

# Presidential candidates offer views on issues in Wednesday election

Editor's Note: The Daily Tar Heel asked each candidate for student body president to answer the following questions. The candidates were given no maximum line length. Some answers thus may have been edited for length. The Blue Sky Party chose to submit a statement rather than submit answers to the questionnaire.

- 1) What do you see as the most important campus issue, and what would you do about it? What other important issues do you see for next year?
- 2) How do you see the role as president in relation to the University community and all aspects of the Student Government executive branch?
- 3) What is your major criticism of Student Government, particularly the executive branch, and how would you correct these problems?

## Bruce Border

1) The overriding issue in this campaign and in the year ahead is whether or not Student Government can perform its duties effectively and fairly. The crisis of confidence students feel toward Suite C stems from student leaders who overpromise and then fail to deliver. Perhaps the biggest reason for Student Government's credibility gap is the rampant political gamesmanship going on inside and outside of Suite C. Instead of pleading with students that Student Government be accorded credibility, student leaders should work with students in an open and accountable manner.

There are people in and around Suite C who have forgotten that they are students who are supposed to work for the total student welfare; instead, these persons have come to see themselves as "kingmakers" who have the power and ability to do everything and be everything to everybody. I would like to see the day when students will elect those who recognize that Suite C cannot and should not satisfy their every desire. Student Government must utilize its resources and energies in those areas where it can make a difference and serve the basic interests of the student body. Those who proclaim the power of Suite C are not being truthful to themselves and the students; somewhere, someone must step up and realize Student Government's limitations—financial and otherwise—and return Suite C to the duty of performing a few functions well.

Student Government needs openness and accountability once again if it is to regain its credibility as the voice of student interests in the University community. Too often elected leaders hide behind the doors of Suite C and refuse to deal forthrightly with students and the University. Receptiveness to student opinion, critical or complimentary, can be achieved by those in Student Government if they would only try. I intend to encourage advance public notice in the DTH of any Student Government meetings with the location, time and agenda specified. As student body president, I will inform students through monthly newspaper columns as to what Student Government decisions and policies are being formulated and how they could affect students in the future. Sudden announcements about decisions made months earlier should have no part in any administration wishing to be responsible to the student body.

2) The primary role of the student body president within the University community is that of representing the sum total of the various



student interests and concerns. The president cannot afford to cater to particular interests and groups if he is to remain effective as the articulator of the student community. Student leaders tend to forget that they represent just one segment of the larger University community. It is imperative therefore that the student body president perceive the concerns of the students accurately and comprehensively. Furthermore, the student body president must make sure that he does not play politics with the student interests in dealing with either the University or the student body, and to that end, the president of the student body must use his personal skills to communicate effectively and, more importantly, honestly with students, professors and administrators.

As a member of the University's Board of Trustees, the student body president must make sure that this is the one job he performs with expertise and grace. If the president fails in his job to let the trustees know what the student interests are, then there will be little left for his administration to accomplish.

The relationship of the president to the executive branch is particularly crucial in that he must take overall responsibility for decisions coming from Suite C. He must inspire trust and respect from those working with him in Student Government. Above all, the president must keep in mind that he is a student like the rest of his constituents and that in making decisions he must return to the question of whether or not what he decides is in the total student interest.

3) Please refer to the answer to the first question

## Craig Brown

1) With the DTH disclosures made in recent days, the major issue in this campaign is clearly the size, disposition and use of the budgetary surplus. The fact that information concerning the level of the budgetary surplus was not made public to the Campus Governing Council (CGC), the legislative body responsible for the allocation of student fees, and to a student body which voted—and passed—a student fee increase partly because SG was "broke," casts some doubt upon the budgetary practices used by previous administrations.

The information concerning the budgetary surplus was not made public, I suspect, because it has apparently been a student government tradition to keep such information quiet. This tradition is not one that my administration would continue; in addition, I believe that SG must seriously examine the very conservative financial strategy which it has employed in the past.

Unfortunately, while SG funds all of the organizations at once, the organizations clearly do not spend all of their money at once.

