

Public Knowledge

by Jeff Collins



Advertising Club

Baboquivari

Maaney

The pitch on Mitch... How would you like to spend hours interviewing your favorite basketball player and watching him perform in person in order to write a story about him?

Last fall, UNC English Prof. James Reston Jr. did just that. Reston was in Washington, D.C. on a six-month leave of absence from the University to work with David Frost on a series of interviews with Richard Nixon which soon will be aired on television.

In his spare time, Reston attended several of the Washington Bullets' basketball games and got to know the subject of his story, Mitch Kupchak. "Bank Shot," printed in the March 13 edition of the *Washington Post's Potomac* magazine, deals with the human side of Kupchak's transition from the life of a college student living on a limited budget to the world of big-money pro sports.

The story presents a Mitch Kupchak, who, with the help of sound counsel, has so far been able to avoid the bad agent and bad investment problems which befall so many athletes when they turn pro.

"My purpose was to show that Mitch was extremely well served by the whole system here (at UNC)," Reston said. "Mitch was an extremely good figure for this type of thing because he is so enthusiastic and so intelligent, and because he is the quintessential Dean Smith product."

Just hangin' around... A group of five Winston Dorm residents recently has waged a campaign to "Free Charles." On April 17, the group climbed onto the crane behind Wilson Library to hang a banner reading "Free Charles" from its top. The following night, a second banner with the same message was placed on the outside of the dome atop Wilson Library, and another was hung from Phillips Hall the next night.

"The thing is, in all of our efforts we haven't broken anything, forced any locks or anything like that," said group spokesperson Jeff Sample.

The campaign began some time ago when several Winston residents were sitting around discussing the movie *Helter Skelter*, according to group member Mark Alford. Someone interrupted the discussion with the scream of "Free Charles," and the

campaign posters and write-in ballots at Morrison Dorm and has appeared in letters to the editor as well as news stories in *The Daily Tar Heel*.

However, a reliable source recently informed the *DTH* that the campaigner, author and only known Druid on campus is actually a character invented by Morrison resident Jon Maaney. A senior math major from Tempe, Ariz., Maaney finally relented and agreed to discuss the Baboquivari story Tuesday night.

"It all began in high school when one of the other schools in town (Tempe) was playing a team from a school called Baboquivari High," Maaney said. "It struck me as being a peculiar name. I even wrote a fight song for the Baboquivari Baboons."

Baboquivari's illustrious career at the University may be nearing its end. Maaney, who describes himself as "just a cowboy from out Arizona way," will graduate in May and plans to study computer science at the University of Wisconsin next year.

Baboquivari plans to go to Wisconsin, too, at least for a while. "Since winter lasts most of the year in Wisconsin, I think the rites of spring and other Druidic practices will be pretty big there," he said.

But Maaney was quick to emphasize that, although he himself is certain to graduate this spring, he is not sure that Baboquivari will graduate and leave Chapel Hill for good. "He may still be around next year; he's uncertain right now," Maaney said.

Well, as Maaney himself said, "you've got to be weird to be a math major."

phrase caught on. "The phrase is an expression which means raising hell," Alford said. "When someone wants to raise hell, he says, 'Let's go Free Charles.' It's in no way tied to Charles Manson, although it stemmed from the movie."

Winning at ads... A team of students representing the UNC Advertising Club distinguished itself by placing first in the regional student advertising campaign competition in Atlanta April 21.

The Tar Heels were competing against teams from South Carolina, Virginia and Virginia Commonwealth.

The members of the UNC squad are Lon Borreson, account executive; Larry Peterson, media director; Patrice Dickey, creative director; Betty Fonda, copy director; Lou Ceruzzi, research and art director; and Jim Harkins, audio-visual director.

"It should also be noted that the Ad Club helped out with production and survey research," Borreson said. The Advertising Club is a chapter of the American Advertising Federation, the sponsor of the competition.

With its regional victory in hand, the ad campaign team advances to Washington, D.C. for the national finals June 11.

Baboquivari unmasked: Will the real William P. Baboquivari please graduate?

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Seniors aggressively seek recruiters; form long lines for job interview sign ups

By KATHY HART Staff Writer

The job market these days is pretty tight, and UNC seniors who want to work after graduation are forced to be aggressive.

