The Daily Tar Heel/Friday, September 1, 1989/7

Campus Calendar

The DTH Campus Calendar is a daily listing of University-related activities sponsored by academic departments, student services and student organizations officially recognized by the Division of Student Affairs. To appear in Campus Calendar, announcements must be submitted on the Campus Calendar form by NOON one business day before the announcement is to run. Saturday and Sunday events are printed in Friday's calendar and must be submitted on the Wednesday before the announcement is to run. Forms and a drop box are located outside the DTH

office, 104 Union. Items of Interest lists ongoing events from the same campus organizations and follows the same deadline schedule as Campus Calendar. Please use the same form.

FRIDAY

2 p.m. University Career **Planning and Placement Services** will offer "Job Hunt 101," with basic information on how to use the UCPPS office for seniors and graduate students in 210 Hanes Hall.

2:45 p.m. University Career **Planning and Placement Services**

will hold "Job Hunt 102," a resume writing workshop, for senior and graduate students in 210 Hanes Hall.

Items of Interest

The Graduate Student and **Professional Federation** offers information on the in-state tuition application process. Check the bulletin board outside Suite C in the Union for current details.

Alpha Kappa Psi, the first professional business fraternity, is holding rush. Come by tables outside of Carroll Hall for more information and to sign up.

Sponsors influencing TV programs

LOS ANGELES - Networks are beginning the new TV season with a new fact of life - increasing sponsor scrutiny of the shows on which their ads appear.

The heads of the networks insist advertisers or pressure groups will not censor them, but they also say they're looking more closely at shows of questionable taste. The question is, whose "taste" will prevail?

NBC Entertainment President Brandon Tartikoff, whose network vowed to air the critically acclaimed but controversial TV movie about abortion, "Roe vs. Wade," without sponsorship, if it came to that, said he was concerned about a possible trend toward programming-by-boycott last season.

"What you become concerned about is sort of a new McCarthyism," he said. "What I was fearful of is, today 'The Sex Tapes,' tomorrow 'Dear John.' "

Last season, sponsors balked at socalled "trash TV" fare, but also at "Roe vs. Wade," because of the subject and the critically praised mini-series "Lonesome Dove," because of its authentically raunchy Western dialogue.

But the network bosses said advertisers, from whom the networks draw their revenues, have the right to withhold sponsorship of shows to which they object and in fact have always shied away from certain programs.

"We get advertiser pull-out all the time," said CBS Entertainment President Kim LeMasters. "That is a normal landscape for network television." Some advertisers, he said, "will not advertise in any show that has water in it, or it has certain cars in it that are offensive to them."

Advertiser boycotts don't become tantamount to censorship, LeMasters said, unless the network bows to the pressure. Of controversial shows, he said, "I plan to continue to broadcast

"What you become concerned about is sort of a new McCarthyism. What I was fearful of is, today 'The Sex Tapes,' tomorrow 'Dear John.' "

> - Brandon Tartikoff, NBC Entertainment President

"The message to the creative community is again that taste, albeit difficult to define, still revolves around quality, and that the audience is smarter at that then you tend to think," he said.

"We can defend ourselves when we put something on the air that's really worth defending. And some of the sitcoms in which (sex) is a one-track theme, alienate the viewers."

NBC President and Chief Executive Officer Robert C. Wright, a former GE executive, said advertisers are simply responding to consumer desires and don't have any sinister intent to censor what's on the airwaves.

"They scare off real easy when it comes to ... having their company's name associated with something, even though it might not have any real impact. What I have been trying to do is get them to focus in on that and say, listen, investigate the real facts. Try to make a more informed opinion."

The networks believe that allowing advertisers to prescreen shows will help educate them. But at a meeting of television critics this summer. concern was voiced that prescreening would be an even bigger step toward censorship.

information from special-interest groups.

"Overall, I think they (advertisers) have pretty strong feelings on their own, and they don't need any help from the outside," said ABC President John Sias. "When they do make a decision, obviously, it's in the interest of third parties who want this to make it appear that that pressure has been primarily responsible for it."

At the critics meeting, Terry Rakolta, the Michigan housewife who organized a boycott of the hilarious but admittedly often tasteless Fox comedy "Married ... With Children" had backed off some of her earlier criticisms and now advocates policing the airwaves only during "family" viewing hours.

"What we're saying is selfregulate," she said. "You know the boundaries. We're not in the linedrawing business. You draw the line."