It would be far better if SG funded the organizations only partially at the beginning of the fall semester. If this occurred, the budgetary surplus would not have to be as large—and a portion of it could be invested. Then, when money from fees enters the SAFO office, it could be transferred into organizational accounts, rather than into the budgetary surplus. In this manner, the budgetary surplus could be maintained at a relatively stable level, rather than with the wide swings in value which occur now.

While the budgetary surplus of \$184,443 should be slowly reduced over a period of years under this plan, SG needs to maintain a surplus sufficient to meet cash flow, long term and emergency needs.

Academics will be a central concern of SG in the coming year. During the last two years, the course withdrawal period has decreased from 12 to 4 weeks. I believe that four weeks is an insufficient period of time to judge a course, especially when few courses have any sort of test during this time. My administration would work for a six-week withdrawal period.

In addition, SG should try to prevent problems before they occur. Students, especially sophomores and freshmen, need more education about professors and courses. To meet these needs, SG must expand the size and scope of the Carolina Course Review, as well as that of the Student Tutorial Services.

The faculty advising system at Carolina is clearly inadequate. Reform of this system, coupled with expansion and funding of the student Academic Resource Person (ARP) program, would provide greater direction and assistance for students.

My administration will promote the formation of academic societies in every department across the campus. I've seen the positive impact of the new undergraduate business society upon the School of Business during the past semester, and I believe that every student and every department would benefit from these groups.

Among other issues, Brown:

- Favors a policy of no growth in UNC's student enrollment.
- Supports efforts to obtain beer sales on campus.
- Proposes the formation of a Chancellor's Advisory Committee to study the possibility of installing a centralized residence hall telephone system at UNC.
- Plans to continue efforts to begin a recycling program on campus.
- Pledges strong support of the Committee on Human Rights and Relationships and to work with the Black Student Movement in the coming year to improve race relations on campus.

## Jim Phillips

1) I feel that the most pressing issues at this time revolve around the topic of academics here at UNC. During the past year questions have arisen over the drop period, the Honor Code and pass-fail policy. In each of these areas, especially with regard to the drop period, I feel that Student Government has failed to adequately represent the student interest.

We should work toward extending the drop period to six to eight weeks. This change should be only the beginning of a greater student voice in determining academic policies here at UNC. An effective way to increase student input would be to place a voting member on the Educational Policy Committee. This Committee has in the past closed its meetings to all students and DTH reporters, and it appears that it will continue to do so in the future. This should not be the case. For this committee is dealing with the educations of some 20,000 students who deserve some input into the manner in which their tuition is put to use.

2) The student body president has a wide and varied role in his relationship with the University. He must be a leader who is not only willing to listen to students' wants, needs, and ideas but also be an organizer and active campaigner for these interests which would benefit the students.



the student body.

Within the state of North Carolina, the president must insure that the student voice is heard in the legislature and the state government. As a member of the Board of Trustees, the Alumni Board of Directors, the Athletic Council, and the Campus Governing Council, the President should not only represent students, he must advocate the student interest.

As the main representative to the office of student affairs, the chancellor's office, the towns of Chapel Hill and Carrboro, and all of the many student organizations, the president must insure that the student voice is heard.

This representation must be in as direct a nature as possible. Student opinion could be measured through surveys; coupled with increased involvement in student government, this could provide a broader base of support for student government in matters before the state, the town and the University. Student input into town decisions should be through the ballot box—my administration will do everything possible to increase student registration in the towns of Chapel Hill and Carrboro.

Within the executive branch, the president must provide a broad sense of leadership and direction for his staff. His appointments should be made on the basis of merit, rather than politics. The president must actively recruit this staff.

3) Despite several major accomplishments, the Moss administration has had several serious flaws. Bill Moss has been unable to attract many new members to his staff. To be sure, recruitment is not easy. But active recruitment of interested students, through residence hall meetings, door-to-door, and a student government newsletter, would go far in extending the size and impact of student government. The next administration must approach students, not vice-versa, as is presently the case.

