

Ads may help AIDS prevention

Recent issues of Time and Newsweek have included advertisements for condoms. Despite the sensational content of such ads, they serve the substantial purpose of informing the public about an efficient method of preventing unwanted pregnancies and controlling the spread of sexually transmitted diseases.

Of course, there has been a great deal of controversy surrounding the use of ads for condoms and other birth control devices. The three major networks claim the ads are too "sensitive" for their audiences. How sensitive are audiences to the multiple murders and rapes they see every Friday night on Miami Vice? Also, day in and day out, the networks expose audiences to countless cases of adultery and casual sex on daytime and nighttime soap operas. If the characters did not supposedly use any form of birth control, there would be thousands of illegitimate children on the soaps running around with calculators in vain, trying to figure out who their father is.

Religious and moral leaders have both convictions and beliefs against the use of condom ads. They claim abstinence is the most effective way to prevent unwanted pregnancies and such ads only create a sense of security for someone who confronts sexual intimacy. Ads or no ads, this hasn't proven effective. The sexual revolution may be over, but spiritual condemnation has not stopped sex among teenagers and older, unmarried couples. If condom ads educate the public about unwanted pregnancies and sexually transmitted diseases, their use is rational.

With AIDS now afflicting more and more heterosexuals, contraceptives have assumed an invaluable role of lowering the risk of contracting the virus. Already an estimated 1.5 million Americans, many unknowingly, carry the AIDS virus. If ads for condoms will indirectly aid in the battle to control AIDS, why shouldn't the media allow manufacturers to purchase commercial time and space?

Admittedly, condom ads that have appeared recently in the media have tended to exploit women. However, with time and increased competition, these ads should become adequate informers that promote a product aimed at decreasing the number of undesirable pregnancies and eliminating VD. The Blue Banner invites condom manufacturers to consider advertising with us.



"OH! WHY... AH... HELLO, THERE! IT'S JUST ME ... HEH-HEH ... WORKING LATE ON THE ... ER... BUDGET DEFICIT ..."

Editor, the Blue Banner,

Seventy-seven thousand, four hundred dollars (\$77,400) for a member of Congress? With the cost of housing as it is in the D.C. area?

A university chancellor -- even a new one -- can make \$76,125, plus a house, housekeepers

and caretakers; plus large amounts of the best food and drink served at home. Plus, no need to "run again" every two years...the security of permanent tenure...free from the dangers of the Capitol.

Dr. Bill Thurman
Classics

Broadcast students get the shaft

By West Tucker
Guest Columnist

It is clear that a potentially large and talented field of majors is getting the shaft from the school. There is a substantial group of communications majors at UNCA that would like to have a background or a major in the broadcast aspects of journalism. When the campus radio station moved off campus in 1985, it all but eliminated any chance for these students to gain essential experience in the broadcast field.

The problem is this -- the administration and/or the department have deemed that the communications department is going to aim most of its resources and energy toward the print half of the spectrum. They may justify this by pointing at the backgrounds of the staff members. One communications professor's father is the editor-in-chief of a city newspaper. Another received a Pulitzer Prize for investigative pieces she and her husband wrote for a paper. These members of the staff have a great deal of experience in print. Still, it seems that most of the students seeking degrees in the field want some experience in broadcasting. Still, half the industry goes largely unnoticed in the present curriculum.

Some might argue that the school does not have the faculty to support such a program, and that hiring outsiders or new instructors is not possible. They may be overlooking one very capable professor, Dr. Alan Hantz, who has earned his doctorate in the field. One example of the student interest in the audio-visual is

the rapid close out of the Film History and Criticism course. There was so much curiosity in the course that Hantz claims he could have filled two sections. Also, last summer the summer, a video course was offered. The class, despite being an evening class in the summer, drew 18 students. These courses that many students want are just too seldom and far between.

The emphasis on print can be most readily seen in the Blue Banner office. Four brand new IBM PCs and software, a regular printer and a laser printer have been added. This is not a criticism of the decision to bring in these computers. Clearly, any student seeking employment at a newspaper in the future will fall woefully behind the competition if he lacks computer skills. Nevertheless, administrators and professors should consider spending money to purchase equipment for the would-be broadcasters. Around the same time the IBMs arrived, the Learning Resource Center's funding request for a video editor was denied. A video editor is to the television journalist what the computer is to the print journalist, a must.

This point of view represents a rapidly growing number of the student population. The communications department is the third largest on campus. The university must confront this issue before UNCA possibly loses many talented present and potential communications students.

The Blue Banner

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