

The Daily Tar Heel

97th year of editorial freedom

SHARON KEBSCHULL, Editor

WILLIAM TAGGART, Managing Editor

MARY JO DUNNINGTON, Editorial Page Editor
JUSTIN MCGUIRE, University Editor
TAMMY BLACKARD, State and National Editor
TOM PARKS, Business Editor
DAVE GLENN, Sports Editor
MELANIE BLACK, Design Editor

JULIA COON, News Editor
JENNY CLONINGER, University Editor
CHARLES BRITAIN, City Editor
CARA BONNETT, Arts and Features Editor
KELLY THOMPSON, Omnibus Editor
KIM AVETTA, Design Editor

DAVID SUROWIECKI, Photography Editor

A lofty proposal Airport expansion plan is unrealistic

The proposal to expand the Horace Williams Airport may fit neatly into the board opinion University's long-range plan to physically develop and unify the campus, but unfortunately, expansion plans do not fit as snugly into the relatively small geographical area as proponents are hoping. While Chancellor Paul Hardin's idea to attach an additional 500 feet to the airport's 3,500 feet runway is a prudent suggestion, any more construction would present safety and noise problems to the community.

Presently, the Horace Williams Airport accommodates critical hospital business and a few other University affairs, serving an important role in University matters. While the entire airport should not be destroyed, critics of the expansion plan brought up legitimate concerns and suggestions Tuesday evening at a public hearing about the airport.

Because the 970-acre airport is located close to residential developments, residents fear that further development would lead to a higher number of accidents, posing harm to their families. While supporters of airport expansion claim that the airport does not and would not present hazards to the town, a history of four accidents within a mile of the airport in the last eight years, the last one being the fatal crash of a single-engine plane on Aug. 11, has only intensified citizen's concerns.

During the town meeting, the opponents requested a set of guidelines to restrict the airport traffic, including banning nighttime flights, restricting it to University business, stopping recreational use and maintaining a log of accidents and flights to be given to the city. While the chancellor did not promise to abide by any of these guidelines, he did propose the extended runway to lessen the noise and increase the safety.

The University's master plan to physically enhance and enlarge the campus includes other solid ideas, such as proposals to build four parking decks and to add more bike paths to outlying areas of the University. While increasing the traffic at the Horace Williams Airport could be a practical step in the development scheme, Chapel Hill residential areas are simply growing too fast to accommodate enlarging the airport. Relocating the airport is an interesting idea, but as of now, any discussion on the topic has led to a stagnation on where it could be moved, and that would be a costly venture.

University officials should listen to the residents' concerns before any expansion plan is accepted. Lengthening the runway is an acceptable form of expansion, but traffic needs to be restricted to only University business. While the importance of flight is monumental, the airport expansion plans are a little too lofty.

Tar Heels beware Keep Mobil out of North Carolina

After several environmental disasters involving oil spills in recent years—including the infamous Exxon Valdez—the oil industry now wishes to explore the coast of North Carolina. Mobil Oil Corp. recently released a draft report for the exploration of a possible source of oil and natural gas some 45 miles off the coast of Cape Hatteras at an underwater reef. Securing permission to search the reef is a long, involving process, and one that takes precautions to avoid damage to the environment. But as history demonstrates, there are no certainties in the oil world.

As it stands, the people of North Carolina will have the opportunity to express their concerns on several occasions, which they must do. The North Carolina coast is rich in history and undeveloped nature, of which the state is proud. Even though drilling mishaps are relatively rare, the potential for disaster exists; such potential for harm to our coast should be enough to worry state officials and citizens.

Before Mobil can begin drilling, it must ultimately receive permission from the Minerals Management Service (MMS), a division of the U.S. Department of the Interior. Presently, state authorities are reviewing the report and will conduct public hearings during October in Wilmington, Greenville, Elizabeth City and Buxton. This will be the first opportunity for the public to voice their opinions during the approval process.

In November, the MMS will release its draft report on the environmental impact of such exploration off the state's coast; this report will also be open to public comments around the state. According to Mobil, the more than 8,000 exploratory wells drilled by the company during its history were accident-free. But if Mobil discovers oil near Cape Hatteras, large-scale drilling would follow. This is where the problems could begin.

Mobil will release its final plan for exploration in January, 1990, to be followed by the final MMS environmental report in February. Next, state officials can file their official complaints about the plan. The final decision, however, lies with the MMS, because the reef is federal property.

While the government and people of the state of North Carolina have little direct influence on the decision, both must exercise the opportunities to voice their concern. The North Carolina site is one of several which Mobil wishes to search, so let them go elsewhere. The historic Outer Banks and its wildlife are too valuable to place in any kind of jeopardy.

