

Clear, cold

Today will be clear and cold, with no chance of rain. The overnight low was around 30, with a freeze warning. The high temperature today will be near 60.

# The Daily Tar Heel

Looking homeward

Everyone knows how a play by a UNC graduate about North Carolina people and places would be received here at good ole 'Pulpit Hill.' Almost everyone. See review on page 6.

Serving the students and the University community since 1893  
Tuesday, October 19, 1976, Chapel Hill, North Carolina

Volume No. 84

Issue No. 38

## UNC charged with sex discrimination

by Toni Gilbert  
Staff Writer

The N.C. Equal Employment Opportunity Commission (EEOC), in a letter dated Sept. 22, upheld charges filed by the National Organization of Women (NOW) alleging that UNC discriminates against faculty and certain nonfaculty women.

The charge was filed in 1973 by Mariam Slifkin, then-president of the Chapel Hill chapter of NOW on behalf of the University Women for Affirmative Action (UWAA). The UWAA represents all women employees of the University.

The original charge alleged that UNC discriminated against women in matters of recruitment, hiring, antinepotism policies, job assignment, promotion and salaries. The complaint also charged harassment on the basis of sex.

The University has denied all the charges. The EEOC has supported the NOW charges of sex discrimination in UNC's hiring, salary and promotion practices for women faculty and women employees who are exempt from the State Personnel Act (SPA), both before and after the implementation of the University's Affirmative Action Plan in 1973.

The EEOC found no evidence of discrimination against women employees covered by the State Personnel Act (SPA).

The letter stated that the EEOC found evidence of discrimination after examining UNC's faculty records (by rank and sex), EPA nonfaculty records, salary records of faculty and EPA nonfaculty and testimony given by both male and female faculty and EPA nonfaculty.

The records showed that although more

women had been hired since 1973, they had been outside of the tenure tract and that promotions had continued to favor men.

Faculty salary records showed that in 1975 the average salary for males exceeded that of females by \$5,000 to \$7,000 annually.

Male and female faculty testimony alleged that women were generally at a disadvantage in salary bargaining, weighing heavily against senior staff women. They also charged that salary decisions were made in a closed and subjective manner by department chairpersons.

They added that women faculty were more often promoted last and that men advanced more rapidly with a looser application of promotional criteria. They charged women carried heavier teaching loads than men and that they received less recognition for their work when being considered for promotion.

Testimony by male and female EPA nonfaculty charged that jobs were posted with limited description and that recruitment for a position sometimes had begun before the posting of an opening.

The EEOC concluded that "females remain vulnerable in a system where males predominate in the decision making process, where virtually all departments are chaired by males with considerable autonomy, and where Affirmative Action implementation depends heavily on such male department heads with the Administration rarely overriding departmental decisions."

For EPA nonfaculty, the EEOC concluded that "women have been hired and retained in substantial numbers, but are at a disadvantage in terms of job assignment, means of advancement and salary."

The EEOC recommended a conciliation meeting between the University and NOW before any further action is taken.

### Flu shot turnout 'way off'

by Chuck Alston  
Staff Writer

Area health officials said Monday that unfavorable media publicity has resulted in lighter turnouts for swine flu inoculations.

Dr. James Taylor, director of the Student Health Service (SHS), called the Monday turnout for the shots at the SHS "way off."

More than 500 inoculations were administered at the SHS on Monday and Tuesday of last week. The total for Wednesday, Thursday and Friday of last week was less than 300.

By 4 p.m. Monday, only 45 students had shown up for the vaccination.

"The editorial in the DTH didn't help," Taylor said, referring to a DTH editorial Thursday questioning the purpose of the swine flu inoculation program.

"Anytime there is any questionable publicity, it hurts a program such as this. The media has been looking for something sensational to write about, and this has made folks back off," Taylor said.

Dr. C. S. Fuller, area director for the State Health Service, said people have not ignored all of the national publicity surrounding the deaths of elderly persons who had taken the immunization shots.

According to Fuller, turnout in Orange County health clinics administering the inoculations was considerably lighter toward the end of last week.

According to Taylor, the SHS used up its original allotment of 1,000 vaccines and has begun to use vaccines from the second shipment Wednesday of 400 doses.

There have been no problems with illnesses resulting from the inoculations at UNC, Taylor said. One student developed a rash after he took the shot, but the two might or might not be related, Taylor said.

"I'm very disappointed with the turnout that we are now having," Taylor said. "Hopefully it will pick up by the end of the week."

The SHS will administer swine flu shots from 9 a.m. to 5 p.m. weekdays.

