

Established in 1893  
100th year of editorial freedom

# The Daily Tar Heel

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## Clinton appointees? We got 'em

Change runneth amok in Washington, D.C., these days. Republicans are getting pink slips and looking for jobs while Democrats are salivating over all the new career opportunities that are appearing. President-elect Clinton will be very busy this spring making appointments. Fortunately, there are qualified people for every position right here in Chapel Hill. The nominees are:

■ Doug Ferguson for chairman of the Joint Chiefs of Staff. Clinton has promised to allow homosexuals into the military, so he would do well to start at the top.

■ Paul Ferguson for secretary of education. A great deal of controversy has been generated by students upset that Professor Ferguson was not granted tenure, but actually he asked to be turned down so that he would be free to accept this Cabinet post.

■ Paul Hardin for secretary of defense. For being soooooo defensive. ("I am not. That's absurd.") (Editor's note: How did the chancellor get into our computers?)

■ Richard McCormick for chief of staff. He has a great deal of experience being an underling and doing all the dirty work. Also, chiefs of staff don't have to be artistic like chancellors do, so his next career move is going to have to be lateral.

■ Michelle Thomas for secretary of state. The State Department deals in diplomacy and handling sensitive issue very, very carefully so as not to alienate or offend anyone. There is no one better qualified.

■ Carl Fox for czar of a new Task Force on Bureaucracy Busting and Red Tape Cutting. Everyone knows government has too many regulations, restrictions and guidelines and Fox is a pro at eliminating guidelines.

■ John Moody for secretary of interior. Moody ran as an outsider, so let's get him back to nature with parks and wide open spaces. Interior also has dominion over the National Zoo, so Moody and Charlie Higgins (who will, of course, go along with John to

get everything done) can get really cozy with all the rams there.

■ S.I.E.R.T.E. (Stop Individual Expression and Rough up Tenured, Enlightened people.) for ethics oversight committee of the U.S. Postal Service.

■ Tracy Keene for secretary of the treasury. With a little creative book juggling, we can be rid of this deficit creature, and Uncle Sam's books can't be any heavier than a stack of Yackety Yacks.

■ Philip Charles-Pierre for attorney general. Prosecute, prosecute, prosecute — for the good of the people, and because it's the law.

■ Jennifer Lloyd for press secretary. Every president needs someone around who can talk their way out of anything.

■ The Orange County Commissioners for direction of the Federal Aviation Administration. They know EVERYTHING about airports.

■ Alan McSurely for secretary of labor. From this position, he can clear up all sorts of labor disputes — from low wages to discrimination.

■ Chuck Stone for ambassador to Tahiti. He needs a vacation, and they need some controversy. A perfect match.

■ The Daily Tar Heel editorial board for appointments to the Supreme Court. This amazing collection of the most enlightened minds of this or any other century would have this country right (or left) again in no time. Their judgmental nature is qualification enough. And their ability to be open-minded and consider every side of an issue before announcing what they knew was right (or left) all along would be an indispensable asset.

Given the qualifications of all the nominees, all will be right in the world if Clinton makes these appointments. And, obviously, Armageddon is coming soon if he doesn't do what we tell him.

Call the construction company Jesse, we gotta move that fence around Chapel Hill north of the Mason-Dixon — looks like some of the liberals are going to escape.

## TAR HEEL QUOTABLES

"We acknowledge that we have to create new knowledge in order to teach. It is very difficult to separate or place a greater emphasis on one or the other."

UNC Board of Governor's member Lois Britton the balance between teaching and research in the University's tenure policy.

"We shouldn't insist that rape victims fight with their assailants. There is absolutely no reason to hold rape victims to a higher standard than victims of other crimes."

Orange-Chatham District Attorney Carl Fox, explaining his modified definition of consent, as outlined in amemo Monday.

"The meatloaf shown on 'Prime Time' that was supposed to be nine days old is impossible. If it were nine days old, it would be black. Things just don't jive."

Food Lion spokesman Brad Cartner, defending chain against allegations of unsanitary meat and deli practices.

"It's not a matter of not being able to find Native Americans with the necessary education. They have to seek out those individuals."

Kenric Maynor, Carolina Indian Circle president, on Native-American faculty recruitment at UNC.

"A significant percentage of the board is to be made up of residents. Communication with people in that area is very important. We need to have their views."

Chapel Mayor Ken Broun, on the addition of two public housing residents to the town's Housing Advisory Board.

"It can serve the Indian-American student community. Many first- or second-generation Indian-Americans speak Hindi at home but cannot read or write it."

Religious studies Professor Joanne Wagborne, on the need for Hindi language courses at UNC.

"They were more along the lines of trying to scare (my mother) into stopping me from what I am doing."

Black Awareness Council leader Tim Smith, describing phone calls to his parents about his involvement in the struggle for a free-standing black cultural center.

"Anyone who thinks a bathroom isn't necessary hasn't been caught with a 2-year-old three blocks from home."

Town resident Harry Watson, on the need for bathroom facilities at the proposed North Forest Hills park.