Sign-up sheets to see the representatives from corporations, businesses and other employers are put up at 8 a.m. in Hanes Hall eight days before the recruiters come to campus.

"I have been at Hanes Hall as early as 7:20 a.m. to get on the sign-up sheets," said senior accounting major Alan Weinhouse. "There were usually 45 or 50 people in line by 8 a.m. to sign up for the big accounting firms and the major corporations and businesses. If you weren't there by 8 for these firms, you probably did not get on the list."

Career Planning and Placement Director Joe Galloway said long lines were not common. "However, seniors were very eager because they had seen the troubles their brothers and sisters or their predecessors had in preceding years," Galloway said.

November and February are the heaviest recruiting months. During these months, 16 or 17 different corporations bring one or more recruiters to campus. Each recruiter sees about 13 students a day and spends about half an hour with each. Some companies spend more than one day recruiting.

"I think long lines and early sign-ups depended on three things—the number of

recruiters from the corporation that will be seeing students, the number of days the recruiters will be on campus, and the reputation of the firm," Weinhouse said.

Seniors register early in their senior year with the Career Planning and Placement Center to be eligible to sign up to see the recruiters. Students not registered with the office can visit the recruiters, but priority is given to registered students.

"The market is better this year, but at the same time we are graduating more students," said North Carolina State Career Placement Director Raymond Tew.

Competitiveness varies with the field. At UNC, accounting and MBA students vie for positions on accounting firm's sign-up lists. At N.C. State, the civil engineering field is highly competitive. At UNC, N.C. State and Wake Forest, liberal arts majors compete for the few positions open in that field.

"With more students applying for a few amount of jobs, companies can be more selective in their personnel. This puts the pressure on students to try harder to impress the recruiters," Galloway said.

"Students dress nicely and read the resource material on the company to prepare themselves for the interviews," Galloway said. "The smart student will do some advance preparation if he wants to impress the recruiter."

"You have to be very persistent to get a job," said senior business administration

major Graves. "You have to sign up for a lot of interviews, dress as nicely as possible and spend some time familiarizing yourself with the firm."

"You have to appear very enthusiastic also," said senior business administration major Robin Ralston. "You must let the company know you want the job."

"I can tell as soon as a student walks in the door what he is coming in for," said recruiter Lee Flemming of the Ecker Wilderness Company. "Some come to practice their interviewing techniques, others come to see what you have to offer, and there are those who are really interested."

"A recruiter looks at a potential employee from two aspects. The recruiter must decide whether the person is the kind of person who can do the job and whether the person as a personality will fit in his organization."

"I look at a student's appearance, attitude and the kind of questions he asks. After 10 or 15 minutes I can tell whether a person will fit in our organization. Those interested in the job show their interest in their questions and their concern."