The public should rally in large numbers to oppose the drilling. Let's make sure the terms "Tar Heel" and "Graveyard of the Atlantic" don't take on an entirely new meaning for North Carolina. — James Burroughs

The historic Outer Banks and its wildlife are too valuable to place in jeopardy.

The Daily Tar Heel

Editorial Writers: James Burroughs and Jennifer Wing.
Assistant Editors: Jessica Yates, arts; Jessica Lanning, city; Myrna Miller, features; Staci Cox, managing; Anne Isenhower and Steve Wilson, news; Lisa Reichle and Richard Smith, Omnibus; Andrew Podolsky, Jay Reed and Jamie Rosenberg, sports; Karen Dunn, state and national; Will Spears and Amy Wajda, university;

Writers: Craig Allen, Kari Barlow, Crystal Bernstein, Sarah Cagle, Brenda Campbell, Terri Canaday, James Coblin, Blake Dickinson, Mark Folk, Julie Gammill, Jada Harris, Joey Hill, Susan Holderslaw, Jason Kelly, Lloyd Lagos, Tracy Lawson, Rheta Logan, Jeff Luttrell, Alan Martin, Kimberly Maxwell, Helle Nielsen, Glenn O'Neal, Simone Pam, Gus Pappas, Tom Parks, Jannette Pippin, Karl Pfister, Mike Sutton, Laura Taylor, Emilie Van Poucke, Stephanie von Isenburg, Sandy Wall, Sherry Waters, Chuck Williams, Nancy Wykle and Faith Wynn.

Sports: Neil Amato, Mark Anderson, Jason Bates, John Bland, Christina Frohock, Scott Gold, Doug Hoogervorst, David Kupstas, Bethany Litton, Bobby McCroskey, Natalie Sekicky and Eric Wagnon.

Arts and Features: Cheryl Allen, Lisa Antonucci, Randy Basinger, Clark Benbow, Ashley Campbell, Diana Florence, Carrie McLaren, Elizabeth Murray, Leigh Pressley, Hasanthika Sirisena and Kim Stallings.

Photography: Evan Eile, Steven Exum, Regina Holder, Tracey Langhorne and Kathy Michel. Copy Editors: B Buckberry, Joy Gold, Angela Hill, Susan Holderslaw and Clare Weickert. Editorial Assistant: Mark Chilton.

Design Assistants: Kim Avetta and Melanie Black. Cartoonists: Jeff Christian, Pete Corson, David Estoye and Mike Sutton.

Business and Advertising: Kevin Schwartz, director; Patricia Glance, advertising director; Leslie Humphrey, classified ad manager; Kirsten Burkart, assistant classified ad manager; Amanda Tilley, advertising manager; Sabrina Goodson, business manager; Allison Ashworth, assistant business manager; Lora Gay, Kristi Greeson, Beth Harding, Lavonne Leinster, Tracy Proctor, Kevin Reperowitz, Alicia Satterwhite, Pam Thompson and Jill Whitley, display advertising representatives; Kim Blass, creative director; Pam Strickland, marketing director; Sherrie Davis, Ingrid Jones, Shannon Kelly and Tammy Newton, sales assistants; Jeff Carlson, office manager.

Subscriptions: Ken Murphy, manager. Distribution: RDS Carriers. Production: Bill Leslie and Stacy Wynn, managers; Anita Bentley, assistant manager; Stephanie Locklear, assistant.

Printing: The Village Companies.

Dialing 1-800 to cash in on free food

Matt Bivens

Staff Columnist

I was baking a batch of Nestle cookies not too long ago when I noticed an 800 number on the back of the box. So I called it. That's the wacky sort of hijinx we columnists live for. A recorded message informed me that a Nestle sales representative would be with me shortly, and immediately afterwards a woman picked up the line.

"Hi," I said. "I was just baking up some of your cookies and I noticed this number on the box, 1-800-NESTLES. And I got to wondering, what kind of comments do you get from people?"

"Oh, we get all sorts of comments," the friendly sales rep assured me. "Questions, complaints, recipe requests, inquiries about nutritional information — people are always curious about a product."

The sales rep went on to explain how all the suggestions and comments were compiled regularly for use by the Nestle marketing department. She was quite good at making easy conversation, and as I listened to her chat away it occurred to me that in her job she probably spent a lot of time on the phone with lonely people. I pictured the sales rep talking with somebody's forgotten grandmother, an old lady who called Nestle not so much to comment on the cookies as to have someone listen to her.