The area of academics has been one of acute disappointment for the Moss administration. In an area of crucial importance to most students, there has been little constructive action of any kind. One of the major goals of my administration would be to put a greater emphasis on academics—encouraging the establishment of undergraduate academic societies, in conjunction with an expansion of the Carolina Course Review and Student Tutorial Services, efforts to increase the withdrawal-drop-add period, and a critical examination of plus and minus grades, the four course load, and undergraduate curriculum, just to mention a few.

Finally, the secrecy surrounding the budget surplus issue has damaged the credibility of student government. The next president should make this information available to the Campus Governing Council and the student body. It is our money. There is no reason why we should not know how much money we have. I am committed to making such secrecy a thing of the past.



3) The major problems of Student Government this year have been in communication and representation. Those in the executive branch tend to feel that Student Government justifies itself. Student Government should find out firsthand what students want and need. One way to alleviate this problem is to periodically assess students' opinions through opinion polls.

## Blue Sky Party

The Blue Sky Party, in keeping with a tradition of many years, is again committed to a program of pragmatic innovation. Our proposals are more realistic than those of the other candidates, and are forged with even greater sincerity.

This year we promise to construct an enormous geodesic dome which, when completed, will span the entire campus, from Roy Rogers to the Forest Theater, guaranteeing equal weather rights for all. Our Blue Sky engineers have informed me that such a dome is entirely possible. But far more important, it is also viable.

Blue Sky financial experts are now working around the clock to determine the optimal resource allocation for the dome. They're also trying to figure out a way to pay for it. Since Student Government seems compelled to ape the real government in every detail, we might pay for the dome with deficit spending. Any unwanted inflation will be halted by a solution devised by Blue Sky economists. As of my inauguration, all eight will become fairs.

Alternatively, we might simply finance the dome with part of the current budget surplus.

All decisions regarding climate conditions under the dome will be made after giving due attention to the available input. So far, the input seems to be about 72 degrees. But further input needs to be gathered from other campus residents, particularly minority groups with special needs, such as trees and roaming dogs.

Regarding the parking problem, the Blue Sky Party will issue horses to all persons now holding



parking stickers or bus passes. Any ecological disturbances thus created will be handled by non-party Student Government officials so that they may at last collect what they have for so long dispersed.

The Blue Sky Party is dismayed this year, both by the presence of six joke candidates on the ballot for President, and by the wild and ridiculous promises these candidates are making. We urge you to read the rest of this page critically, and to let your conscience decide your vote.

— ROBERT LYMAN

## Sonya Lewis

1) I feel the most important campus issue at this time is the lack of interest and participation of students in the current Student Government programs. Experience in past leadership roles has shown me that students care about problems that affect them and projects that may help them but, at present, there are very few ways for them to act on these concerns. Student Government should be for all students. How can you work on programs and issues if you first do not have the support of students on this campus? I believe the programs and ideas listed on my platform are innovative and very realistic and at least one idea will affect every student on this campus. It is the kind of Student Government involvement that can regain student interest and participation.

2) I feel that the role of the student body president is, of course, to be the student's representative. The president must reflect the student's opinion to such governing bodies as the UNC Board of Trustees and the Faculty Council, not excluding the many committees existing at this University.

While working on the extension of the drop period, it became evident that part of the Administration and the Faculty Council is not listening closely to what students are trying to say and to the problems that they face. A little understanding from both parties could help to ease this lack of communication. A step in the right direction would be the coordination of workshops or some kind of gathering beyond the Administration's Day presently held in which the staff of the Executive Branch could exchange ideas on problem areas with the Administration member and/or faculty also working in these areas. The student body president must be an innovator. For without concrete and feasible programs, Student Government's executive branch is no more than a figure head organization. Thus I would establish programs that this student body could benefit from and would coordinate the efforts of the Executive Branch in this direction.

In referring to Student Government, let me separate the CGC from the Executive Branch, but one should keep in mind that I have already dealt with some of the Judicial Branch's problems.

