

# Panel journalists discuss privacy issues

By LAURA PEAY  
Staff Writer

Reporters only disclose personal facts about public officials when public issues are at stake, so this procedure does not constitute an invasion of privacy, panel discussion participants said Sunday.

The discussion, "Media Ethics Versus Media Bashing," was part of the UNC School of Journalism's Journalism Days program and was sponsored by UNC's chapter of the Society of Professional Journalists, Sigma Delta Chi.

Panelists discussed the ethical questions faced by The Charlotte Observer in its coverage of the scandal involving PTL's Jim Bakker, and by The Miami Herald in its investigation of Gary Hart's extramarital activities.

Panelists were Ken Friedlein, metropolitan editor of The Charlotte Observer, Jim McGee, a former

Miami Herald reporter, and UNC students Rachel Orr and Rachel Stiffler. Deni Elliott, Dartmouth University assistant professor and Rockefeller fellow in journalism ethics, served as the moderator and media ethicist for the discussion.

Reporters' disclosure of personal facts about Bakker's and Hart's sex lives do not constitute an invasion of privacy, McGee and Friedlein said.

"Public officials don't fear the press in this country," McGee said. "They manipulate the press, they mislead the press, they lie to the press. No (private) fact would be published unless it was given in a public context."

The Hart case involved a question of credibility, because Hart had made statements to the public that contradicted his actions, he said.

McGee said he was confident in the Herald's coverage of the Hart

story. "The Hart story was a story about credibility that had the sex story as an element."

Friedlein said the Observer's coverage of the Jim Bakker story did not pose difficult ethical questions.

"It was not a tough case," he said. "It was a case about money."

Reporters have three guidelines when gathering material for a story, McGee said. Reporters must make sure that all other means of obtaining information have been exhausted before they use a questionable method, they must be willing to disclose the method used to obtain the information, and they cannot break the law, he said.

The Observer has a published ethics policy for their reporters to use as guidelines, Friedlein said.

Reporters should only use deception in gathering material for a story as a last resort.

"Deception is the last thing we want

to do," he said, "Highly valued for a newspaper is trust."

There are differences between investigative reporting and media reporting, McGee said. "It is a different world, but I don't think there are different rules."

Investigative reporters have a different process they must follow, he said. Reporting values have had to be passed down from older reporters to younger reporters.

Bad news is more newsworthy than good news, Friedlein said. The Charlotte Observer was not unfair to Jim Bakker when it published more negative stories than positive ones, he said.

Elliott concluded the discussion and said the press does not serve as the voice of the people or as a representation of reality, but as an independent body that facilitates communication.

# Number of smokers down over last 5 years, poll shows

From staff reports

A recent poll conducted by students at the UNC School of Journalism shows that the number of North Carolinians who smoke has fallen sharply in the last five years.

Seventy-two percent of male respondents and 74 percent of female respondents do not smoke, according to the 400 adults polled in North Carolina. Overall, 27 percent of state voting-age adults said they smoked, compared to 38 percent in a similar study conducted in the spring of 1983.

The poll showed that education has an effect on whether people smoke. Thirty-three percent of those who did not finish high school smoked, compared to 24 percent of high school graduates.

About 45 percent of factory workers smoke, more than any other group listed. About 15 percent of office workers said they smoke.

The poll was conducted from Feb. 28 through March 3 and has a margin of error of plus or minus 5 percentage points.

### Literacy program search finished

A UNC group has just completed a search for the nation's best literacy programs for 10- to 15-year-olds which shows that the key to lowering the nation's illiteracy rate is reaching students before they leave middle-school grades.

The programs pinpointed by the study are located across the United States from Alaska to New York. Teaching approaches and sponsors of the program vary, but the most important element is that the students actually read and write, according to Judith Davidson, a member of the group.

"If the students in classes that are supposed to help them learn to read are only filling out worksheets, they may not be able to transfer that learning to reading textbooks or newspapers," Davidson said.

### Fulbright Scholars to gather

Fulbright Scholars from all over the world will be in Chapel Hill April 10-12 for a seminar on humanities research.

### University Briefs

The seminar, titled "The Role of Humanities in American Society as a Vehicle for Transmitting Culture from One Generation to the Next," will expose foreign scholars to the role of the humanities in the United States.

UNC professor Lee Greene will speak at 5 p.m. Monday on "Transfer of Black American Culture." For information about attending any of the sessions, call 962-5661.

### Business School hears plans

Two businesses will present their business plans to a panel of experts during a Venture Forum at the Kenan Center April 12.

The businesses, Equine Health Care and XIOS, will present their plans to a panel made up of professors of the Graduate School of Business Administration, the owner of a veterinary hospital and the director of a computer support organization.

There is a \$15 registration fee for the forum, which will run from 6:30 to 10 p.m. For more information, call Joanna Smith at 962-8201.

### Seminar to profit businesses

"Growing Up a Small Business Profitably" through market share and financial performance improvement will be the focus of a three-day seminar at UNC April 11-13.