I started to ask the sales rep about this, but thinking of it depressed me, and suddenly I didn't feel like a hip columnist anymore. In fact, I felt kinda stupid for calling, and I really just wanted off the phone. (I thought about asking the sales rep for her name, but I was sure she'd be required to give a standard Nestle alias, to prevent people from harassing her at home.)

"Well, I really don't have any comments about the cookies —" I began.

"What product was that, sir?" she asked.

"The Nestle Toll House Ready to Bake Cookie Dough, Chocolate Chip, 24 Individual Scoops With Real Butter," I said, quoting from memory.

"Oh good," she said. "And you're enjoying them?"

"Yeah, they're great," I said.

My sales rep took the information down and I said goodbye. Before I could hang up, however, she asked for my name and address. For a panicky second I was convinced Nestle was going to send someone to break my legs for frivolously wasting their time. But no. The thing is, NESTLE IS GOING TO SEND ME FREE STUFF! Just for taking the time to call and say, "Yeah, your cookies are great."

Greed replaced melancholy, as the college student's instinct for free food took hold. I happily gave my address and hung up. But as I was waiting for the cookies to cool, I realized I'd seen 800 numbers on other food products. Maybe by calling them I could get even more free food . . .

My roommate Gary came home just then, so I enlisted him in my quest. Together we pawed through our cupboards, examining each food container for a phone number. Before long we made a chilling discovery: *The number for Folgers Coffee is the same as the number for Jiff Peanut Butter!* Gary explained this was because they were both Proctor & Gamble products. So we called Proctor & Gamble, and I told the new sales rep that we had a recipe which used Folgers and Jiff in equal parts, and could we get something free for it? She said she couldn't mail us anything

except for Jiff recipes. Disappointed, we nevertheless accepted. But I wasn't discouraged. I was convinced that there exists in this country an entire counter-culture of people surviving solely on freebies from 800 food information lines. And I was determined to join them in their free and easy existence.

Next we called 1-800-FLCHPS. By now I was in a tailspin, headed for out of control. Gary, perhaps seeing where I was headed, quietly slipped away to his room. When the Frito Lay sales rep answered, I complained about a fictitious bag of stale Ruffles Ranch Chips. She courteously took my address and promised to send a check for \$1.39 to cover the cost of the chips. It was *that* easy. I was going to bring Frito Lay to its knees.

Just then my other roommate Will came in. I was wild-eyed, shouting something about "a gold mine" and "never having to work again." I tried to explain my new "exploited worker's duty to steal from my oppressors" theory to Will, but he was unimpressed. And as I stepped back and listened to myself talk, I realized that, while nickeling and diming Corporate America to death had its temptations, I was abusing a genuine public service offered in good faith by these companies — a pretty low thing to do. I remembered the Nestle lady, and the lonely people I was now convinced she dealt with every day. What if these companies grew tired of being taken by people like me and chose to disconnect their 800 lines? Where would that leave people who had to call an 800 number — instead of a friend — to share a recipe?

Later that day I called Frito Lay back. I quietly told the sales rep that the chips were fine and I didn't want the \$1.39 after all.

Matt Bivens is a senior political science major from Olney, Md.

Readers' Forum

Playboy ad better than self-censorship

To the editor:
For three years now I have sat back in a state of detached bemusement as various issues were debated, protested and flung across this campus. At this point I feel compelled to dismount my very high horse and inject myself into the fracas.

With regard to the now-infamous Playboy ad (DTH, Sept. 8), I must come to the defense of the DTH. The question here should not be one of taste or even of morality, but one of rights. Playboy has the right to exist and to promote itself, the DTH has the right to publish ads that are not misleading and that do not promote illegal activities, and anyone certainly has the right to voice their opinion on the matter.

The First Amendment unfortunately does not set a clear definition of what constitutes "free speech." The Constitution is what the Supreme Court says it is. To the best of my knowledge the Supreme Court has not up to now denied any of the rights I mentioned above. Of course you may not agree with the Supreme Court. You also have the right to mobilize and change the system. But until you do so all of these rights must stand.

You may say that a publication representative of this University should not promote sexist literature. The purpose of the press in this society, however, is not to present the ideas of the majority but to reflect the broadest possible range of views. Where else, I ask you, should the principles of a free press stand firm if not at a public institution of higher education? Those responsible for accepting or rejecting ads at the DTH should not be made to follow any standards other than those that are law.

And in response to Tracy Smith's letter ("DTH irresponsible to run Playboy ad," Sept. 12), advertisers should not just try to reach a majority audience in the interests of sound marketing. They would be much wiser, rather, to try to reach a specific audience. Playboy has clearly targeted a large and valid portion of the DTH's readership. You simply cannot sell to everyone.

