

BOARD EDITORIALS

TOO GREAT A BENEFIT

UNC-system officials shouldn't have reserved a high-paying post for Molly Broad to assume after she steps down as the system's president.

The (Durham) Herald-Sun reported Friday that UNC-Chapel Hill's Board of Trustees has finalized plans to designate a professorship at the UNC-CH School of Government to UNC-system President Molly Broad. When Broad retires, she will take on the position at 60 percent of her current annual salary of \$312,504.

That's simply too much money to give up, regardless of prior agreements.

The UNC-system Board of Governors decided on the salary in May, promising Broad the same benefits recently accorded to retiring chancellors. But granting Broad a position that typically takes professors years of work to attain in a tenure track system is simply insulting. The title of professor effectively is being reduced to a fringe benefit for Broad.

The thought of the UNC-system's Office of the President providing such a large salary seems both unnecessary and counterintuitive. It doesn't make sense when considering the recent raise that was designed for Broad and other UNC-system officials and administrators.

Broad, who was recruited in 1997 from her position as executive vice chancellor and chief operating officer of the California State University system, possibly could make a similar amount of money at another institution.

And she probably will use her substantial leadership experience to great effect when teaching at the School of Government.

But 60 percent of Broad's current salary potentially could help to fund two full faculty positions at a time when the University is still fighting to retain valuable professors across the board. According to The Chronicle of Higher Education, the average annual salary for a full professor at UNC-CH was \$106,300 in 2003-04.

Although the departure of Marye Anne Fox from the chancellor post at N.C. State University still should resonate with the BOG, this is an unnecessary and unfair way to deal with the problem of faculty recruitment and retention.

Professorship at this University is a big deal. It shouldn't be given out on a whim.

HORRENDOUS TIMING

Journalism school officials should have let students know in advance that they were eliminating JOMC 50 as a requirement for graduation.

Last week, School of Journalism and Mass Communication officials announced that JOMC 50, "Electronic Information Sources," would no longer be a requirement for journalism majors to graduate.

The reasons for this decision are sound. But the timing of it absolutely could not have been worse.

If officials had any inkling before or during the summer that they might remove the course from the list of curriculum requirements, they should have worked to come to a conclusion sooner — at least a month sooner, when students had much more of an opportunity to tweak their schedules.

Now, students who registered for JOMC 50 because it was a requirement, and not because they necessarily were interested in the course, are stuck between a rock and a hard place.

If they believe that they don't need the course and wish to drop it, they can do so. But it's basically too late for them to choose a new class as a replacement.

Even if students get permission to join another class — which would require demonstration of exceptional circumstances — more than a month

of the academic year has passed, and most classes already have covered numerous readings, assignments or quizzes.

To call the amount of catching up that students would have to do inconvenient would be a serious understatement.

By taking JOMC 50, students can learn vital Internet-related skills, improve their ability to do research online and build their own Web page. But some journalism majors, including students who are taking the course now, might not think that these benefits are worth a semester's worth of class time.

The next time officials in any school or department on campus see fit to eliminate a course as a graduation requirement, they should let students who would be affected know about the change ahead of time.

Students should be given time to process information that would influence their choice of classes. They deserve the opportunity to pick courses that they want to take in addition to those that they must complete.

THE WRONG BUSINESS

U.S. lawmakers should not compel nonprofit colleges and universities to consider honoring credits from for-profit educational institutions.

Lawmakers in Washington, D.C., are considering a bill that would require nonprofit universities like UNC to consider accepting transfer credit from for-profit educational institutions.

UNC does not accept credit from for-profit schools, and Congress shouldn't force it and other universities to do so. Plainly put, for-profit schools do not stack up to nonprofit institutions.

There is something fundamentally flawed with an institution that claims to educate — but only in exchange for a little something to take to the bank.

Though nonprofit colleges charge for their services, it is not to raise a profit. But for entities like the University of Phoenix and Kaplan Inc., money — not higher ideals of spreading knowledge — is the motivator.

Case in point: The University of Phoenix pressured recruiters to admit unqualified students to boost enrollment. The Associated Press reported this month. The government fined the school almost \$10 million for trying to increase its profit margin in such a manner.

