

BOARD EDITORIALS

# KEEPING A TIGHT LIP

UNC officials made a wise decision when they declined to respond to suggestions from an advisory committee regarding Carolina North.

Members of the Horace Williams Citizens Committee presented some valid concerns regarding Carolina North plans in the finalized report that they released last week.

But UNC officials haven't bent over backwards to accommodate those concerns — and rightly so.

Administrators made an understandable decision when they chose not to respond officially to the report, which calls for "radical improvements in the (University) plan with respect to transportation."

Officials are caught between the push for an increasingly research-driven academic environment — with important long-term economic implications for a state in transition — and the concerns of town residents. The University shouldn't be excessively stifled in its attempts to meet both of these standards.

Statements by committee members have criticized the University's planning as being shortsighted, but they also have advised against University administrators and members of the Chapel Hill Town Council meeting to work out kinks in planning.

In its August report, the committee asked the council not to enter discussions on transportation plans with UNC officials because the Carolina North proposals did not include information about the types of Carolina North tenants and their transportation needs.

The language in that report made clear the committee's desire that the town shouldn't proceed in working out problems unless it precisely follows the committee's guidelines.

The comment read as follows: "The Town Council has not responded to the principles, goals and strategies of the HWCC. In view of this, we resubmit our portion of the HWCC report and call upon the Council to further discuss and react to the HWCC report. Therefore the Town should not enter into discussions with the University at this time. Under the present circumstances, the Town Council cannot do its job."

Except for a short section that demands that the

University "strictly limit" parking, few of these guidelines regarding transportation reflect new views from residents, and many are vague statements of purpose.

Shortly after the report was finalized, several committee members cited concerns about the planning and implementing of proposals and the impact on residents. Member Al Burk mentioned Carolina North's potential burden on infrastructure. "That was totally absent from the plan," he said. "It was a glaring omission."

Concerns about air pollution from the increased traffic also emerged. Planning meetings between the town and the University are precisely where these issues should be worked out.

Tony Waldrop, UNC's vice chancellor for research and economic development, said UNC has been willing in the past to work with the town on transportation: "We were disappointed that the town of Chapel Hill didn't allow its planners to sit down with us," he said.

The committee did well to set forth a groundwork of generally agreeable guidelines for Carolina North construction. But the principles set out in its report are vague enough so that some town residents might see them one way and University officials might view them in another.

Carolina North is vital for the future of the University and the state — and although town residents shouldn't have to take on additional financial or traffic burdens, Chapel Hill must recognize that these measures are needed as part of a broader service to the people of North Carolina, their education and their economy.

An anonymous observer put it very frankly once. "Chapel Hill's problem," he said, "is all of those people who remember it the way it never was and want it to stay that way forever."

Town residents are right in looking to preserve what's good about Chapel Hill.

But they should keep the future in mind, as well.

# CLASH OF THE TITANS

Student voters would do well to analyze the widely divergent stances on education taken by candidates Mike Easley and Patrick Ballantine.

Along with some of the other usual suspects — jobs, economic development and health care — education has been a major issue in this year's gubernatorial race between incumbent Gov. Mike Easley and former state Sen. Patrick Ballantine.

Students, especially those who live in North Carolina and those who have some time remaining in their UNC careers, would be wise to pay attention to the education proposals of each candidate.

## A new source of revenue

Easley consistently has championed the idea of a state lottery, the revenues from which would be used to fund education. Ballantine maintains that a lottery would be too much of a financial risk and that the state could get the money it needs partly by cutting back on wasted expenditures.

Objecting to a state lottery on moral grounds makes sense, as gambling widely is considered to be a societal ill. But frankly, North Carolina needs a new source of revenue if it intends to build more schools, reduce class sizes and increase teacher pay — and the state shouldn't go about improving some important services by cutting funding to others.

The fact is that many other states are making good use of the money they get from their lotteries. By not going down this potentially lucrative — albeit morally ambiguous — avenue, North Carolina is letting itself fall behind.

## Facing the inevitable

Ballantine would allow for tuition hikes at state universities as long as they don't come at current students' expense. Easley would try to avoid such increases.

The incumbent's stance might sound better to stu-

dents, but his opponent's view is more reasonable. Ballantine seems more accepting of the fact that raising tuition is one of the surest ways for UNC-system officials to come by much-needed funds. He also realizes that students who are already in college shouldn't have to deal with unforeseen hikes for which they might be completely unprepared.