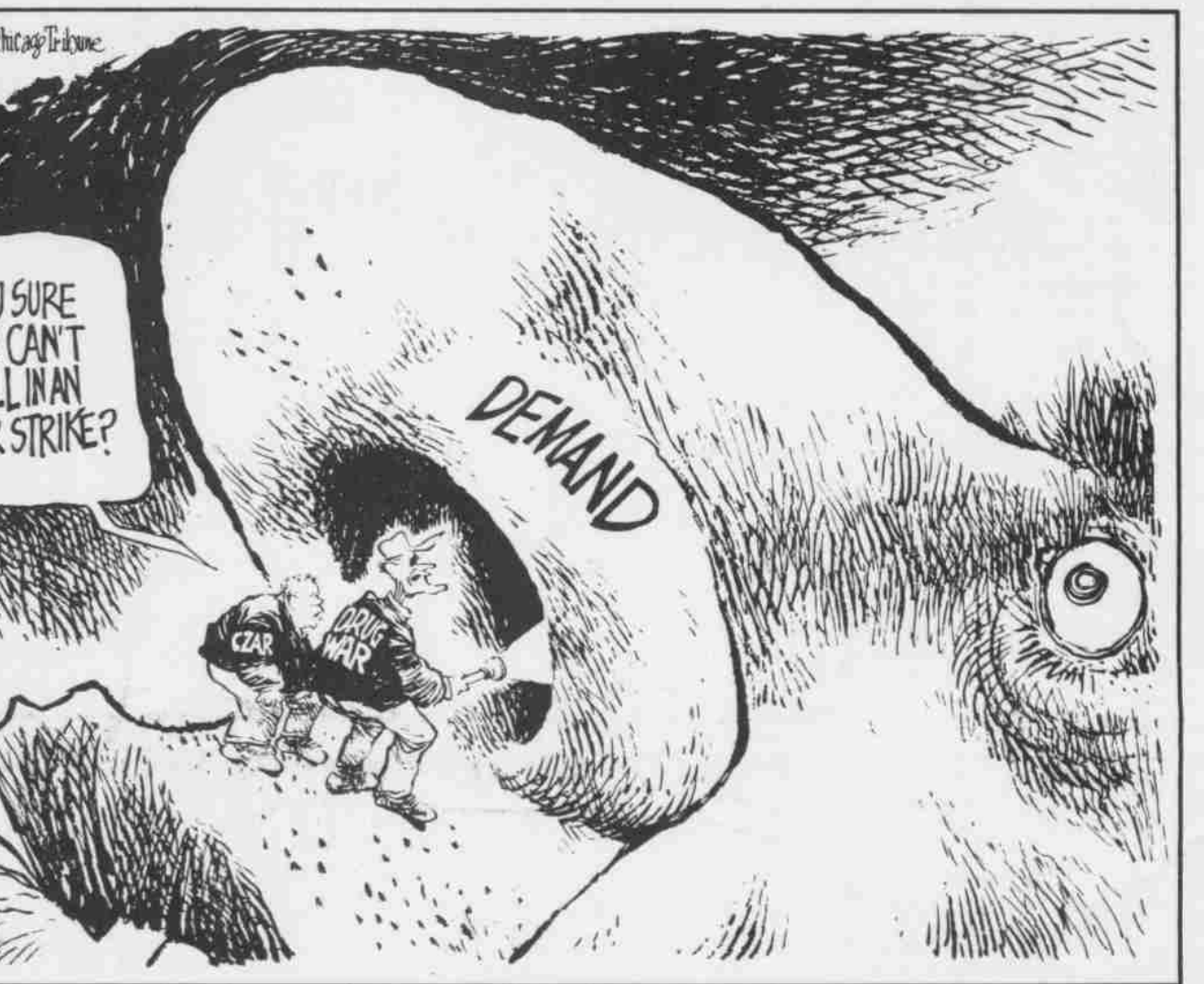
So, call me an absolutist or a traitor to my gender if you will. Censorship is censorship and self-censorship is about the most insidious form of it you can get.

LILLA M. HOWLE
Journalism/History
Senior

Business, not First Amendment, at issue

To the editor:
In "the last word" section of the Sept. 12 DTH, editor Sharon Kobschull defended the inclusion of a Playboy ad in last Friday's paper by wrapping herself tightly in the First Amendment and talking grandly of the "marketplace of ideas."

While Ms. Kobschull says she personally dislikes Playboy, she explains that "First Amendment issues are always sticky." She concludes by saying she is glad people are talking about the issue because "that, after all, is what the marketplace of ideas is all about."



