

# The Ridgerunner

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## Natives To Return

BY JOHN PHAUP

Unhappily, it is tradition that the young people of Western North Carolina leave their region at the end of school to work in other parts of the country. Employment in Atlanta, Charlotte, and Norfolk beckons young graduates from here with more jobs and greater opportunity. The drain has lasted for years.

Asheville and the surrounding area is not standing still, however. The last ten years has seen such plants as Gerber's and Square D come into the area and older companies here grow and increase operations. Modern roads open up the mountains and stimulate commerce. Advertisements in magazines such as "Saturday Review" and "Reader's Digest" bring Asheville before the national eye.

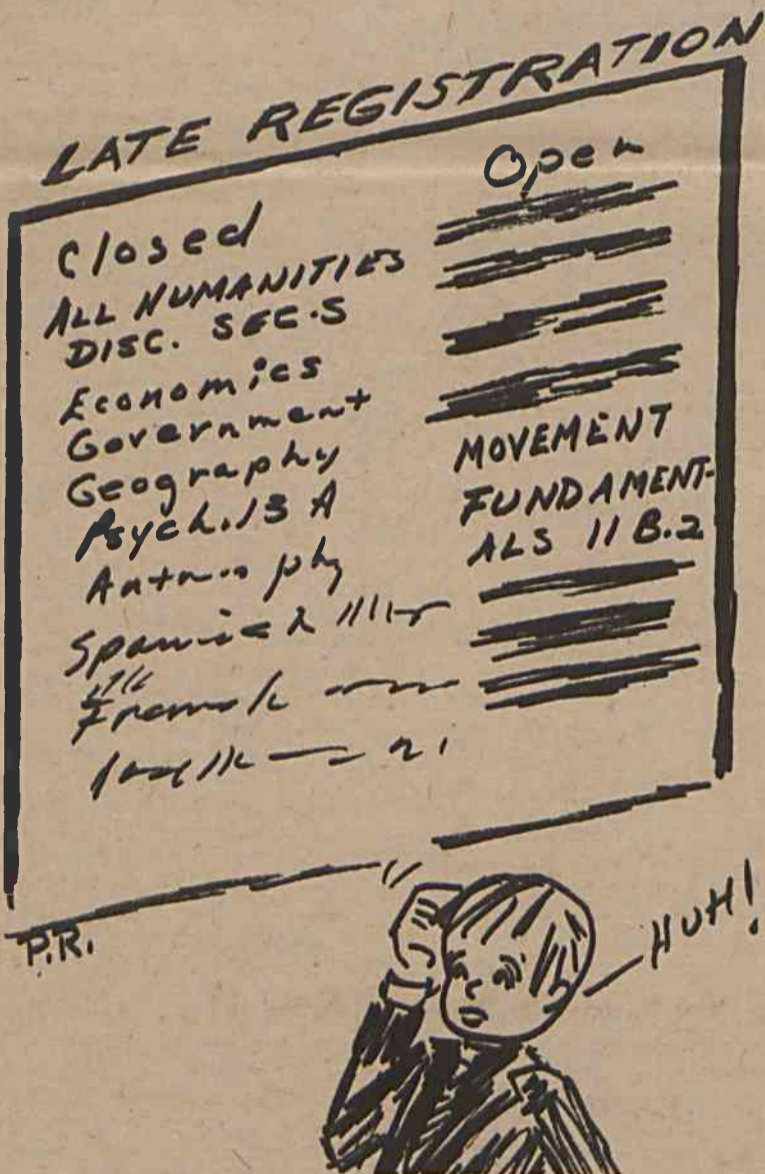
Perhaps lack of publicity or an intelligence pool has kept many of the jobs and newer employment unknown to students from Western Carolina. Companies, moreover, usually limit their own fall and spring recruiting to the larger campuses down east and elsewhere.

It is at this problem that a local industrial relations firm, the Western Carolina Industries, began "Operation Native Son" during Easter, 1965. It stands to benefit the people of Western North Carolina.

This company has contacted twenty-five industries from Hickory to Bryson City and is attempting to reach all seniors to graduate in June. The operation will be a joint recruiting program in Asheville, beginning nine a.m. on December 28 at Lee Edwards High School. It will last one day.

The project is student oriented. All expenses are paid by the recruiting companies; Western Carolina Industries will make no profit. The procedure for the student is first to complete and forward the "Native Son" application. This is followed by a short resume which is sent to the applying student. Copies of these on return are made and given to each of the companies. The companies have these on file when the day of recruitment begins.

Through "Native Son" one hundred seniors found jobs and returned to Western Carolina last year. The results this December should improve.



## The Ridgerunner

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## First Impressions

### Greener Than Grass

Asheville - Biltmore is a relatively new college, in so far as its physical plant goes. And by the standards of colleges such as Harvard or the University of North Carolina, the college itself is an academic babe in arms. As far as the Ridgerunner goes, when stacked against the venerable Dartmouth College's THE DARTMOUTH, which bills itself as the oldest college newspaper in America, the green is of the brightest shade imaginable.

This is all by the way of saying that A-B in almost every respect is new, green and has all the pains associated with growing things. For example, A-B has yet to build up a catalog of "college traditions" for future generations of undergraduates to rail against as being "high school Harry stuff" or as being old-fashioned.