The Orange County health clinic at Eastgate will administer swine flu shots from 12 p.m. to 7 p.m. Tuesday. It will be open from 12 p.m. to 4 p.m. on following Tuesdays for the shots unless the demand calls for greater hours.



It's a bird; it's a plane...

It's a pigeon, one of bird-dom's sloppiest members. This plump specimen, after spending several minutes littering the steps of Wilson Library, took off for a strafing run of the Pit and is seen here winging his way through an unsuspecting crowd of students on their way to class.

Staff photo by Charles Hardy

## Do North Carolina candidates sell as well as grits?

by Patti Tush  
Staff Writer

Is advertising a political candidate really just like advertising a box of crackers? Is "Grits and Fritz" just like Griffith and a "Ritz?" Even the advertising experts don't agree.

"It's exactly the same," said Pat Sears, a Jim Hunt gubernatorial-campaign worker.

"When you're selling a common product, you're not just selling the product. You're selling a person selling a product," Sears said. "For an ad to be successful, it has to stay on that personal level."

On the other side of the coin sits

Lanny Smith, whose agency has handled Republican Bill Hiatt's campaign for lieutenant governor. "Despite some basic similarities, publicizing a person cannot be compared to advertising an ordinary product," Smith said.

Jim Hall, who has worked with Republican David Flaherty's gubernatorial campaign, agreed with Smith.

He said the main difference between advertising a person and a product is the need for faith in the person.

"Some people will say they can't advertise a product they don't believe in. That's just not true," Hall said.

"But there is a difference in dealing with people. You have to feel good about the candidate; you have to be enthused. You can't come up with the qualities unless they are already there."

Ed Kemp, whose company has handled Democrat Jimmy Green's lieutenant gubernatorial campaign, feels that political advertising is very closely related to the institutional advertising of banks and savings and loan corporations.

"The idea is not to advertise the best rates in town, as with a food store, but to put your best foot forward to create a good image," Kemp said.

Kemp said he chose to work on the Green campaign because he had been a long-time friend of Green.

"Political advertising is not a specialty with our company, and we do not solicit candidates," he said.

Both Sears and Hall said it was important that they believe in their candidate as well as the stands he took on issues.

Smith said the integrity of the candidate was the most important qualification in the advertising agency's view.

"He must be honest and sincere in his views, even if we don't agree with them," Smith said.

So far as goals of the advertising plans are concerned, all the men interviewed said name recognition was of primary importance.

"Name recognition is everything," Kemp said. "We began with the premise that identity was a problem, even though Green had served in the legislature for six years. We perceived the problem as though no one knew him, because, although he is well-known in certain areas, the rank and file do not know him."

"The main thing is the name—Jimmy Green," Kemp said. "If the people listen long enough, they'll get his experience,

too. For those who want more, the information is there."

Kemp referred to the fact that all major candidates have published position papers on the issues.

"The major job of the agency is to get people interested in the candidate and his stands," Smith said. "We can't always give complex answers to complex issues."

Jim Abbot, who worked with Sears on the Hunt campaign, said that the media restrict complex development of the issues because of limited allowances of time and space.

"It's hard, in 60 seconds, to go into any elaborate detail of the issues," Abbot said.

In deciding what issues to emphasize in the media, all agencies made use of polling, although all did not conduct their own polls.

They concluded that North Carolina voters are concerned with general issues such as education, law enforcement, the economy and government bureaucracy. Kemp said capital punishment is also important this year.

To convey these issues to the voters, the advertisers recommended use of all major media because of the various time and space limitations inherent in each. Smith said newspapers are good for

explanation ads and outdoor billboards are best for ads that create overall awareness. However, he said television is the best medium for any candidate with a substantial budget.

Kemp allocated most of Jimmy Green's budget to the television medium. He estimated he spent 50 per cent of the budget for television spots in the primary and 70 per cent in the general election.

Kemp said that new campaign regulations make it difficult to collect contributions.

The present campaign regulations limit expenditures to about \$363,900 (\$1.10 per voter) for each election involving the candidates for lieutenant governor and governor. They also prohibit contributions by any business and require that all contributions for accumulated amounts over \$50 include the date of receipt and the name and address of the contributor.

Hall said the Flaherty campaign did not approach the expenditure limit "by a long shot." He said they spent \$25,000 on the run-off election and \$26,000 on the primary.

Smith would not mention specific amounts concerning the Hiatt campaign but did say their expenditures would not approach the limits prescribed by the new law.

