

The Banner

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Z96.5 auctioned to highest bidder

Citizens and students dissatisfied with FCC

By Sarah Wilkins
Staff Writer

Z96.5's frequency is currently being auctioned off to the highest bidder by the Federal Communications Commission (FCC) after years of litigation.

"I think that (the auction) is a disappointment," said Steve Ansari, a sophomore atmospheric sciences major.

Some citizens feel that the FCC should open more frequencies in the area for other radio stations, instead of auctioning off the 96.5 FM frequency, according to Bill Elliott, disc jockey for Z96.5. "They should just open up another frequency, and to heck with all this stuff that's going on right now," said Elliott. "It would solve a lot of problems."

Although several people did apply for frequencies, the FCC does not want to create any more because they believe that the community isn't large enough to handle them, according to Elliott.

"It's not that the community can't handle that frequency, but if somebody wants to get in here, then they should have the opportunity on another frequency," said Elliott.

Some UNCA students said that they believe the FCC's attitude toward the radio sta-

tion is unjust.

"I think it's unfair how they're being treated by the FCC," said Ansari. Basically, "the government is interested in making money off of it."

The auction "destroys the whole American dream," said Susan Venek, a sophomore undeclared major. "You work for something, and then the government comes in," and ruins it.

"The FCC is made up of educated, ignorant slob jobs and they could care less about the people," said Elliott. "They care about their job, and they care about making that big, fat dollar."

"That's all they care about, who can pay them off the most," said Elliott. "The whole thing is political."

"The congressman in Charlotte (Mel Watts) had a big hand in it," said Elliott.

"He probably didn't handle the money himself. He passed it on from the company that wants the frequency, to the head honcho of the FCC," said Elliott.

"I don't think they care anything about the community," said John Randall, a disc jockey for WZL3.

Neither Watts nor the FCC could be reached for comment.

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Depression screening promotes awareness

By Johanna Luks
Staff Writer

Four local organizations are giving free depression tests for National Depression Screening Day on Oct. 7.

A "significant number" of UNCA students are depressed, according to Eric Peyeriz, director of health services.

"We want to make sure that students have a working knowledge of depression," said Peyeriz.

The four participating hospitals are Mission St. Joseph's, Charter Asheville, Park Ridge, and Pardee.

Depression is an illness that affects 15 million Americans a year, according to a brochure for the Western Carolina chapter of the National Alliance for the Mentally Ill (NAMI).

"There's definitely a feeling of isolation when you go to school, at least for people I've known," said Arianne Davis, a senior literature major.

"Freshman year is usually pretty tough. If you don't know people and get out and do things, it's hard to be happy."

"Depression is definitely a big problem for college students. It's such a natural time for us," said Megan Farr, a senior psychology major.

Depression Screening Day can save lives because it is a

way to determine if you are clinically depressed and would benefit from treatment, according to Florence Rowe, secretary and workshop facilitator for NAMI.

"Everybody feels sad sometimes, but to be clinically depressed is an ongoing feeling of sadness that does not let up," said Rowe.

"I think (the depression screening test) is good for people to identify if they are depressed and get the services they need, but I don't think it's the only way to bring awareness to depression," said Vicki Brumnick, a counselor and substance abuse consultant for UNCA's counseling center.

UNCA held a Depression Screening Day two years ago, which 250-300 students participated in, according to Peyeriz.

"It's something that was such a tremendous undertaking we thought we'd probably have it every other year. We might consider doing it in the spring," said Peyeriz.

"It's normal to have different moods and reactions. We don't have to be happy all the time," said Brumnick.

The symptoms of depression include physical and emotional changes, according to Rowe.

"Depressed individuals may have trouble eating and sleeping, as well as feeling hopeless

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PHOTO BY NAOMI RICHARD

Despite the auction that threatens to put Asheville's Z96.5 under new ownership, disc jockey Brian Lee conducts business as usual. Some citizens and students disagree with the auction.

Students question survey's smoking statistics

By Greg Sessoms
Staff Writer

Posters placed on campus by peer education, as part of a study on tobacco use, have benneet with skepticism from several student smokers.

"I do not believe the statistics. I walk out of class, go outside, and walk through a cloud of smoke," said Lewis Winder, senior biology major. "I actually know very few people who do not smoke on campus."

The posters display statistics derived from an on-campus survey that indicates non-smokers make up the vast majority of students.

The survey was conducted using objective research methods according to Vicki Brumnick, UNCA counselor, substance abuse consultant and project director of the study.

"We did a random survey sampling. We had to survey 504 students, and 282 students returned the survey," said Brumnick.

However, the posters' lack of comprehensive documentation as to the origin of the statistics bothers some smokers.

"I have to question their statistics," said Mike Sears, junior economics major. "If you look at the posters, there is nothing on there about how they got those statistics. I am sure I could go out there if I wanted to and take a survey of campus and find statistics that are

exactly opposite. There is no documentation on the statistics at all."

Some smokers also questioned the posters' effectiveness in encouraging students to quit smoking.

"People in college have already set in their minds what they are into. People that smoke start smoking at an earlier age. I do not think I have seen many people who have come to college start smoking," said Anuj Moondra, a senior business management and art major.

"I think all the posters will do is make smokers angry and increase prejudices against people who smoke," said Sears.

"I think there is this image of the smoker as just being the bad guy, and instead of saying, 'Look, smokers are people just like everybody else, and if they want to quit they need our help,' the posters are just promoting the image of the smoker as the guy in the trench coat on the street corner molesting girls," said Sears.

The posters and study employ social norming theory which involves re-framing public health messages to fit what is going on on campus," according to Brumnick.

It is based on sociological studies of perception versus reality," said Brumnick. "A lot of times people assume that everybody is doing something, when in reality, they may not be."

The theory has been used before with much success when applied

to the problem of binge drinking, according to Brumnick.

"The University of Arizona and the University of Montana have both used it, and they have found the theory to be extremely helpful," said Brumnick.

The posters currently displayed are the first step in a media campaign intended to convey social norming messages to students.

"People will start noticing the message out there because it is going to take many different formats," said Brumnick. "Our goal is to get these messages out there as many times as possible within the next year."

"We are going to use public service announcements and we are going to be on 'Evening Rounds' with David Harand of WCQS," said Brumnick.

Following the distribution of the information, another survey will be sent to the initial recipients in order to gauge the program's effectiveness at encouraging healthy behavior and changing perceptions.

"In the spring, the surveys will be sent out again to the original 504 people, and there will be a response. Based on what they have seen in the last year, they may or may not be affected. It could affect them positively, or it could affect them negatively. Hopefully, just seeing posters will not make somebody go start smoking," said Brumnick.

Brumnick said she hopes the study will encourage some smokers



PHOTO BY WALTER FYLER / MODEL, JENNIFER BORRELLI

Some students have disputed results of an on-campus survey reporting that the majority of UNCA students are non-smokers.

to take action and give up using tobacco.

"We want to get a message out to the campus that is healthy, but at the same time, we want to set up people who may be thinking, 'Gee, I would like to quit a bad habit' with people who can help," said Brumnick.

The study was made possible when Bacchus and Gamma, a research firm, was provided with a grant from the Center for Disease Control (CDC) and chose to conduct the study at UNCA, as well as five other college campuses.

"The CDC was looking for a

North Carolina school because the perception is out there that everyone in North Carolina is smoking all the time. I was approached by a contact I have at Bacchus and Gamma, and asked if we were interested. That is basically how we got it," said Brumnick.