

# Exhibit Highlights Memory of Kuralt

By AMY ANDERSON  
Staff Writer

Friends and family gathered in Wilson Library Thursday evening to shed tears and share memories of the UNC alumnus Charles Kuralt who hosted such programs as "On the Road" and "Sunday Morning."

More than 100 people turned out for the opening of the Charles Kuralt Collection. Kuralt's brother, widow and daughter as well as friends and fans came to view the exhibit featuring biographical information about the journalist, who died in July 1997.

There are 58,000 pieces of personal correspondence, fan mail and notes from Kuralt's CBS co-workers on the fourth floor of Wilson Library. In addition to those momentos are more than 1,000 items of audiovisual material, hundreds of pictures and 60 oral interviews from and about Kuralt.

UNC alumnus David Clinard, who attended the opening, was Kuralt's roommate and Delta Psi fraternity brother. "We would stay up and talk until all hours of the night," Clinard said.

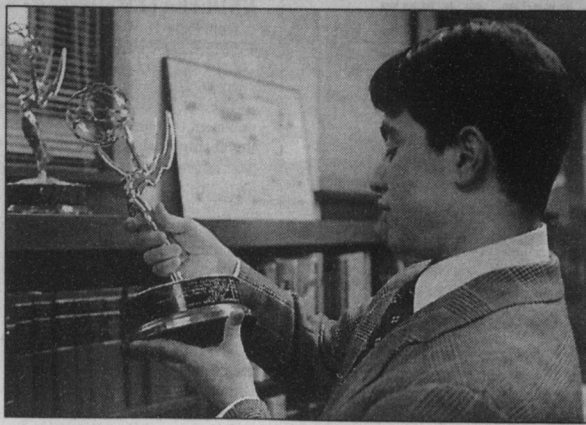
"He was the most interesting roommate I've ever had."

Virginia Baron said she went to the exhibit because she loved Kuralt's work. "He was such a happy, jolly man," she said. "People could tell he thoroughly enjoyed his work."

UNC alumnus Ralph Grizzle, who is writing a biography about Kuralt, spoke at the opening of the event.

"Charles Kuralt should be remembered because he celebrated simplicity and made heroes of ordinary people," Grizzle said.

"I am so surprised by the number of people that don't know him. What we're doing here at the University will help preserve his memory."



DTH/RYAN D. LEGGETTE

Matthew Marcus examines one of Charles Kuralt's Emmy Awards. An exhibit containing memorabilia from Kuralt's life opened Thursday.

Kuralt's memory will be preserved when his office is reconstructed in the School of Journalism and Mass Communication when it moves to Carroll Hall, said Jill Snider, Kuralt archivist.

Richard Shrader, Wilson's reference archivist, said Kuralt specifically requested that his memorabilia be

placed at UNC.

"Charles was very close to UNC," he said. "He is even buried in our cemetery. We look forward to having the exhibit here and hope that everyone can use it."

The University Editors can be reached at [udesk@unc.edu](mailto:udesk@unc.edu).

# Playboy Sets Up Post To Lure College Men

The new college marketing manager will organize campus events and give parties for college students.

By JAMES PHARR  
Staff Writer

Playboy is putting itself in a new position on college campuses across the country.

In an effort to better serve the college market, Playboy Enterprises recently created the post of college marketing manager, designed to expand Playboy's college readership by creating a stronger connection between students and the magazine.

"Playboy is really the expert on young men," said Rob Hilburger, spokesman for Playboy Enterprises.

Alison Raleigh, who took the new post, will be responsible for organizing campus events and hosting Playboy parties for college students.

Raleigh could not be reached for comment Thursday, but Hilburger said she had already created a network of more than 200 college representatives at 100 campuses across the country.

"These representatives make suggestions and recommendations about how Playboy can better serve college-age readers," Hilburger said, adding that he did not know if someone from UNC had been chosen.

In the past, Playboy has sponsored college events such as bringing Playmates to campuses and sponsoring a college music tour that featured bands like Jimmy's Chicken Shack.

One UNC student expressed concern about the implications of possible Playboy-sponsored events on campus.

"While I don't condone censorship, I don't think that University officials

should allow or promote Playboy-sponsored events on campus," said Smita Varia, co-chairwoman of Advocates of Sexual Abuse Prevention.