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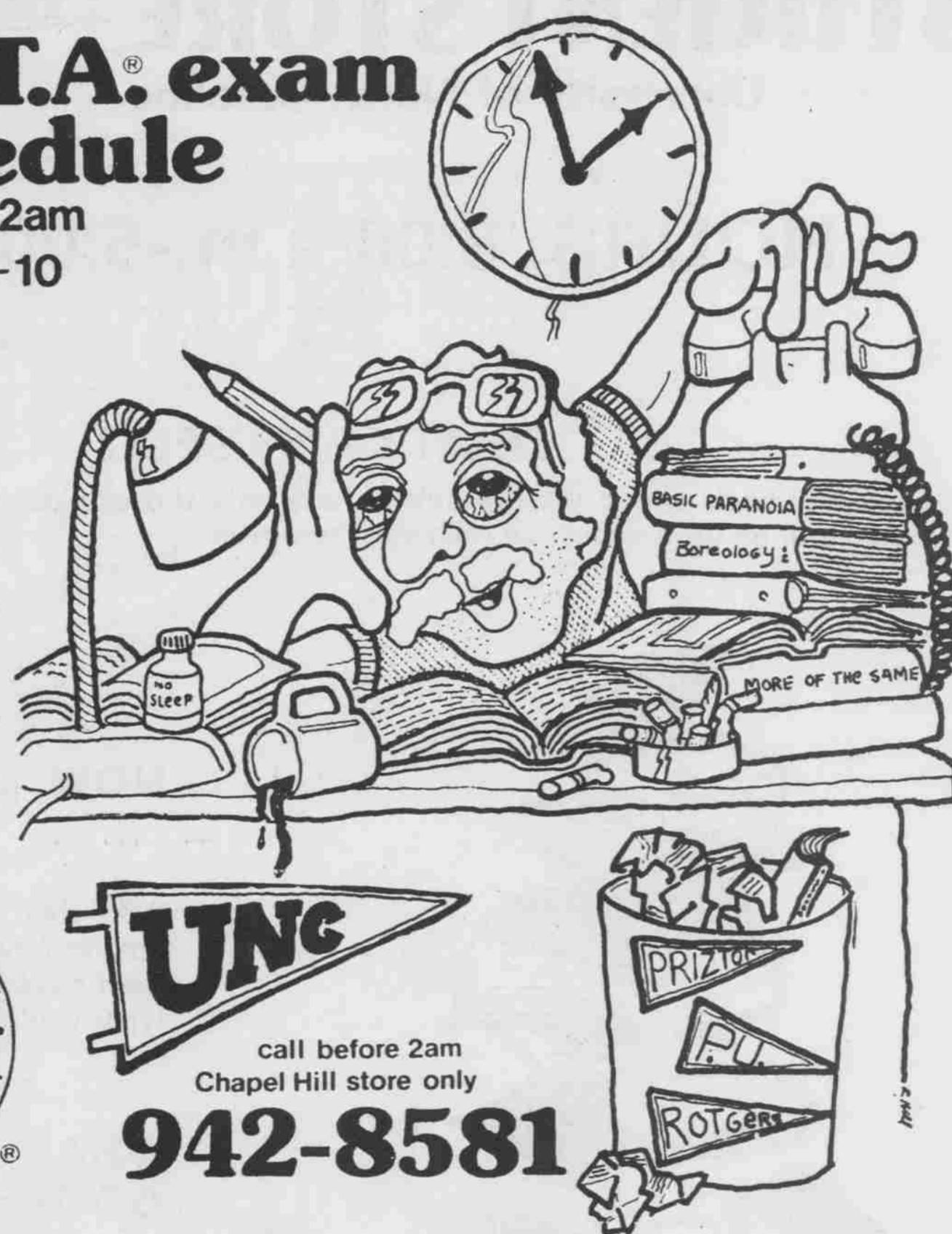
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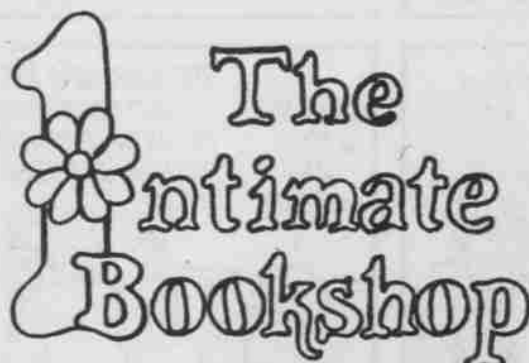
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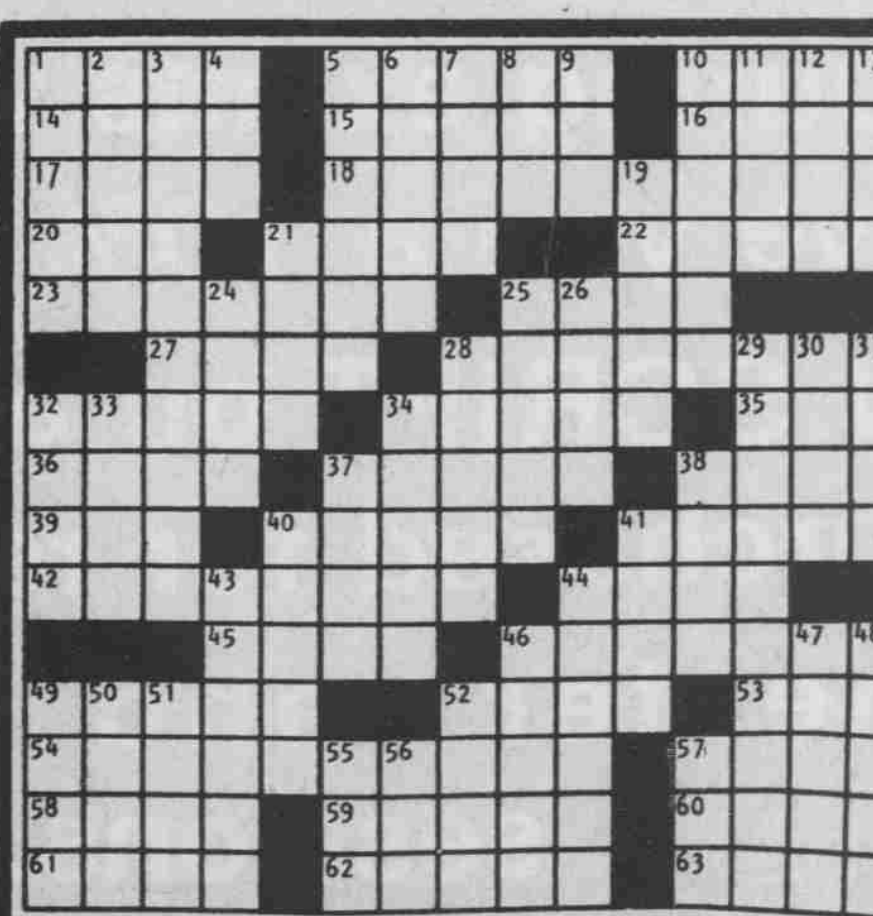
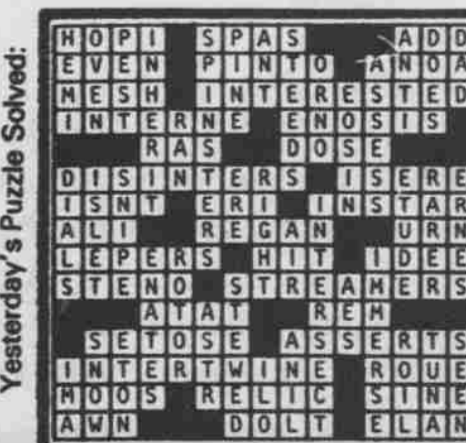
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| 5 Chilly | 22 Downy duck | 38 Burdens |
| 10 Way past one's prime | 23 Robert of films | 39 Courageous fighter |
| 14 Truth twister | 25 Criticizes sharply | 40 Suit fabric |
| 15 Wary | 27 Twirled | 41 Fish pools |
| 16 JFK's mother | 28 - State (Penna.) | 42 Optical dirt-removing object |
| 17 Tense | 32 Devil | 44 Plunges |
| 18 Reputed cure for serpent bite | 34 Fracas | 45 Dial - NYSE |
| | 35 Moving | 46 Keith - of NYSE |
| | | 49 Fish jelly |
| | | 25 Martinique mount |
| | | 26 Affirmative votes |
| | | 28 Light anchor |
| | | 29 Items for building kilns |
| | | 30 Ointment |