The networks apparently plan to do that.

Tartikoff told the critics, "I do think there were some instances, as I'm sure, having read a lot of your individual columns, you felt, too, that there was some line-crossing and some shows that were ill-advised to have been broadcast in the form that they were, and we've recognized that."

Chess computers to improve

From Associated Press reports

PITTSBURGH - Researchers at Carnegie Mellon University say they have bad news for international chess grandmaster Gary Kasparov computers could overtake the best human players in just a few years.

"I'd say four years is a very generous estimate, in fact," said CMU computer scientist Hans Berliner, the brains behind Hitech, a computer that won its third straight Pennsylvania State Championship over the weekend in Lancaster.

Hitech's five-game sweep at the tournament raised its U.S. Chess Federation ranking to 2,411, up about 400 points from the rating it achieved after it began playing in 1985.

Kasparov, the world champion, ranks above 2,800. A beginner typically rates about 1,200.

Hitech is winning about 80 percent of its games and ranks among the top 150 players in the United States but has never beaten a grandmaster, the federation's highest rank.

Berliner and a changing team of graduate students have worked since

1985 to boost Hitech's speed and ability.

"Any person who can improve 100 points a year will probably become a world champion very soon," Berliner said Tuesday.

"Getting up to 2,000 is not something many players achieve."

Hitech isn't even the fastest or most powerful chess computer. It ranks second in the world, behind another Carnegie Mellon creation, Deep Thought, Berliner said.

"It's becoming fairly obvious that Deep Thought, which is 20 times faster than Hitech, already can play with the best players in the country. It's not going to take too much more improvement," he said.

Many of the best human chess players are turning down invitations to match wits against machines in tournament play, however. Four of the players seeded above sixth-seeded Hitech declined to play the computer at the state championship. The fifth person lost.

Participants in tournaments don't have to play a computer if they don't

"When we were first being invited to play, it was for fun. Nobody

expected it to win," Berliner said. But he added, "Players are starting to refuse to play because it's no longer an easy touch."

The best human players rely on experience, intuition and knowledge of chess theory.

Computers play mathematically, computing the consequences of various moves. Hitech can consider more than 175,000 board positions per second before picking the best one. Hitech also can recognize patterns of moves.

Computer chess is advancing the field of artificial intelligence, and lessons learned could help humans make complex judgments in other areas of life, Berliner said.

"When they invented the steam shovel, the people who dug ditches also were very upset," he said. "But look at what a great improvement that turned out to be."

Sodomy law violater finally released

From Associated Press reports

DECATUR, Ga. - A judge today ordered state officials to release a carpenter who has been jailed for 18 months under the state's 156-year-old sodomy law after he admitted having oral sex with his wife.

DeKalb County Superior Judge Robert Castellani ordered the state to free James Moseley on his own recognizance by 3 p.m. unless a satisfactory reason for keeping him in jail is found.

Moseley, 35, was convicted in February 1988 on one charge of sodomy and sentenced to five years in prison after he testified that he engaged in oral sex with Bette Roberts, his common-law wife of four years. The couple have since divorced, and Ms. Roberts won custody of their two children.

Castellani ruled that Moseley be freed until it could be determined if he should have a new trial or if his

conviction should be overturned. Moseley, of Clayton County, was

charged with two counts of rape, two counts of aggravated oral sodomy and two counts of aggravated anal sodomy in connection with two encounters with his wife. He was acquitted of those charges, but a jury found him guilty of sodomy because of his admission on the witness stand.

Sodomy, even between a consenting husband and wife, is a felony in Georgia. Moseley is believed to be the first man convicted under the sodomy law for conduct between marriage partners.

In today's hearing, Clive Stafford Smith, an attorney for the American Civil Liberties Union, argued that state prosecutors should be required to disqualify themselves from the case if they had engaged in oral sex.

Castellani declined to order prosecutors to reveal such information.

The judge gave Moseley's attorneys until Tuesday to review transcripts from the original trial and to file additional motions in the case. They were seeking a writ of habeas corpus which, if granted, would void Moseley's conviction and free him. Failing that, he wants a new trial.

Steven E. Lister, Moseley's original lawyer, testified today that he advised Moseley not to appeal the conviction because he believed an appeal would delay a release from the state Board of Pardons and Paroles.