Businesses do not have any business offering

degrees. Relatively few of them are regionally accredited compared to nonprofit schools, and many students in for-profit programs likely are unaware of the difficulty of transferring credit to more traditional colleges and universities.

However, for-profit institutions can provide beneficial services, including training seminars and one-time courses that have intrinsic value. For example, a computer programmer might need to learn the newest language and would have no interest in working toward a degree.

For Congress to think about forcing universities with strong academic reputations to consider accepting credit from a business is wrong.

It would be disturbing for the federal government to interfere in the affairs of colleges and universities to such an extent.

A for-profit school might be a good choice for a professional seeking to learn and update specific skills. But the job of educating future generations primarily should be left to universities that care about more than how many dollars they can make off of students.

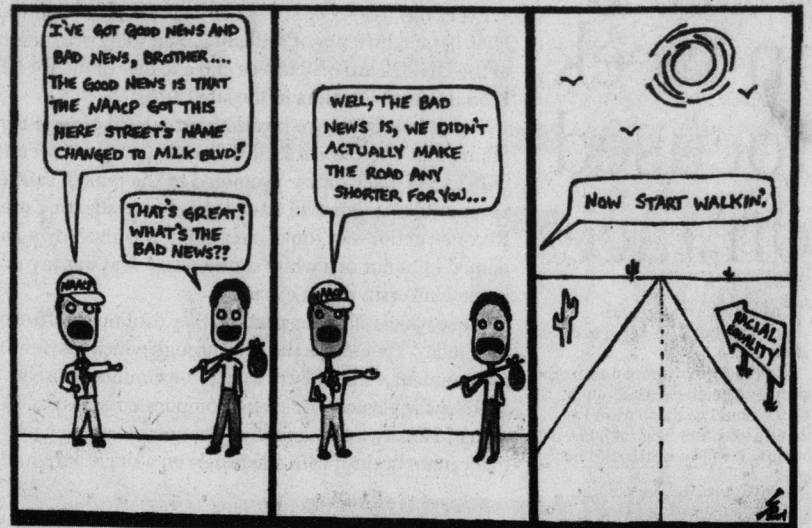
ON THE DAY'S NEWS

"They merit more praise who know how to suffer misery than those who temper themselves in contentment."

PIETRO ARETINO, ITALIAN WRITER

EDITORIAL CARTOON

By Steven Oklesh, elven@email.unc.edu



COMMENTARY

Student elections could use some negative campaigning

Earlier this month, The Daily Tar Heel ran an article that puzzled me. It described how Student Congress' first meeting produced a small amount of controversy regarding negative campaigning in student elections.

I was surprised, because campaigns here don't seem to be nearly negative enough to warrant legislative action against negativity.

The current paradigm of public debate during student elections is a joyous, happy one, evoking images of clear skies and bunnies.

During forums, candidates simply promote their qualifications and platforms without mentioning their opponents.

Candidates are invited to submit platform summaries to the DTH for publication. In these articles, they refrain from mentioning other candidates or their ideas.

When covering organizations' candidate forums, reporters try to get one promotional quote from each candidate, along with a few positive words from the organization's leader about the endorser.

Certainly, this paradigm is free of slander. However, that might be its only merit.

As it stands, the only place to find fair, meaningful comparison between the candidates is on the back page of the DTH.

Before the general election each year, the DTH Editorial Board publishes an endorsement of one of the candidates. If there is a runoff election, the board endorses one of the remaining candidates.

To the board's credit, it interviews all the candidates thoroughly. But about 1,000 words, published as late as the day of the election, can only do so much. It's difficult for students to



ROBIN SINHABABU
MAYBE PARTYING WILL HELP

evaluate candidates' platforms, especially the more complex parts.

For example, each candidate — every year — has a plan for keeping tuition down.

Suppose two candidates have done their homework and come up with reasonable tuition plans. They go to forums, hand out fliers and put up information explaining their plans on their Web sites. The two plans are different and complex, and each has its good points.

Even though these plans are likely to be centerpiece of the candidates' campaigns, they will not be dissected in a public forum.

The best candidates can do to accentuate differences between their plans is to emphasize the aspects of their plans that differ from those of their rivals.

That's well and good, but it's unlikely to help a layperson — the average student, who might not have the time to study tuition scenarios — grasp the complexities of the issue.