### To cost \$1.75 million

## Budget request includes Student Union extension

by Tony Gunn  
Staff Writer

A proposal for a \$1.75-million expansion to the Carolina Union has been included in the consolidated University budget request for 1977-79.

The project, if authorized by the N.C. General Assembly in 1977, will be funded by student fees, according to Union Director Howard D. Henry.

The Union expansion will extend into the paved parking lot on the east side of the building facing Raleigh Street. The expansion was outlined in original plans for Union construction.

The project might be completed within two years, if approved. "I think it will be approved," Henry said.

The proposal includes adding a sloping floor auditorium with a capacity of 600 and revising space for campus publications, such as the *Daily Tar Heel* and the *Yackety Yack*.

An expanded photo lab with space for students and private space for publications is also planned.

"We want to make additional student organization office space," Henry said. "We want rooms to put up people when they come into existence, a place to call home. We don't have that now."

Provisions would include movable room dividers to provide more space for organizations. "It's got to be simple to accommodate student variation," Henry said.

The snack bar will be remodeled, separating the serving and dining areas and providing for later programming at night.

"We will also consider bringing in the International Student Center," Henry said. "They represent a cultural opportunity for all of us. We'd like to see

them using the Union more."

In addition, a larger television space is planned. "We didn't recognize the significance of soap operas in the college community when the Union was built."

## Grad takes to the trees

by Peter Hapke  
Staff Writer

It is five o'clock in the morning. A young man is walking across a dark Colombian savanna toward a river a few miles away.

As he moves through the dry grass he is aware of poisonous snakes—the fer de lance, the bushmaster (whose bite proves fatal in 10 minutes if left untreated)—bone-crushing anacondas and three inch ants with a poison that knocks a man into delirium for several days. When he reaches the rain forest along the river, he begins searching the treetops.

The young man is UNC grad student John Robinson beginning a typical summer day. Robinson, a Ph.D. candidate in animal behavior, has been studying the social behavior of the titi monkey, *Callicebus moloch*, for the past two summers in central Colombia.

Robinson received a small grant for the study his first summer, and last summer a National Science Foundation grant financed a long trip. But why does Robinson travel so far to study an elusive monkey such as the titi?

"The titis are incredibly vocal, and vocal communication plays an important role in determining the spatial relationships between family groups. I'm trying to answer three questions—why do they (titi) have a strict territory; why do they have family groups, and why are they so vocal? By answering these questions, it helps me to understand some of the processes which

structure all socializations from complex organisms to man."

Robinson works within a 40-acre study area along the Guejar river. He has blazed trails to form a grid with each unit an 80-meter square. Plastic markers placed every 20 meters enable him to pinpoint a monkey's location.

Walking with a long-range directional microphone and tape recorder, camera, notebook and snake-bite kit, Robinson quietly stalks his trails looking for titis in the towering trees. When Robinson makes a contact, he records all vocalizations, jots down behavior patterns and tries his best to stay with the group.

The monkeys can vanish in a matter of seconds by moving through the forest. Robinson said, "If they cross the river by way of the treetops—I wade or swim across the river."

As a consolation for his neck-straining work, Robinson is afforded an afternoon siesta because titis, like most rain forest animals, are only active in the early morning and late afternoon.

During the morning, two or more family groups will confront each other on their territorial boundary and begin a 40-minute vocal spree that can be heard two miles away.

Afterwards, the groups separate and go back to feeding for the remainder of the day. Robinson gathers most of his data during these confrontations and gradually he learns to distinguish specific groups and

individuals by their peculiar markings and vocalizations. Identifying individual monkeys is a requisite in field studies because it enables the behaviorist to watch for patterns in each one's behavior.

Robinson lives on a cattle ranch in the middle of the titi's 5,000-square-mile range. The surrounding llanos or savanna resembles West Texas except for the 400 yards of rain forest along the rivers.