Tuition hikes are necessary evils. The rate of increase of higher education costs has shown no signs of slowing down. The governor should be compassionate toward students, but he also needs to be realistic.

## Sticking to the mission

The candidates also differ when it comes to the UNC-system potentially enrolling more out-of-state students. While Easley has stated his opposition to raising the nonresident cap — now at 18 percent — Ballantine wouldn't be averse to making exceptions.

In both its own mission statement and the N.C. Constitution, the UNC-system is mandated to serve the people of North Carolina. Having diverse campuses is important, but the state's citizens come first. Whoever wins the election shouldn't lose sight of this reality to any extent.

Admitting more nonresidents would mean more tuition money for the system. But there are possible ways to acquire more funds that wouldn't conflict with the system's core charge. Allowing for a higher percentage of nonresidents likely would make for a wider array of perspectives on the system's campuses. But if N.C. students are going to be left out in the cold, it won't be worth it.

Unlike other high-profile public university systems, the UNC-system has managed to stay true to the citizens of its state. Lawmakers and administrators alike must do everything in their power to keep it that way.

**EDITOR'S NOTE:** The above editorials are the opinions of solely The Daily Tar Heel Editorial Board, and were reached after open debate. The board consists of six board members, the editorial page associate editor, the editorial page editor and the DTH editor. The 2004-05 DTH editor decided not to vote on the board and not to write board editorials.

## READERS' FORUM

### Forum will explore minority vote in upcoming election

TO THE EDITOR:

Still undecided? Here's your chance to make up your mind. In honor of Race Relations Week, the Campus Y's Students for the Advancement of Race Relations will hold a forum titled "The Minority Vote in the 2004 Election."

The forum is not exclusive to minorities — issues important to all students will be addressed by an esteemed representative from each presidential campaign. The forum will take place at 7 p.m. today in the Great Hall of the Student Union.

Stella Adams, president of the African-American Caucus of the N.C. Democratic Party, will represent the Kerry-Edwards ticket. Bill Cobey, a former U.S. congressman and N.C. gubernatorial candidate, will represent the Bush-Cheney ticket. We encourage everyone in the University community to attend, especially undecided voters.

See you at the forum!

Stephen Lassiter  
Sophomore  
Political science

If you were in attendance at last year's event, you would know that we had a great time tipping off the start of the college basketball season. It's an evening of fun, laughter and basketball. This year, the start of basketball practice unfortunately coincides with Fall Break. We had no choice but to keep the Late Night activities on the 15th.

The players spend several hours each night during the week leading up to the event working on skits and other activities. It would not have been practical to move Late Night back a few weeks and to expect the players to be able to practice basketball for several hours per day and still to prep for the entertainment portion of Late Night.

We are going to have a great time at Late Night and need all of your support, even though classes are on break. It's important for us to have a great crowd, and we need to have the Smith Center at full throttle!

Thanks for your support for UNC basketball and for all the Tar Heel teams. I look forward to seeing and hearing from you at Late Night!

Roy Williams  
Coach  
Men's basketball team

### Crowd will be needed for Late Night during Fall Break

TO THE EDITOR:

Students: Our second Late Night basketball practice will take place Oct. 15 at the Smith Center.

### Debates allow candidates to use persuasive powers

TO THE EDITOR:

I am writing in response to Joshua Diver's letter that appeared Tuesday. While he makes a good

point in the assertion that issues should decide the vote of a citizen and not their "presidential presence," I think he is missing one of the essential goals of a debate.

A debate serves not only to "inform the public about the candidates' substantive and ideological policies" but also to allow the candidates to persuade voters that their policies are better and more effective for the nation.

If Diver's view was correct, there would be no reason for debates — candidates could simply circulate literature about their policies and expect voters to decide based on those. In fact, citizens want to see a president who can clearly articulate their position and think on their feet, traits that are just as important to a chief executive as having good ideas.

That is why we have presidential debates, not for another opportunity for their campaign managers to spin their policies but to see how the candidates act without scripts — and if they can live up to the hype.

Liz Carter  
Senior  
Romance languages

### Intellectual merit should be basis for judging professors

TO THE EDITOR:

I fully believe that Malcolm Forbes has the constitutional right to host a Playboy shoot at his house — it's right there in the First

## ON THE DAY'S NEWS

"Nature gave us one tongue and two ears so we could hear twice as much as we speak."