If such a student approaches the candidates and asks them to explain why other tuition plans are not as good as theirs, they are unlikely to comment on the issue in depth — instead, they'll focus on their own plans, as usual.

In any case, Congress might amend the Student Code in the coming weeks to address all or none of these issues. Speaker

Charlie Anderson said he expects a big crowd of past and future candidates and campaigners to weigh in about the subject at a hearing scheduled for Oct. 4. "We'll get them to discuss the specific legislation," he said.

Congress members seem to differ primarily when it comes to restricting speech.

Luke Farley, Rules and Judiciary Committee chairman, said Sunday that Congress consists of two camps. "There are those people who say, 'We're just a University — there's no need to throw mud like they do in national campaigns.'"

But Farley pitches his tent in the other camp:

"I think that confuses analyzing another person's campaign and the promises they're making with uncivilized behavior," he said. "This is an electoral process like any other."

Student elections could use a little bit of constructive mudslinging here and there, if it means that candidates will have to craft proposals that hold their own against the competition. Of course, it's hard to imagine an amendment that could encourage, rather than restrict, debate.

If Congress explicitly outlawed blatant personal attacks with regard to student elections while sparing other kinds of speech, candidates wouldn't be afraid to open up and to compare their ideas and qualifications to those of their opponents.

Until then, we'll continue to be up to our ears in information about how great each candidate is without being able to tell the difference between one so-called great idea and another.

Contact Robin Sinhababu at rsinhaba@email.unc.edu.

The Daily Tar Heel

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READERS' FORUM

Editorial cartoon didn't do justice to Kerry's plans for Iraq and his character

TO THE EDITOR:
In response to Fitz Holladay's editorial cartoon, which ran Thursday, it is frustrating to see that people in the public forum continue to stoop to such low means — toward ambiguous ends — as misrepresenting the truth about John Kerry's platform and encouraging egregious character attacks against him.

The truth is that John Kerry has a specific, straightforward plan to turn things around in Iraq, which he presented in four parts.

He would secure and resecure legitimate international support in the form of military assistance to help U.S. troops shoulder the burden; launch serious recruitment and training for Iraqi security forces; carry out a reconstruction plan that presents tangible benefits and signs of progress to the Iraqi people; and take immediate, focused steps to ensure that elections are held in Iraq this year to employ Iraqi popular sovereignty and a greater chance for stability.

Whether Holladay agrees with this plan or not, his actions to deny that such a plan exists and to deliberately misinform the public lower the level of civic discourse in this country at a time when we should all strive to rise above such petty ploys.

An election year in the United States is a chance to realize the greatness of our own popular sovereignty, to embrace the diversity that makes our country unique and to move even closer to fulfilling the promise laid out in the words and deeds of those who came before us.

Such an opportunity is sullied and wasted by reducing one's view of a candidate to Botox and ketchup.

Jonathan C. Benson
Junior
Political science

Use of the term "guys" in reference to young men signifies a double standard

TO THE EDITOR:
I noticed that in Emily Batchelder's Friday column, "Guys might not understand that feminism is here to stay," she was trying to make a case to men that "women's issues are everyone's issues" and that men need to become educated and proactive. However, her first sentence referred to college-aged males as "boys" and "guys." Furthermore, the first word in her article's title was "guys."

While indeed subtle, I find this double standard bitingly ironic. Can you even imagine the ire of feminist readers if college-aged women were referred to as "gals" and "girls" in your newspaper — especially in an article about feminism? To borrow a line from her second-to-last paragraph, Batchelder "can't achieve equality under the guise of ignorance."

Jeff Warren
Graduate student
Geological sciences

CORRECTION

In Meg Austin's Thursday column, the name of Bandido's Mexican Cafe was misspelled. The Daily Tar Heel regrets the error.

TO SUBMIT A LETTER: The Daily Tar Heel welcomes reader comments. Letters to the editor should be no longer than 300 words and must be typed, double-spaced, dated and signed by no more than two people. Students should include their year, major and phone number. Faculty and staff should include their title, department and phone number. The DTH reserves the right to edit letters for space, clarity and vulgarity. Publication is not guaranteed. Bring letters to the DTH office at Suite 2409, Carolina Union, mail them to P.O. Box 3257, Chapel Hill, NC 27515 or e-mail them to editdesk@unc.edu.

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