Smith argued that Lister's advice effectively deprived Moseley of his right to appeal.

Senior Assistant Attorney General Mary Beth Westmoreland said the state was not trying to interfere in private marital relations but became involved because of Ms. Roberts's assertion that she did not consent to the acts.

them. That is our ultimate statement.'

CBS Broadcast Group President Howard Stringer sees advertiser sensitivity as part of a larger viewer "revolt" against sexually explicit or violent fare.

Sideshow

No, say the network executives. Advertisers will see completed shows, and those will go on the air regardless of their reaction.

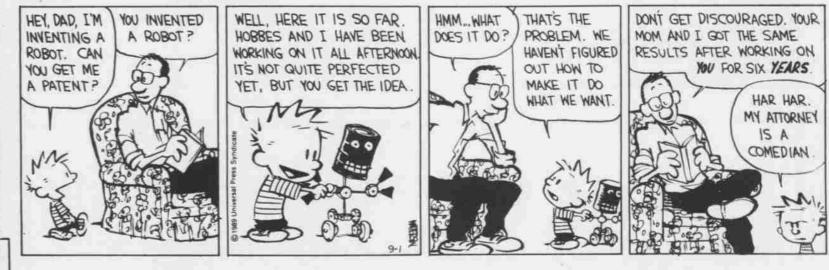
They hope prescreening will let advertisers make an informed decision and counteract any biased

Stringer said the bottom line is, as always, viewer discretion.

"I have a sort of vague feeling that censorship, like charity, should begin at home, but unlike charity, should stay there."



Calvin and Hobbes

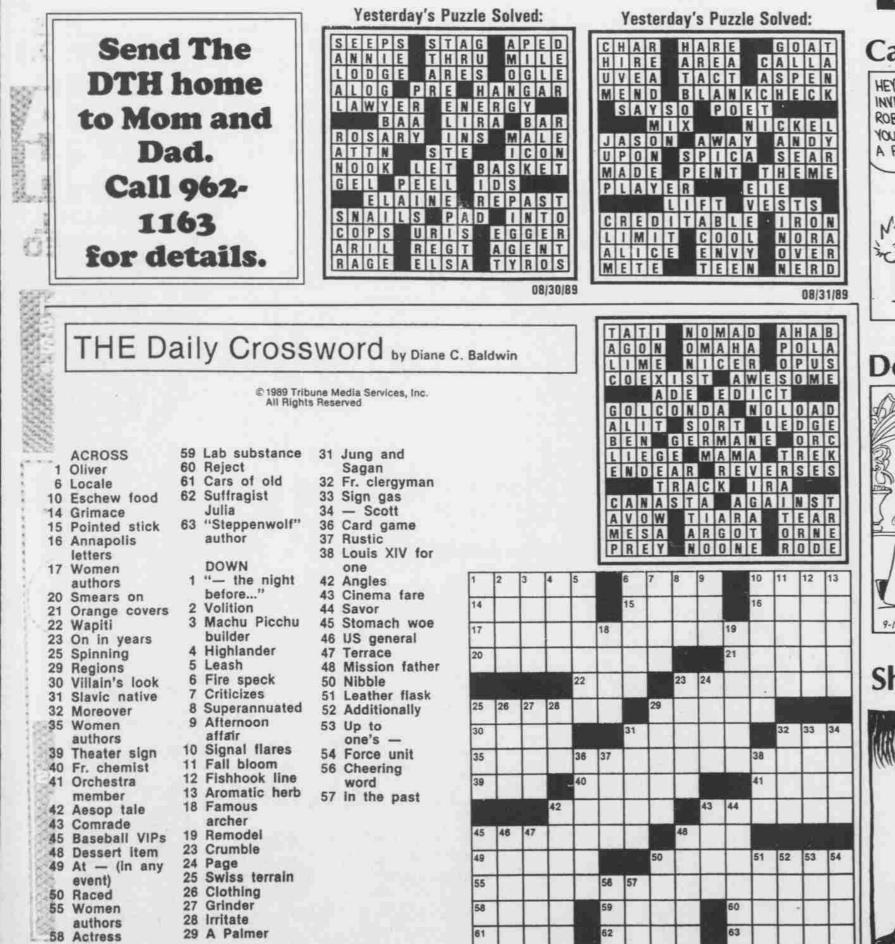


Doonesbury



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OMNIBUS! Joe Bob says check it out!!



31

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