3) In the legislative branch, the main problem occurs in the area of the budgetary process. Because most CGC members do not poll their constituents to see how they would like their monies spent, all members besides the Financial



Committee members must rely on a few figures to vote on the final appropriation. First of all, if feasible, I would like to consider some type of requirement that CGC members must obtain feedback from their districts. Besides this change I would also like to have the general CGC members receive the budget in advance and spread the final appropriation night over a larger period of time. It is not fair for an organization at the end of the appropriations process, even if selected by random order, because tempers are short and patience is short at 1 a.m. Let's now look at the executive branch. The staff at present is not large enough to complete the projects undertaken, so proven by the drop period when CGC members were recruited too late in the end of the battle to be effective. A solution to this would be my idea on selection of the Executive and Judicial staff. The question can be asked, "How can we be assured that such diverse people can work together?" First of all, the panel and myself at the end can choose people who can work together on certain projects. Everyone on the entire staff may not always get along, but the people in the specific areas will be able to cooperate. The job description idea will also let the general student body know what Student Government is doing and how the ordinary student might get involved in one of those areas. In essence, this is what Bill Moss might have wanted to do with his "active recruitment" plans but never accomplished because this plan was never put into practice.

## Gordon Cureton

1) Student Government's failure, in the past, to serve effectively and efficiently was to me the major campus issue. Student Government is not only responsible for gauging or finding out the needs and concerns of the students, but it is also responsible for developing and implementing effective programs that benefit the student.

2) The student body president is the spokesman of students. He should be an active voice in defending rights, concerns, and needs of students. It is his responsibility to develop and implement a structure to probe into the needs and concerns of students on-campus and off-campus.

3) Lack of diversity is my major criticism of Student Government. In the past it has failed to actively recruit more women, blacks and other minorities into Student Government. As student body president I plan to actively recruit more women, blacks and minorities to Student Government.



and a very difficult thing to grasp. This is what my book *The Gutenberg Galaxy* is about.

McLuhan on life in North America: "North Americans go outside to be alone. There is no privacy in the American home. We go to ball games to be alone. The supreme privacy in North America is that of the motor car. The businessman does all his thinking and planning in a car. It's the only form of privacy.

"We don't go to movies to socialize. Europeans have ads in movies. Why do we not tolerate it? When you're out with your date, you want to be alone.

"We all laugh at Charlie Chaplin as the lonely little tramp who wanders the streets and constantly is brushed off. Actually, he never set foot in an American home, but Europeans see Charlie Chaplin movies as documentaries of life in North America. No American talks to people on elevators. Europeans do. That's one of their favorite places to pinch bottoms. The French don't measure intellectual activities by, say, the number of intellectual books read, but by conversation in the cafes."

McLuhan on grievance and society: "I just worked with Woody Allen in his movie *Annie Hall*. Woody Allen is very, very serious. I think Steve Allen is the one who said that the funny man is the one with a grievance. There is no joke that is not based on a grievance. Streakers had a gripe. Why the instant,

## Jeff Ellington

1) Most important campus issue: The lack of communication between students and faculty, best evidenced in the controversy over the Honor Code and the drop period. The only way to increase the communication between students and faculty is to have it as the priority on this campus. There are many attractive ways to enhance the current level of communication.

• By having the student body president and CGC be available to public forum, giving any student a chance to impress his views upon his fellow students and upon the faculty and administration.

• By appointing motivated and enthusiastic students to help arrange departmental socials.

• By having a student body president who doesn't just sit behind his desk and go to meetings but maintains constant involvement in the "grass roots" things that are happening on campus. We need a student body president who the students can identify with.

• By having a student body president who is genuinely committed to improving the community not for a few select friends, but for everyone.

Other important issues:

• Just as important an issue is the need for an attitude among teachers that they are not guilty of personal bias if they take a student's motivation, interest, enthusiasm, and diligence into account when they hand out grades.

• The need to rekindle just what purpose education serves. It is supposed to stimulate our minds to think, but too often students have to regurgitate just what professors think is important or else be content with a lower grade. This especially applies to the liberal arts departments.