As a longtime journalist currently enrolled in law school, I am disturbed by Ms. Kobschull's apparent confusion between purely private business decisions and genuine First Amendment concerns. By so doing, she inadvertently does harm to that precious freedom of the press about which we both care so deeply.

The First Amendment says, in part: "Congress shall make no law . . . abridging the freedom of speech, or of the press." The key word here is *Congress*, i.e., state action. In other words, the government cannot tell you what to print or not to print, or which ads to accept and which to reject. The former is an editorial judgment, the latter a business decision.

The Daily Tar Heel has the right to accept or reject any ad it pleases, according to the rules it sets for itself. The newspaper's readership will then be the final judge as to whether the newspaper has judiciously exercised its discretion.

As for the "marketplace of ideas" theory, if the Daily Tar Heel is concerned about women's issues, and wants to generate discussion, there are plenty of topics worth exploring in its news pages. There is no need to get people talking by including an ad from Playboy magazine.

The bottom line is this: The Daily Tar Heel made a business decision by accepting Playboy's ad. In return for inserting the full-color advertisement in the newspaper, the Daily Tar Heel received money. The First Amendment was not involved in that decision, and it should not now be trotted out to justify what many people on campus believe to have been the wrong decision.

SETH COHEN
Graduate
Law

Protest only draws more attention to ad

To the editor:
I never dreamed that my first letter to the editor would be in support of the insert of a Playboy ad in the newspaper. I do not support the magazine's degrading image of women. When I opened the newspaper on Sept. 8, I also was surprised and even a

little offended to see the ad, but what I did next is what makes the difference: I tore the ad in half, threw it away, and simply continued to read the DTH as I have almost every day since I started classes last fall. I did not post the ad on my bulletin board so I could look at it and brood over the type of sexist mind that enjoys such a publication. I did not run across campus denouncing the ad and drawing the attention of people who glanced at the ad and threw it away like myself.

In reading the outraged responses in the letters to the editor over the past few days, I have decided that I agree with Sharon Kobschull's decision to stand her ground and not apologize for her ad department's choice of advertisement. If someone finds advertisements or art or anything else offensive, the most just choice is not to deprive some one else of their expression or enjoyment but simply to ignore it. I am proud to be a woman, but I do not feel that I have to defend by sex's capabilities because of a ridiculous magazine. I am sure of my and every other woman's enormous capacity to succeed. Others will just have to wait and find out the inevitable. A Playboy ad is not going to deter me from proving myself.

KATHARINE PARKER
Political science/English
Sophomore

Protesters' demands unfair, not realistic

To the editor:
I happened to notice a man who did stop and talk at the table set up by the people angry over the DTH's Playboy ad. The man said that he agreed that the ad was sexist but he objected to the way that this group was protesting. They suggest that people should "petition the DTH to donate ad proceeds to a local women's organization." Does this mean that an anti-abortion group should ask that proceeds from an abortion clinic ad go to a local children's fund? Should the proceeds from a fast-food ad go to a local animal rights group? The issue I'm presenting is where will it stop? We have advertising directors

and editors to decide what ads go in the DTH. Maybe you think they used poor judgment, maybe not. The fact is, however, that the ad was "legitimate" according to DTH policy. People do have the right to protest if they feel it was sexist or if they want to try to redefine DTH advertising policy, but not the way they are doing it. They can write articles to the paper, speak out against the ad in the Pit and/or hand out fliers suggesting that people shouldn't buy the magazine and why. But to ask the DTH to give the proceeds to a local women's group is wrong.

MARYLIN KEATING
Political Science
Junior

Offensive ads better than the alternative

To the editor:
All of us who have witnessed the growing movement for censorship, on both the right and the left, applaud an editor who does not bow so easily to groups that appoint themselves as both jury and judge of what counts as sexism on this campus. These two groups that are so upset about the Sept. 8 Playboy ad evidently failed high school civics. Because if they hadn't, they would realize that just because something is offensive to you does not automatically give you the right to censor it. I'm sorry the First Amendment sometimes allows "offensiveness" in its operation, but I'll take offensiveness over the alternative any day.

Also, I would like to give these two groups some rather pragmatic advice. In light of this summer's ruling on abortion, don't you think that fighting for pro-choice is a great deal more important than some dumb ad? All this needless, narcissistic grandstanding about Playboy ads is simply mindless. It makes your groups look extremist, and it alienates many people who would support feminists on other issues. So take it from a "good liberal." Quit bullying the DTH, leave the First Amendment alone, and go do something more important and more pressing.

LEON LOWDER
Senior
Philosophy/history