Playboy's presence on campus last fall to recruit and photograph local females for its "Girls of the ACC" issue angered some students, who criticized the magazine for objectifying women.

Gary Armstrong, UNC Crist W. Blackwell Professor of Marketing, said it was no mystery why Playboy was focusing on the college market.

"Relative to other populations, this is probably a pretty good audience as far as their readership goes," he said.

Armstrong said Playboy's creation of a new position to draw attention to its product and to present it to a key audience seemed like a pretty standard public relations activity.

"From a business standpoint, it makes perfect sense," he said.

Kevin Scheele, a freshman undecided major from Morganton and a Playboy subscriber, suggested a monthly section featuring a college student to draw a larger college audience.

"They could spotlight a different campus every month," he said.

"They could have a little two-page spread, basically what they did with the ACC thing."

Chris Strickland, a freshman business major who is not a regular reader of the magazine, also said Playboy could improve its service to college-age readers.

"I'm sure they could target college age student with their articles," he said. "They could have write-ups on cool places to go for spring break. They could incorporate sports like college basketball and March Madness. That would better serve me."

The State & National Editors can be reached at [stntdesk@unc.edu](mailto:stntdesk@unc.edu).

# Proposal Calls for End of N.C. Food Sales Tax

Republicans are pushing to evenly split the 6 percent sales tax between state and local governments.

By DAN O'BRIEN  
Staff Writer

A proposal to abolish North Carolina's food tax has sparked debate in the General Assembly.

Sen. Patrick Ballantine, R-New Hanover, is working on a proposal to completely eliminate the food tax, which currently stands at 2 percent.

"Since 1961, North Carolina has had a supposedly temporary tax on food," he said. "We've been shaving it down over the last couple of years, but now I want to get rid of it completely."

The food tax created about \$180 million in revenue, which went to local and county governments, Ballantine said, and debate has risen over how to compensate local government for the lost revenue if the tax is abolished.

Ballantine suggested giving local government a greater percentage of North

Carolina's sales tax, rather than simply reimbursing them \$180 million.

Currently, the N.C. sales tax is set at 6 percent. Two percent is designated for local governments, and 4 percent goes to the state. Ballantine wants to split the tax evenly, giving local governments three of the 6 percent.

Ballantine said this would mean \$700 million more for local governments. "Getting one more penny on the dollar is a huge windfall for the counties," he said. "They will gain over a half-billion dollars rather than lose \$200 million."

Ballantine said he hoped the extra funds could be used for education. "County commissioners are screaming for money for schools," he said. "I hope to redistribute the money to those who need it most."

The idea of eliminating the food tax also appealed to other legislators.

"I have always supported cutting the food tax," said Sen. Virginia Foxx, R-Watauga. "You shouldn't tax the necessities in this world."

But she said she recognized that without a food tax, local governments had limited options for raising funds. "Their only means of raising money is proper-

ty tax, unless the legislature authorizes some other sales tax," Foxx said.

For this reason, some legislators in Raleigh strongly oppose Ballantine's proposed food tax cut without a clear way to pay for it.

Sen. Wib Gulley, D-Durham, said the proposal was irresponsible. He said Ballantine's idea took \$700 million out of the state's budget without specifying how to pay for it. "You could not do that without draconian cuts in education, which is the biggest part of the budget."

Gulley called Ballantine's proposal a political ploy. "Republicans are looking to campaign on this issue," Gulley said.

"Since they are in the minority, they don't have to worry about the responsibility to balance the budget."

Still, conservatives said tax revenue loss was not really a problem for the state. "If they could control spending, then they could cut taxes and not have a budget deficit," said John Hood, executive director of the John Locke Foundation, a Raleigh-based think tank.

Hood said he supported Ballantine's plan. "The taxpayers need relief, and Ballantine's idea is a way to do that."

The State & National Editors can be reached at [stntdesk@unc.edu](mailto:stntdesk@unc.edu).

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For further information, contact the UNC-CH Study Abroad Office at (919) 962-7001, send an email to [abroad@unc.edu](mailto:abroad@unc.edu), or consult our website at <http://www.unc.edu/depts/abroad>

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