

THE CAROLINA JOURNAL

michael mcculley/editor

editorial

Unacademy Awards

Best Acting, Unoriginal Role: Silas Vaughn in a convincing portrayal of Snidely Whiplash forcing the poor farmer (played by Bill Ballard) off his property.

Best Acting, Two-Face Category: The winner of the "Barbed Bell Tower" Award is the person responsible for those phoney pictures of the UNCC student body in the '71-'72 catalogue. The amount of work it took to find pictures without long-hairs, without girls in bell-bottoms and T-shirts, without any freaks -- this deserves special merit.

Best Screenplay Through a Screen: The proposed/approved (choose one) Student Constitution of UNCC.

Best Supporting Actor, Old Hat Division: Alan Hickok as Omar Bradley and Charlie Sutton as George C. Scott as Patton.

Best Political Campaign, Black-and-White Category: The Academy voted not to award this coveted prize this year since all nominations received were printed on parchment, in Old English letters, in disappearing ink.

Best Re-Make, Political Category: Ed Wayson as Minnesota Fats as Jackie Gleason in a tipsy pool match with cool challenger Charlie Sutton played by Paul Newman. Watch the eight-ball in this color re-make.

Best Costuming, Quick-Change Department: John Robbins as Samson, after his haircut by Delilah the Headhunter, in the role of mighty giant who sets out to cure the world of evil. Excellent make-up here, too.

Best Stage Crew/Set Design: The Academy, in a split decision, decided to give a "Barbed Bell Tower" to the UNCC Architectural and Environmental Landscaping Expert, who did not, contrary to rumor, come here from a job landscaping the Sahara Desert.

Best Animated Full-Length Walt Disney Feature: This special award this year is presented to the Administration, collectively, as a greased "Barbed Bell Tower" for their decision to rent/lease/surrender (choose one) the Van Landingham estate to the Charlotte Garden Club. This fine use of the property, as well as its further evidence of their student-first policy, definitely outclassed the Winnie-the-Pooh entry.

Best Chancellor Award: The Academy has determined that Chancellor Colvard, in being recipient of the Danforth Foundation grant, has been truly recognized for outstanding and lengthy service to higher education. Therefore, it has awarded him its first real "Bell Tower" Award for a rest long-deserved and well earned.

the journal

editor	michael mcculley
business manager	gerald jones
staff artists	mike whorley, eric jordan, donna raley, marcia finfrock, dave lazenby...
photo nuts	tom alsop, dean duncan, gordon briscoe, george neil, charles hartis, steve wilcox, william ranson, et. al...
table of malcontents	(no order at all) charlie peek, jan deese, peggy caldwell, joe mccorkle, becky glenn, michael dobson, bill holder, dick roberts, jr., vicki hinson, r.c. therrell, mike combs, martha macgregor, richard abernathy, ann mccarley, patricia stuart, becky armstrong, brenda glenn, stephen dreyfus, kenneth c. foster, james cuthbertson, karen lynn hassett, chuck gross and a cast of thousands...

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Signed letters to the Editor are invited from all readers. The Journal will print all letters, within space limits, but subject to the laws of libel. Letters should be delivered to the Journal office no later than Sunday before the date of publication. The Journal reserves the right to edit all contributions for grammatical or technical errors.

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WBT: Right On New Image

He was dressed modish in a wide tie and double-breasted suit. His eyes would flash as he revealed his youth and enthusiasm, and we talked about WBT and music.

His name is Tom McMurray, program director at WBT since November, and he is largely responsible for the implementation of the new sound and new image at the Charlotte station.

We talked for an hour over beer and pizza last week about

the editor's report

WBT's changeover. Mike Ivers, a good-natured friend of

McMurray's and the new music director, sat in and added his side of the new scene.

"It was evolution, not revolution. We introduced some new 'popular' sounds as far back as July. March 15th was the day we went completely into our new programming."

Mike added a note. "We had to change the music. Do you know how many people listen to 'Chicago' or 'The Carpenters'? Plenty, and of all ages, up and down the scale," he added with a broad smile.

Both men were Northerners and don't mind their Southern transplant at all. Tom programmed a national chain of stations before accepting the position at WBT. He grinned and told me "I brought Mike with me to do the music."

The change at WBT hasn't been popularly received and letters in the Observer and News show a debate between old listeners and those pleased with the newness. "We knew we'd lose some listeners," Tom commented on this. "Still, in the city of Charlotte, we were number 3 behind WSOC and WAYS, and that wasn't good."

The plan to change WBT originated with the general manager, Harold Hinson, a young 40ish man, and he picked Tom and Mike to accomplish the actual work. "We had to aim for the market--and that is the 18-49 year-old-listener," Tom explained.

"Take my show on Sunday night," Mike put in. "I'm on from 7-12 p.m. with the Hall of Fame. This music you don't hear anywhere else--early Elvis, the original Platters, and like that."

As we talked further, Tom revealed that WBT has placed the largest advertising campaign for radio in Charlotte's history behind their switch. "We're running local spots on VD--Love Pollution, we called it--and nobody else is in that area. Divorce, drug abuse, MECA, child abuse--we're running all this. It's definitely a change for the station," Tom said.

"We've gotten flack but we're committed," he said. "I think when the ratings come out soon there'll be a surprise."

Business and school broke us up and Tom gathered up the bill. As we exchanged parting words, it seemed remarkable that these two young men were actually WBT employees, much less directors. But it's true and, whether WRNA or WIST or WAYS can tell it yet, it looks like a very, very smart move.



USAF photo

A War Machine

"Almost hidden by its camouflage, an Air Force A-37 ground support fighter dives on its target somewhere in Vietnam."--USAF. This war machine was on display at the Tryon Mall April 14-17. Maybe nobody went to look. Maybe.

BITCH BOX

Dear Box:

I have a bitch. On Tuesday, April 13, 1971, the local branch of Saga Foods, Inc., decided to close the cafeteria up a little early. They did so at 6:00 p.m. instead of the usual 6:30 p.m. closing time. I stood outside for the remaining time to see just how many people Saga turned down.

I counted eighteen people. . .that's eighteen hungry people! I believe that Saga charges \$2.00 per meal for visiting guests; so, therefore, they saved \$36.00 worth of food to place back up on their shelves in the storeroom.

I continue . . . Saga sucks! I believe if Saga plans to close the cafeteria early, then they should take the time out from their most busy day and write up a few signs, post them, and even put notices in the student's mailboxes in order to inform the hungry of the change. It was a down right sneaky trick to play on the innocent!

Tom Alsop

Editorial policy

Opinions of the Carolina Journal are expressed on its editorial page. All editorials are the opinions of the Editorial Board. Letters and columns represent only the opinions of the individual contributors

Coming Up...

The Journal, in the next issue, will examine the recent elections and report the winners in the race for Student Body President.

Also in the next issue: a report on the Chimney Rock Hill Climb; Earth Week and May Day reports from Washington with Journal correspondent Bill Holder; a Journal Report on the frustrating telephone situation.

Input welcomed from our readers. If you wish to suggest a topic for an editorial, or for research, or know of a good story, tell a Journal staff member or drop us a note. We'll appreciate your nose and you'll help lengthen ours.

— The Editor

DDT makes EGGSHELLS BREAK



KILLING THE INHABITANTS