### Editorial Policy

The Daily Tar Heel's editorials are approved by the majority of the editorial board, which is composed of the editor, editorial page editor and five editorial writers.

## The Daily Tar Heel

Business and advertising: Kevin Schwartz, director/general manager; Bob Bates, advertising director; Leslie Humphrey, classified ad manager; Michelle Gray, business manager.  
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## BEING DRUNK IS NO EXCUSE FOR BEING RUDE LIKE A STINKIN' DOOKIE! TAKE THE BEAT-DUKE KEG PARTY ETIQUETTE QUIZ!!! by Alex DeGrand

Q: The keg runs dry, You:



A: ⓐ Riot.

- ⓑ Leave as quickly as possible so your friends know you only like them for their beer.
- ⓒ Begin pointing fingers and accuse people of drinking more beer than you. Gratuitous lying ensues.
- ⓓ Wonder if a dry keg means God is dead.
- ⓔ Pass out on the host's lawn as the need for consciousness has passed.
- ⓕ Loudly demand someone sober up so a drive to Fast Fare's beer aisle becomes feasible.
- ⓖ Panic as attempts to ferment lawn clippings and rainwater fail to produce even an Olympia Light grade beverage.

## Children's food mascots: Psychosis runs amok

Xanadu is a word I just typed so that the large first letter of my column will be an "x," which I bet will look really weird on this page. I can't wait to see it.

Ordinarily, when one wants to visit a lunatic asylum, one is forced to go through a seemingly endless bureaucracy and wade through swamps of tedious paperwork. I am pleased to report, however, that we need not be shackled by such mundane obstacles. I realized something the other day that opens a very viable alternative: To visit a lunatic asylum, one needs only to venture to the nearest supermarket.

Allow me to explain. A few days ago, I was in the local Food Lion, the only place to get my favorite cut of meat: beef tenderloin with the "Reebok" logo embossed backwards on it. As I was waiting for my cuts of meat to come out of the dishwasher, I decided to browse the store. Doing so revealed a chilling fact: An inordinate number of mascots for children's foods, especially cereals, have serious psychological disorders.

Scott if you must, nay-sayers, but keep in mind that chances are really good that you're reading this during some class, and if you scoff in class everyone's going to look at you, and you'll make an ass of yourself. So hear me out.

Perhaps the most blatant example of this insane-mascot syndrome is the Coco-Puffs bird. This bird is simply insane. Initially, he appears to be a relatively reasonable, maybe eccentric, spokesperson for the chocolate breakfast treat. However, an obsessive compulsion lurks within the limited, plumed confines of the bird's head. The very product he has been hired to tout is also the focus of his self-destructive mania. Whenever the bird encounters Coco-Puffs cereal he, in his own words, "goes coo-coo for Coco-Puffs." What this "coo-coo" entails is a complete abandonment of the constraints of normal society. The Coco-Puffs bird flies into a mad rage at the slightest mention of the product; he loses contact with reality and thrashes about maniacally, injuring himself and anyone unfortunate to be caught in his violent, feather-strewn wake. Frequently, he can only be restrained with the use of a straight jacket.

Further proof of the Coco-Puffs bird's insanity is physiological in that his eyes turn into twin spirals, a trait that has been proven through Carl Jung's research to indicate extreme insanity.

The only possible explanation I can offer for the bird's behavior involves a rumor that the Coco-Puffs bird worked for the U.S. Army in the late '50s and was fed generous quantities of lysergic acid. The current spokesman job was given to him by the government in exchange for the promise that he will not pursue legal action for damages incurred to his psyche.

Another highly disturbed individual is Punchy, the Hawaiian Punch beverage company's spokesmasocot. Punchy's emotional disorder takes the form of an obsessively performed sadistic game: He offers an unsuspecting passerby a Hawaiian Punch, (flavored Red, but that's another column) but delivers not the yummy beverage they have come to expect but rather a fierce blow to the mouth. Punchy has a real problem. He is unreasonably hostile towards his fellow man, a sadism caused by, I believe, anxiety over his position.

You see, Punchy is the mascot for a product called Hawaiian Punch. Punchy, who wears no pants and sports a bizarre, spiky headdress, is not Hawaiian by any stretch of the imagination. This dichotomy of actuality and position causes Punchy a great deal of anxiety, anxiety that he is not emotionally equipped to handle. This anxiety is the root of his sadism.

The fruity kid drink world has another, albeit less disturbed, insane member. The giant Kool-Aid pitcher, whose constant hunger for attention and overly accommodating and submissive demeanor have conspired to cause thousands of dollars worth of property damage to fences and walls.

The cereal world's mascots read like a brochure of debilitating emotional disorders. The Trix Rabbit, for example, is not only fiercely obsessive of an impossible goal (the acquisition of Trix despite his knowledge of the fact that Trix are designed for human children) but also is constantly shifting genders and identities. The Lucky Charms leprechaun, Lucky, suffers from an intense paranoia that his supply of Lucky Charms is in danger of being apprehended by the various visitors to his Irish wonderland. Like some pitiable character out of Joyce, Lucky spends all of his waking hours protecting something eminently worthless — some bowls of cereal. He is aware of what his "treasure" consists of, and even says it



Jason Torchinsky  
Turn Your Head and Cough

aloud, enumerating the colors and types of marshmallows contained in the cereal. The reality that he is so protective of infinitely reproducible cereal means nothing to Lucky — he is simply incapable of accepting such a rational fact.