| | | 31 Seth's son |
| | | 32 Fill to the brim |
| | | 33 Chinese |



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|-------------------------|------------------------|
| DOWN | 34 Fr. river |
| 1 Slumber | 37 Author Urie |
| 2 One under cover | 38 Beer ingredient |
| 3 Supposed nesting rock | 40 Merchandise on hand |
| 4 Thirsty | 41 Evergreen |
| 5 Dodgers' Walter | 43 - and stones |
| 6 Russ. ruler | 44 Coercion |
| 7 Outfit | 46 Baptismal basin |
| 8 Nettle | 47 Spinachlike plant |
| 9 Coloring agent | 48 Homelike |
| 10 Painter | 49 Competent |
| 11 Excellent | 50 Volcanic refuse |
| 12 Laborer way back | 51 Throe |
| 13 Forest animal | 52 Act the model |
| 19 Touch or sight | 55 Toper |
| 21 Astonish | 56 Seasoned sailor |
| 24 Shadowbox | 57 King of Judah |
| | 52 Tiny opening |
| | 53 Mine stuff |
| | 54 Eng. jurist |
| | 57 Duck genus |
| | 58 Long and lean |
| | 59 Drying ovens |
| | 60 Faction |
| | 61 Breakfast dish |
| | 62 Curl |
| | 63 Pale |