

UNC-TV adopts state magazine

Program to show new side of N.C.

BY JACKY BRAMMER
STAFF WRITER

At 500 miles long and 150 miles wide, covering 48,843 square miles of land and 5,103 square miles of water, North Carolina is massive. But it has many features with which even natives might not be familiar. "Our State," a monthly series on UNC-TV that begins tonight, could fix all that. The show takes an in-depth look at events pertaining to North Carolina's people, places and culture. The program is based on the magazine of the same title, which is centered in Greensboro. Our State magazine was founded in 1933 by Carl Goerch with the goal of making North Carolinians more knowledgeable about their state and celebrating all things North Carolina. Despite being relocated to another part of the state and changing ownership in 1996, the publication stays true to Goerch's

vision. His name is still on the masthead. "UNC-TV has successfully brought the beautiful pages and stories of Our State magazine to life," stated Ron Denny, advertising and public relations manager, in a press release. Denny works for BB&T Corp., one of the show's primary financial contributors. The corporation helps make possible the joint venture between UNC-TV and the magazine, which takes advantage of a common audience. "We have very similar audiences in terms of interests and demographic information," said Steve Volstad, communications director for UNC-TV. "It became apparent a lot of the topics they cover in the magazine would really appeal to the audience that watches UNC-TV." Amy Wood, marketing director for Our State, noted the wide outreach her magazine will achieve through the TV program. "UNC-TV has about 2 million viewers a week versus 500,000 readers for our magazine per month," she said. "(This venture) will be an additional treat for both of our audiences."

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RON DENNY, BB&T ADVERTISING AND PUBLIC RELATIONS MANAGER

Wood said the idea for the show evolved from a vision of bringing the magazine to life. Both have an affinity for spectacular visuals. The show specifically will be looking to incorporate as much stunning digital videography into the stories as possible to match the magazine's photography. They also will be covering similar areas of interest to North Carolina, such as nature, art and history. The first show will feature Asheville's Arboretum, the National Hot Air Balloon Rally in Statesville and the Cupola House in Edenton. Our State in both guises will be more than mere complements. Wood said, "We're not trying to line up story for story, theme for theme." The show will strive for geographic diversity, featuring stories from all over the state and drawing

attention to lesser-known events. This is something Wood termed the "I'll be darned" factor. "(It's) that little extra twist people don't know about," she said. Right now the hardest part for the entire venture is finding time. "The real problem is not finding topics but limiting it to a manageable number per program," Volstad said. "We have more ideas than we have time." Things are going well right now, Wood said. The show has been picked up for nine episodes — one per month — this year. BB&T has expressed interest in extending the series through a second season, according to Volstad. The show's first episode airs at 8 p.m. tonight on UNC-TV. Encore showings will air throughout the month.

Contact the A&E Editor at artsdesk@unc.edu.

Media glosses over Tarpley's major injury

Lindsay Tarpley broke her leg last week. If you didn't know, you're forgiven — between Lexis-Nexis and the online archives of The (Durham) Herald-Sun, The (Raleigh) News & Observer and The Charlotte Observer, there's a grand total of nine articles that mentioned Tarpley's name during the last week.



BEN COUCH
VIEW FROM THE COUCH

Four of them are from The N&O, two of which mention the injury in passing. The other five articles include three paragraph-long briefs, a passing mention and the lead for a Heather O'Reilly feature. And just one of the nine wholly dealt with the injury's impact on the team. It's almost as if Tarpley didn't lead an undefeated national champion in scoring — a feat that made her a consensus All-American and earned her national Player of the Year honors from four leading soccer publications last year. If this was Darian Durant — key cog to the football team's success — the news would be passed around the horn quicker than Tinker-to-Evers-to-Chance. Women's soccer coach Anson Dorrance didn't have any issue with the media coverage, saying that the doctors at Virginia Tech were very forward about the injury and that all of the interested media found out everything they wanted to know. "There's a circle of people in the country that are concerned with women's soccer," O'Reilly said. "And those are the people that know about Lindsay's injury." But the question remains: why wasn't there more interest? In addition to her collegiate accolades, Tarpley is a 2004 Olympic gold medalist and scored the first of the U.S. team's two goals in the gold-medal game. This was less than two months ago. Tarpley played on the world stage then, but now she is unable to break into national news. There's something inherently backward about that equation. But Tarpley doesn't believe that she warrants national attention — yet.

"I've got a lot to work on," she readily admits. "That's the main reason I came to UNC. Every day I can get better and learn from this experience." As of now, that experience won't involve much except working hard to come back. "It's time for her to be more of a motivator and a player on the sidelines we can look to for inspiration, because she's that kind of player, that type of person," O'Reilly said. "It's a reminder that you can't take your health for granted, and you have to play every game like it's your last." "That's what she did, and that's why she's going to be back in a few weeks and helping us then." That comeback is one that Dorrance is surely anticipating, as he acknowledged the difficulties of losing a player of Tarpley's caliber. While Dorrance tries players in new roles to compensate, Tarpley is trying to downplay her importance to the team. "We've got a strong team with a lot of talented players who will be able to regroup," Tarpley said. "I don't think that losing any one player is going to make a big difference." When asked to hypothesize about the reaction there would be if Mia Hamm had suffered a similar injury during her time at UNC, Dorrance deflected the question, saying that Hamm was lucky enough to avoid such an injury. Instead, he repeatedly emphasized that, as good as Tarpley already is, we're going to find out a lot more about her while she deals with the recovery process. "I respect her even more now than I did before," Dorrance said. We all should.