I'd like to set up student groups to study the current tenure based on research situation, to see if there is any way to do that objectively. But I wonder how objective it is when test scores are the sole criterion for a grade.

• Lack of communication with the Student Government.

• Lack of accountability within Student Government.

2) As motivator and initiator of productive change.

3) Lack of communication is my major criticism of Student Government, particularly the executive branch.

• Have openness as the top priority for everyone associated with Student Government.

# Marshall McLuhan discusses television, privacy, life and McLuhan

Marshall McLuhan, in *The Gutenberg Galaxy* and *Understanding Media*, told us that our human "sensorium" has been unbalanced by excessive dependency on print.

He told us we were beginning to right ourselves as electronic communication stressed the tribal (oral and tactile modes of communication) rather than the more individualist print mode.

Thus it is not without a tinge of self-consciousness that I sit at a typewriter in order to describe my meeting with McLuhan.

## "IN QUOTES"

By CHIP ENSSLIN

Alas! I am merely a "print-formed mind made obsolete by Hume and electricity."

But, after all, McLuhan had to use print to announce the end of the print culture.

The 37 members of the Toronto Exchange had the opportunity to question McLuhan in his office on the University of Toronto campus during an hour-and-a-half long seminar in January.

Certain of the individuals challenged him, disbelieving him, irritated at his smug confidence and his "pat" answers.

Most sat quietly, in awe and admiration. I bought the whole thing.

Here is my account of what he said. You may be delighted, disgusted, enlightened,

bewildered, excited, confused or thrilled. We were.

McLuhan on television: "before we go any further, I'd like to show you this mural, that we keep behind the curtain here. It's the one part of the room that doesn't change. This was done by an artist who instinctively understood that television uses the eye as an ear. There's a book about it by Tony Schwartz."

"This painting refers to television as the Pied Piper. We lost that generation, the first generation raised on TV. That's a 2,500-year gap, from the beginnings of literacy to its end. When we first developed TV, we never dreamed that someday we would have to pay the Pied Piper."

McLuhan on the dangers of television: "with television, you are the screen. The TV image pours into your eyes. You don't have to focus. There is no flicker in TV; there are no frames. The flat image comes at you, and your motor muscles are immobilized. The TV child loses his powers of convergence. This is dyslexia, and it happens mainly in boys. This causes a huge difference in schools. Ninety percent of all learning disabilities are male. Why? Because male muscles, generally, are more crude. Boys play football or hockey or contact sports. The activities of girls, sewing, for example, require more precise adjustment."

McLuhan on the significance of television: "The instant replay is the greatest technological achievement in human history. It is the artistic imitation, the

aesthetic imitation. This goes back to Aristotle and his definition of drama. It is a mimesis, a profound metaphysical experience. The replay is the meaning, since the initial cognition is simply the cognition and not the meaning."

McLuhan on life: "On the phone, on the air, you have no body. You are just an image. You have no physical body. Electronic man is discarnate. He has no body, and no identity.

"When people lose their identity they crave nostalgia. That's all *Star Wars* is, after all. A nostalgia to the past. Nostalgia.

"We do have a supernatural identity left, but no natural identity is left when natural laws are taken away from us.

"That's what happens when we lose our bodies. There is no identity left when you live at the speed of light.

"That is how television outdates Freud. Freud is passe. Everyone then had an identity, even if it was a sick one. Now man has no identity."

McLuhan on the relationship of television to movies: "The nature of the television experience is fantasy. Movies, on the other hand, are dream visions, dreams that money can buy. A fantasy takes place while you are wide awake. A dream takes place in your unconsciousness.

"You can never mistake TV for reality. That's why the judge did the right thing in this Kojak case and threw it out.

"Even news on television is a fantasy. Now, news in print is another thing entirely,



The Cocktail Party

Ensslin, right, still thinking linear, is consciously or unconsciously seduced by McLuhan's oral (agrarian populist) form of communication. Photo by Bruce Levin.

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