Even the fraternities are too new for anyone to have become acquainted with their less democratic elements. There is no long brooding resentment against Greek or independent domination of campus politics. We're too new for that; we are not yet sophisticated enough to make distinctions.

But in spite of our newness, there are still to be found some of the elements that give administrators in older ivy-covered groves of academe early crops of gray hair. For example, on campuses where campus politics are dominated by either faction, to the point of becoming an annual joke, student government is usually a sleepy sort of affair.

There are all the types, stereotypes and usual people staffing student government. These include the ambitious fraternity man, out to make a name for himself and to bring glory to his brothers through some complex system of honor by association; the true believers who solemnly proclaim that "student government this year is going to get as much as it can for the students, free," and the True Believers who have the idea that student government is a sacred trust and that they must eternally police their fellow students and keep them informed of every ripple in the student government constitution.

There are the hordes of Bobby Brooks and Villager-clad coeds who are always fluttering around the fringes of the student government establishment. "I'll do anything to help you in the freshman class magazine sale," is their usual line. These are the eager-to-believe that usually make the posters for class meetings, hot dog roasts and the like.

When there is an Issue to be handled by the student government, it more often than not resembles a hungry hobbit nailed through one of its furry feet within inches of its honey cakes. It goes around in circles thinking that maybe it can get closer to the real thing by attacking it from all angles.

But the rest of the student body isn't fooled. Nor are they lulled into becoming believers. On campuses with dormitories, the usual route of the budding

believer is through boredom. Out of boredom and hatred of a petty or smelly roommate, the student volunteers for a student government committee. Then the harm is done, the seed is implanted and nourished by the already confirmed believers that Susy Postermaker is a real help and a valuable member of the team. From here on out, there is no return, or if ever, only a belated discovery of alternative routes to power.

There are other elements to the whole business of student government, but I think you get the idea. A-B is already on the well-worn path to a non-functioning type of student government. Not that they have done anything clumsily, or that apathy has begun to nobble at their furry feet, but simply by virtue of being a student gov-

ernment, they have within them their own seeds of destruction, to paraphrase an earlier rebel, who incidentally set the stage for the long - hair - on - men - as - a - protest - against the System syndrome.

So the next time a member of our student government comes up to you with a plea for "just a few minutes of your time" for making posters, selling magazines for we don't know what yet, or to ask your "important opinion" on the feasibility of buying an all-weather rotating, multi-colored lighted fountain as a class project, look carefully at his eyes. If they seem to be glazed over with sincerity and good-will, then he's probably a believer. Don't take him seriously. After all, he probably has furry feet under his Wee'juns.

ROGER WICKER

## Ridgerunner

### Experience From UNC

The offices are cluttered and dirty, the staff members are skinny; they have approximately three hours per day to write and make-up, but they put out one helluva paper at UNC.

The "Daily Tar Heel" is an award winning paper, one of the top five papers in the United States. The secret of its success is hard work, a first-rate journalism school, and complete editorial freedom.

"Ridgerunner" staff members who toured the "DTH" offices late last month were surprised to learn that the editorial office knew practically nothing about the business office and its organization. Each of the offices functions so smoothly and independently that their point of contact is made on the pages of the publication itself.

Carolina subsidizes the "DTH", providing half of its annual \$200,000 budget. The other half is raised through ad sales. It is printed by The Chapel Hill Publishing Company for approximately \$500 per each six page issue.

Six reporters cover spot news. Each reporter has his own camera. Stories written by J-School students are kept on file and used when features are needed to supplement the day's on-the-spot reporting.

Although the "DTH" draws on the talent of the J-School students, the active staff is no larger than that of the Ridgerunner.

Having a large staff is not the secret of a paper's success. Organization, ability, and sound finances add up to a good paper.

Perhaps 74 years of editorial freedom has something to do with the "DTH's" success. After all, the "Ridgerunner" has been in business for less than two years.

The "RR" may never become a daily, but it could become a weekly of "DTH" quality. At present, the "Ridgerunner" is a hit-or-miss affair. Heading the list of the paper's problems are that only two members have had previous journalism experience, local merchants advertise in the paper as a matter of "charity", and the funds coming in from activity fees fall far short of matching the \$900 debt incurred by last year's staff.

Working on a newspaper staff takes a considerable amount of time away from studying. Few students can hope to work for the paper, hold down a part-time job, and do satisfactory school work. Asheville-Biltmore should provide tuition scholarships for the editor, managing-editor, and business manager if it expects the "Ridgerunner" to improve and to grow.

Asheville-Biltmore refuses to add even an elementary journalism course to its curriculum, and no matter how enterprising literature majors may be, they need some knowledge of journalism to produce a NEWSPAPER.

Putting out a newspaper is a business. Students who work on the paper are those hardy, independent individuals who gain their satisfaction from doing a job well. They aren't on the staff to attract more dates via increased social prestige; they might even become a little less popular. They're on the staff to work, and every GOOD thing they accomplish is so much more for Asheville-Biltmore.

Asheville-Biltmore expects a lot from its students; it should. But it should open its eyes and realize that progress is measured, not in the number of doctors on the faculty, but in the caliber of students it attracts and the quality of work they produce.

The newspaper can go a long way in attracting good students and unifying the student body.

The "Daily Tar Heel" is a living example of how a newspaper can increase a college's prestige. Do Carolina students not take pride in having an award winning paper? Of course, they do. Asheville-Biltmore could use a little of that same brand of pride.

Ginger King