This is not to say that all animated cereal mascots are mad; in fact, many have taken a potentially arduous and demeaning job and dealt with it in a professional, mature matter, such as the Rice Crispie triplets, who also have had to deal with the constant din peculiar to their product, and such respected, reasonable mascots as Tony the Tiger and Captain Crunch.

I do not include the Cheerios bee or the Digm Smacks frog in this list, for the bee never really treats his association with the cereal as a job. He never reveals his true personality. He flies about, acts cheerful, and that's it. He goes back to the hive and forgets about it. The frog, on the other hand, is simply an animal. He is trained to slap hands and present the cereal, but really is incapable of any higher thought about his job.

Count Chocula and Boo-Berry are not included in this study because they are fictional creations, developed by the cereal company to help sell their product.

Perhaps the saddest spokesperson mental casualty is the Kraft "Cheese-and-Macaroni" girl. She too is gripped by a cruel obsession, one that sounds to the casual listener to be the pinnacle of triviality: the order of the words "Macaroni" and "Cheese" on Kraft's packaging of such a product. While other children her age have been growing up, exploring new ideas and sensations and activities, this poor girl has been trapped by her driving compulsion to reverse the order of the words on the package of the easy-to-make dinner treat. Why something of such insignificance has commanded the girl's every waking thought is a question for which science has no answer. We can only pray that through medication or shock therapy, she can hope to lead a normal life, unconcerned with the word order of cheap foods.

I realize that the information I have displayed is shocking, but I present it so that we may help. Somehow, we must convince the youth food unions that madness no longer sells — and to stop corrupting our nation's children with frightening imagery of frenzied birds. Solidarity.

Jason Torchinsky is a senior art history major from Greensboro.

## READERS' FORUM

### Get out of bed and hit the road -- for charity

To the editor:  
What do most of you do on Sunday afternoon? Sleep? Clean your room? Recover from your hangover?

This Sunday, you can do something different. Granville Towers is holding its second annual 5K Run for Awareness. Race time is at 2 p.m. at Granville South.

It only costs \$10 to register (\$12 on race day), and all proceeds go to the Orange County Rape Crisis Center. Entry forms may be picked up from the information tables at the Union and in front of the Franklin Street post office today or from the Granville South desk.

"But I've never been in a race before — I can't even jog around the block." It doesn't matter. No athletic ability is necessary. Walkers are accepted and encouraged.

Besides, the Orange County Rape Crisis Center is a worthy benefactor. The center aids victims of sexual assault, gives dozens of community educational presentations and helps to train

### Column policy

The DTH welcomes guest column submissions from our readers. Interested writers should contact Ashley Fogle at 962-0245. Please follow these guidelines when submitting columns:

- Limit columns to 800 words.
- All columns should be signed and typed double-spaced.

### members of various campus groups including the Rape Action Project.

Most of the center's funding comes from private donations and fund-raisers.

So this Sunday, get out of your lethargic rut and take a jog for a good cause.

MELINDA MANNING  
Junior  
Political science

### 'Us and Them' explores walls built by differences

To the editor:  
We're building walls ...  
When we stereotype, we lay the cornerstone.

When we develop prejudices, we begin the foundation.

When we become phobic about those who are different from us, we add a row of rock.

When we close our minds to the beauty of the mosaic of life, we're applying the mortar ...

This weekend, the Lab! Theater asks, "Why the Wall?"

Beginning Sunday, 11 diverse talented undergraduates will perform the production "Us and Them." It's a show that realizes we're bound together by our humanity, yet unique as a result of our individuality.

Using song, dance and the spoken word, the three-part production will spotlight cultural, religious and physical distinctiveness.

It will show how differences can be beautiful ... or divisive, depending on

how we view them.

Walls don't have to be visible to be destructive. The cast of "Us and Them" encourages you to come to the show and bring your own mental hammer to help tear down the walls that separate us.

Showtimes are 4 p.m. and 8 p.m. Sunday and Monday and 5 p.m. Tuesday.

Admission is free with a program picked up in advance. (Reservations for professors.) The Lab! Theater is located in the basement of Graham Memorial.

WALLYCE TODD, director  
Senior  
Journalism

### Letters policy

The Daily Tar Heel welcomes reader comments and criticisms. We attempt to print as many letters to the editor as space permits. When writing letters, please follow these guidelines:

- Letters should be limited to 400 words. Shorter letters have a better chance of running.
- If you want your letter published, sign and date it. No more than two signatures.
- All letters must be typed and double-spaced.
- Include your year in school, major, phone number and hometown.
- If you have a title relevant to your letter's subject, please include it.
- The DTH reserves the right to edit letters for space, clarity and vulgarity.