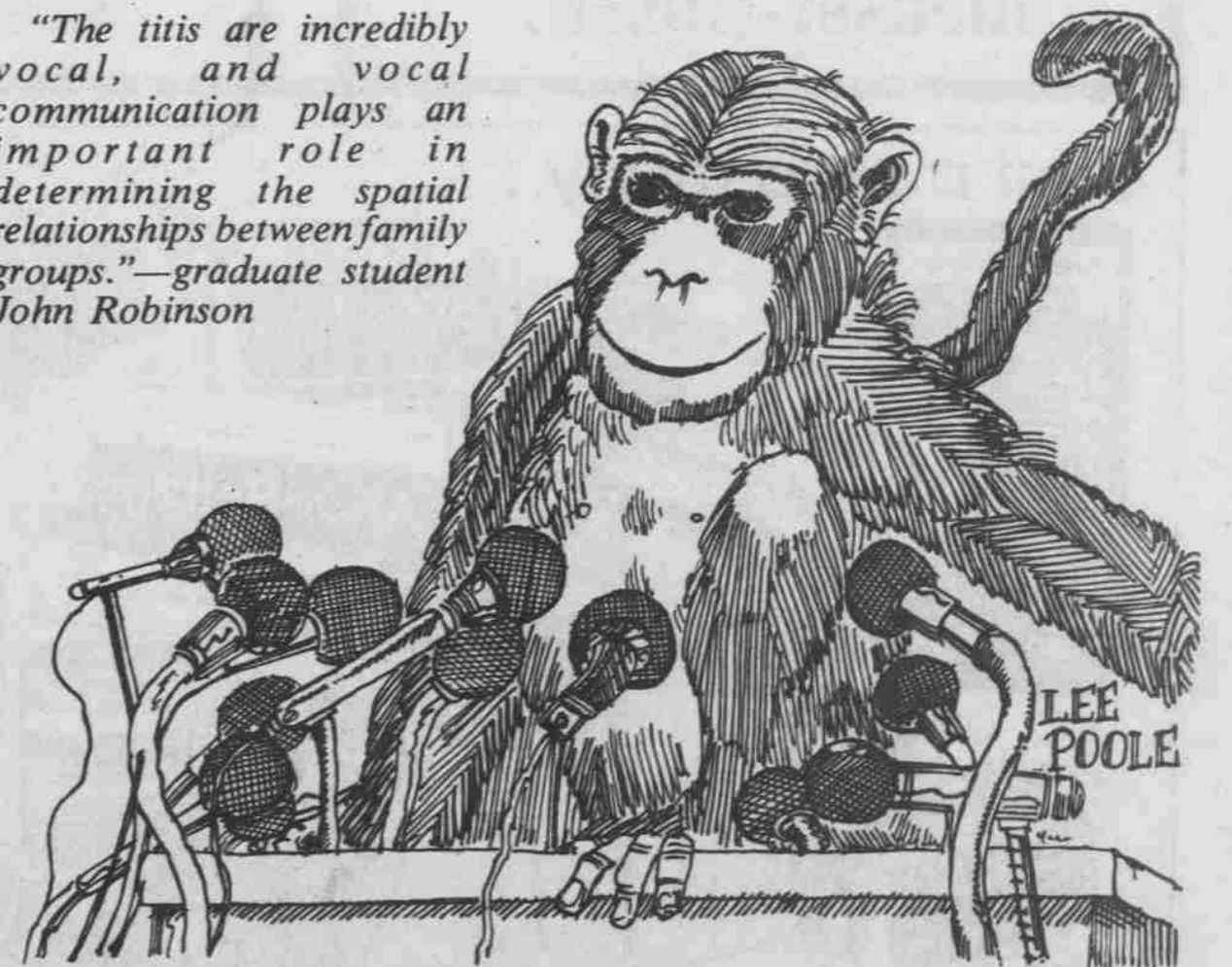
Ironically, the people in the area are the most dangerous element Robinson must live with. The countryside is littered with bands of thieves and ideological guerrillas reminiscent of Butch Cassidy's Bolivian days.

"The mounted police often stop by the ranch to make sure I'm okay. Most people carry guns. I don't because you're more apt to get in trouble, but it's really like the old American West. Except for a few beat-up land rovers and jeeps, the town is basically a warehouse and pub, and sometimes there are shootouts. The reason I was at a different ranch this year is because the owner of the ranch I stayed at two summers ago was shot while horseback riding through a canyon."

Robinson's only companions are the cowhands on the ranch. He pays the ranchowner a dollar a day for a private room and his three meals, which are usually dry salted beef and rice.

He and the cowboys often ride horses into town and around the ranch. Last summer they hunted down and killed a 12-foot

"The titis are incredibly vocal, and vocal communication plays an important role in determining the spatial relationships between family groups."—graduate student John Robinson



anaconda that had killed a calf, and several years ago the cowboys shot a 30-foot snake that had killed a bull.

Back in Chapel Hill, Robinson studies sonograms (a graphic representation of a sound frequency) of titi vocalizations and behavior data that he has accumulated over

the summer. In the winter, he integrates all his past and present data and corresponds with the ranchowner to plan his next trip.

Robinson will return to Colombia for his third summer in 1977, but on this trip, he will be studying the titis in a more remote region—a tributary of the Amazon River.