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Tar Heels overcome sluggish start

BY MARY DUBY
ASSISTANT SPORTS EDITOR

RALEIGH — During the North Carolina volleyball team's first two games against N.C. State on Tuesday, the Tar Heels seemed to hit the ball aimlessly. Coach Joe Sagula told his team during the intermission to UNC 3 play with more of a purpose. The performance was surprising, given that N.C. State has not won an ACC game in almost three years. "After game two, Coach told us in the locker room, 'Calm down, everyone, and relax. Play high intensity, but you need to calm down out there,'" said sophomore outside hitter Meg Eckert. "Everyone was kind of like go, go, play, play, play — a little too energetic." UNC settled down and finally

broke the Wolfpack's spirit, decisively winning the match in three games, 30-22, 30-27, 30-15. The Tar Heel defense dominated the floor. Defensive specialists Caroline deRoock and Taylor Rayfield continually dove to the floor and made huge saves for UNC (9-7, 4-1 in the ACC) on crucial points. "They're the only two people whom I congratulated," Sagula said. "If you have to give a game ball, those two deserve it tonight, without question." DeRoock finished with 12 digs, including 11 of UNC's 29 digs through the first two games. Rayfield took charge in game three, recording eight in that game alone to finish the match with 11. "Taylor was just coming into the holes, digging everything," deRoock said. "She did an outstanding job." En route to recording a career

high hitting percentage of 423, Eckert totaled 14 kills in the match. "Meg was in a good rhythm," Sagula said. "She struggled a little bit defensively early, and I talked to her about it... and she used this opportunity to pick up her game, and she had some great kills going off the block." Senior Molly Pyles also had 14 kills, and Katie Wright made a major contribution to the offensive effort with 11 kills. Freshman Christie Clark took the floor for the first time in her collegiate career. In the third game, she recorded her first kill to give the Tar Heels a 13-8 lead. The Tar Heels' anxious play in game one contributed to 12 ties as North Carolina opened the game point for point with the Wolfpack. Sagula took advantage of an NCSU timeout to lay into his team.

After that, the Tar Heels took control of the scoring and went up 22-15 to stave off the Wolfpack (10-7, 0-4). The Tar Heels returned from the locker room and immediately seized control of the match. "People just kind of woke up and realized we need to get out of here," Wright said. "People just decided they're going to get things done." Pyles secured the match by serving the team's final 10 points and had two aces in the run. The momentum from the third game might help the Tar Heels as they head into a difficult weekend against Virginia Tech and No. 25 Florida A&M. "We have three wins in a row — having one on the road is even better for us," Eckert said. "Now we know what we can do as a team together." Contact the Sports Editor at sports@unc.edu.

UNC set to challenge stingy Wolfpack defense

Bunting lauds NCSU's skill players

BY DANIEL BLANK
ASSISTANT SPORTS EDITOR

The North Carolina offense proved its resiliency Saturday, showing that it can move the ball against a dominant defense a week after being shut out. The Tar Heels racked up 363 yards against Florida State's fourth-ranked defense, driving into the red zone four times. This week, UNC faces an even more difficult challenge statistically. N.C. State enters this Saturday's contest with the top-ranked defense in the nation in total yardage as well as against the pass. Through four games, the Wolfpack is allowing just 193.8 yards a game with only 92.2 of those coming through the air. "They're very aggressive with some of the blitzes," said UNC coach John Bunting. "They've got some very fine cover people in the back end, so they're able to take some risks in coverages, and they're doing a great job. They're very disruptive." The N.C. State secondary only has two interceptions this season,

but its opponents are completing just 45.7 percent of its passes. To beat such a formidable unit, the UNC receivers will have to make big catches — something they couldn't do once the team reached the red zone against Florida State. "You've got a number of very good coverage skill players playing in their secondary, similar to Florida State, and you've got to make some plays," Bunting said. "The playmakers have to step up and beat their playmakers." To take pressure off quarterback Darian Durant and the receiving corps, the Tar Heels will have to establish their run game. But Bunting said power running back Ronnie McGill is questionable for Saturday as he continues to rehab a sprained ankle he suffered Sept. 18 against Georgia Tech. "The three-back rotation... has been effective for us because those guys do different things," said Bunting of McGill, Chad Scott and Jacque Lewis, who has become the team's primary back since McGill's injury. "Right now, we're missing one of those guys — we'd love to have him, but we don't, and there's

no certainty that we'll have him this week." But when the Wolfpack is on offense, there's no doubt which running back will be getting the ball. T.A. McLendon, who missed the team's season-opener with a strained hamstring, is the ACC's top running back, averaging 108.7 yards per game. Last week, the Tar Heels, who have the worst rush defense in the conference, held the Seminoles to less than 60 rushing yards in the first half. But Florida State finished with 249 yards on the ground, almost in line with the Tar Heels' season average of 235 yards per game. Florida State featured quick,

elusive backs such as Leon Washington and Lorenzo Booker, but McLendon is a bruising power back who N.C. State often runs up the middle. "When he's on the field, he makes things happen. I'm hoping that he maybe gets the flu or something like that," Bunting said with a smile. "He's got a tremendous amount of enthusiasm for the game when he's on the field, and he is a Rock'em Sock'em robots guy. He knocks the heads off." Contact the Sports Editor at sports@unc.edu.

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