EPICETUS, ROMAN STOIC

## EDITORIAL CARTOON

By Evann Strathern, evann@email.unc.edu



## COMMENTARY

# Winning a campus election is simpler than you'd think

There are two easy ways to win a campuswide election in February.

The first is to spend two years in the Carolina Athletic Association. Spend your time working to promote yourself and drawing potential opponents to your corner. Then, toward the end of your sophomore year, promise basketball tickets and cabinet positions to everyone who agrees to support you. Announce your candidacy, show up to forums, spend a couple days in the Pit — and, magically, you are president of the CAA.

The second way is to spend two years building connections in the UNC Young Democrats and then to run for student body president. In the fall of your junior year, spend a lot of time getting to know the freshmen — the ones who come in wide-eyed and eager. They will be crucial before Election Day. Ask them to work for you. Then find the people who worked on student campaigns the year before. Ask them to work for you, as well. Run the same campaign as the year before, adding one informed-sounding solution to a hot-button issue to your platform. Sit back. Allow others to bask in your reflected glory. Win.

The painful, unspoken truth about campus elections is this: the kids who run for office are lazy and unimaginative when it comes to finding ways to win your vote. The same people run the same campaigns every year. For all the attention they receive, the club endorsements are pitiful little efforts at debate that seldom make any difference on Election Day.

But there are other ways to win. First of all, you have to get negative. The Student Code provides no definition of negative campaigning, and chances are that



MATT COMPTON  
POTENTIAL CROSSWORD SPACE ... WASTED

Student Congress will leave the term vague until someone forces its members to make a change. Short of violating the University's Honor Code, you are free to make any charge you like. And as much as we hate to admit it, negative campaigning works. Sure, it makes you look bad. But it makes your opponents look worse. So if an idea is stupid, have the courage to say so. And if anyone tries to hit you, be prepared to hit back and hit back hard.

Second, use direct mail. This year, the two major political parties will spend millions of dollars sending mailers to promote their candidates and to attack their opponents. In fact, they've been using this system since the 1960s, and cost is the only thing that keeps them from saturating every home in the United States every two to four years.

We don't do it, and that's because we are stupid. Campus mail is free. We could send a mail piece to each student in every room in each residence hall for the cost of paper. We just don't have the chutzpah to make the effort.

Third, find a way to make student organizations useful. Not long ago, endorsements by student groups were the only things that mattered, but online voting has diminished their power. Showing up to vote en masse just doesn't mean what it used to. Really, endorsements are

only helpful for a headline, and it doesn't require much to create a student organization. Find an issue, have someone form a special interest group, tailor your comments accordingly, publicize the forum, hold a vote, then wake up the next morning to a favorable story in The Daily Tar Heel. It really is that easy.

Or you could let the organizations that support you run a shadow campaign. There is a loophole in the Student Code that allows organizations to make expenditures supporting their endorsees, so long as contributions are made without the consent or prior knowledge of the candidates or their campaigns. Where the boundary extends after that is unclear, but there is a strong case to be made that limits on organizational spending do not exist.

Fourth, take the time to build an Internet presence that amounts to more than a static Web page listing platform points and campaign supporters. Write a blog, organize Meetups and use listservs for something more than a generic press release generator. Track IP addresses so that you know which areas of campus have noticed your campaign.

Find a way to do something that no one has ever done before.

With any luck, student leaders will find ways to plug the loopholes I've just pointed out before February. But you can still beat the system if you are willing to out-work and out-think your opponents. There are creative ways to campaign that never get considered. The other guys will waste hours during which you can get ahead. You just have to know where to look.

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### West House deserves to be saved like other landmarks

TO THE EDITOR:

I write in support of saving the lovely West House on our old UNC North Campus, a part of our architectural and educational history.

Those of us who care about preserving the West House strongly support the Arts Common and its pro-

grams. But we also believe that the common can support those needs without sacrificing West House. We ask if the Arts Common architects considered incorporating the house into the common — an exciting challenge for any firm — and we would like to ask that they now do so.

We praise UNC's preservation efforts, and we feel that West House should be a part of that commendable commitment. It should be noted, however, that Smith and Swain halls were to be demolished until a leading preservationist objected and urged that they and West House be saved. Indeed, Y-Court, also slated for demolition, was saved by an outcry from students and alumni.

We urge the University to consider its importance to the ambience of the old part of campus and our visual history.

Carmen Mayer  
Carrboro

**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.