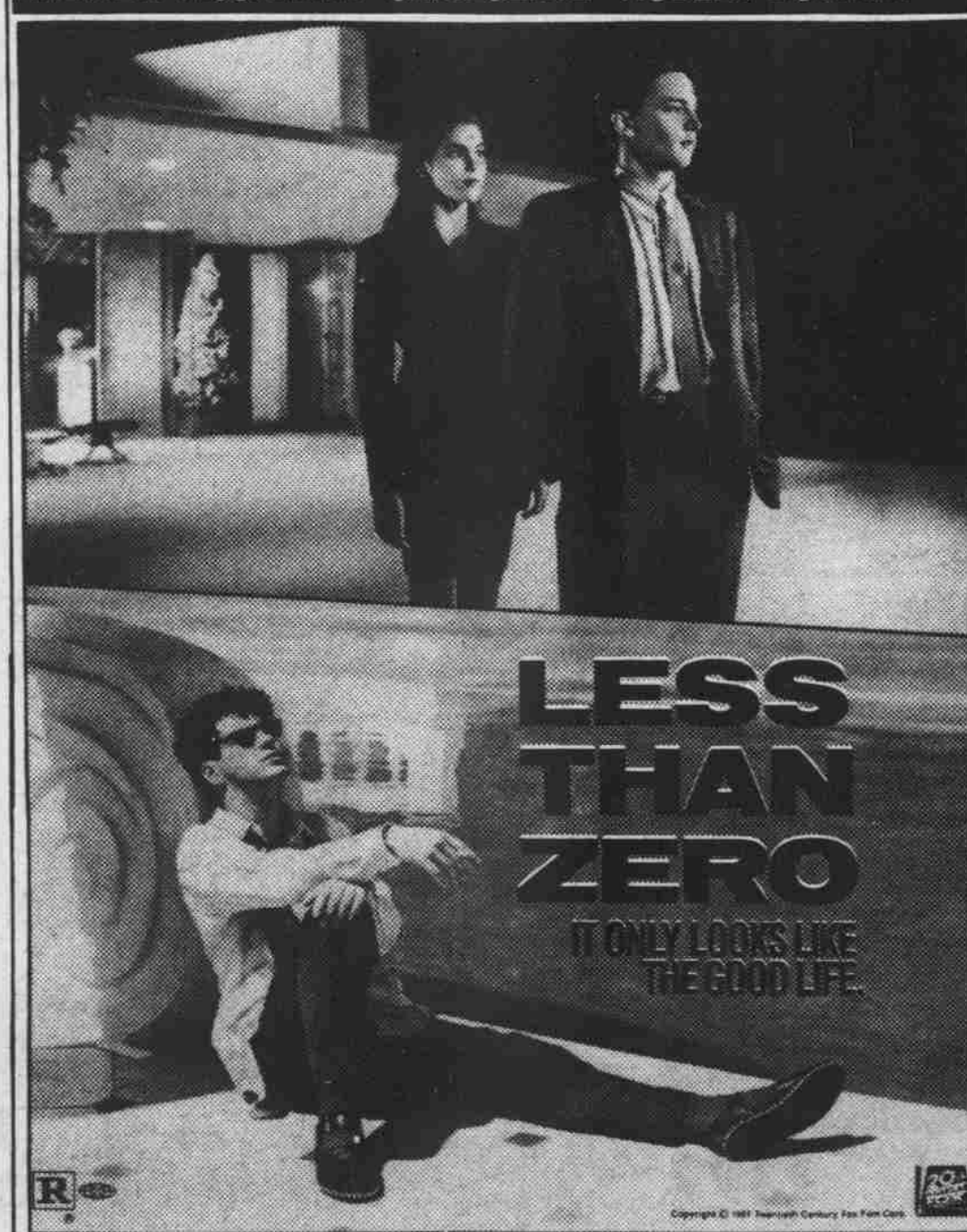
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