The seminar, sponsored by the Graduate School of Business Administration, will show business owners and their top managers how to plan for and achieve growth.

Instructors will be UNC business school faculty members Gerald Bell, professor; Jay Klompmaker, professor; Mike Miles, N.C. Real Estate Education Foundation professor; and Richard Levin, Phillip Hettleman professor.

The seminar fee of \$595 includes tuition, lunch and materials. For more information, call Julie Might at 962-3120.

# Program explores mass communication ethics

By LAURA PEAY  
Staff Writer

Journalism educators, students and professionals will explore ethics in mass communications during the eighth annual Journalism Days, sponsored by the UNC School of Journalism and the Journalism Alumni and Friends Association.

The program, "Ethics in Journalism-Mass Communication: Where Do We Draw the Line?" began Sunday and will continue today.

"It (the program) is a way for us to bring professionals and our alumni back to the journalism school to talk about issues in journalism and mass communication," said Jan Elliott, chair of the Journalism Days committee. "It is a chance for all our journalism students to come together and meet alumni. It gives them exposure to the professional world."

"We feel the ethics issue is real

Today's events will begin at 9 a.m. with a panel discussion titled, "Ethics in Community Journalism: Does Proximity Create Ethical Dilemmas?" The panelists will be Katherine Fulton, publisher of The Independent in Durham; Clifton Metcalf, Waynesville (N.C.) Mountaineer editor; P. Lea Campbell Jr., Chapel Hill Newspaper publisher; and Sylvan Meyer, former newspaper owner and publisher emeritus of South Florida magazine and South Florida Home and Garden magazine.

Professional photographers will discuss "Ethics in Photojournalism" at 10 a.m. Panelists are John Long of The Hartford Courant, Ken Cooke of The Fayetteville Observer, and Metcalf.

Charles Price, president of Price-McNabb in Asheville, will speak on ethics in advertising at 11 a.m.

The Journalism Alumni and Friends Association will have a lunch

and its annual general meeting at noon in the journalism school courtyard. Also at noon, the Public Relations Society of America will hold a luncheon at the Carolina Inn.

Paul Bernish, director of the public relations for the Kroger Co. in Cincinnati, Ohio will speak at 2 p.m. on ethics in public relations.

All panel discussions will take place in 104 Howell Hall.

Journalism Days will end at 4 p.m. Monday with an annual awards ceremony. Journalism school officials will award more than \$38,000 in scholarships and announce other award recipients.

All journalism classes that are scheduled during the program's

events will be canceled, and students will be encouraged to attend the programs instead, Elliott said.

"We feel that what professionals have to say about journalism is very important for the students to hear," she said.

But the programs are not open to just journalism students, she said. "We welcome anybody — students or members of the community."

Twenty-nine students were inducted into the Kappa Tau Alpha honorary journalism society at a luncheon Sunday. Members of the Journalism, Advertising and Public Relations Halls of Fame were also inducted Sunday.

# Student reflections on a party weekend

By BRIAN McCOLLUM  
Staff Writer

Students displayed a wide variety of reactions to the year's biggest party weekend, but one thought was expressed by almost everyone in attendance at Burnout, Springfest and Carolina Beach Blast.

"This is what partying at Carolina is all about," said freshman Dave Spanjer. "It's been great."

Some other weekend student observations:

"They need to do this more often or spread out Springfest, Beach Blast and Burnout to make it last longer," said Joe Kendrick. "I'm about partied out."

"The one problem with Beach Blast is that some people can't enjoy it 'cause they don't know how to shag," said freshman Chuck Brittain. "Give me enough beer and I'll shag my butt off."

"My mom gave me the guilt trip," said sophomore Luis Agosto.

"She wanted to come, but I told her I was getting drunk."

"I've seen so many people I hadn't seen in a long time," said sophomore Lori Hocutt, "but they probably won't remember seeing me."

"This is the best time I've ever had," said freshman Amelia Armstrong. "I hope I don't have to graduate in four years so I can come to a lot more of these."

"They canceled Wolfstock, so I came over here," said N.C. State student A.J. Molnar. "It's awesome since I had nothing better to do."

"Too bad this is on Sunday, 'cause I'm gonna miss classes tomorrow," said junior Kevin Lambert, referring to Beach Blast.

"This weekend's given me spring fever," said freshman David Mason. "It's gonna be hard to study now."

"The weekend's just beginning," sophomore Larry Chu said Sunday afternoon.

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### Student Government Finance Committee Budget Hearings

Group	Funds Requested	Funds Recommended
Undergraduate Music Students Forum	\$185	\$39
Fine Arts Festival	\$13,500	\$7,235
Friendship Association of Chinese Students	\$3,120	\$756
Carolina Indian Circle	\$3,586	\$2,186
Yackety Yack	\$19,740	\$11,940
Association of Black Graduate and Professional Students	\$4,346	\$1,896

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