

Sunny days and fair nights should last through the weekend. Today's high will reach the mid 50s with tonight's low in the upper 20s.

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Writer's test

All those who took home copies of the *Daily Tar Heel's* writing test must have them finished and turned in by 5 p.m. today.

Americans outraged by stories

Hostages tell of abuse during long captivity

WASHINGTON (AP) — Tales by the former American hostages of brutal treatment at the hands of their Iranian captors angered President Ronald Reagan and Jimmy Carter Thursday, and prompted plans for Senate hearings to lay the story before the American public.

In a handwritten report on his emotional visit with the freed hostages Wednesday in Wiesbaden, West Germany, Carter urged Reagan to abide by the U.S. agreement with Iran, "but never do any favors for the hoodlums who persecuted innocent American heroes."

Former Vice President Walter F. Mondale delivered Carter's report to Reagan at the White House Thursday morning. Reagan was said to be outraged and deeply upset after reading it and hearing Mondale's account of mistreatment of the American captives.

The reports of Iranian brutality brought a quick, indignant response from members of Congress. Public hearings by the Senate Foreign Relations Committee were announced, and resolutions were introduced in the House and Senate to support any decision Reagan might make to refuse to carry out the entire agreement with Iran.

The House resolution was sponsored by Rep. Paul Findley, R-Ill., and the Senate measure by Sen. Dennis DeConcini, D-Ariz., who urged Reagan to declare that the United States is not legally bound by the agreement because it was negotiated under duress of blackmail.

"Rewarding terrorists and blackmailers is a dangerous precedent," DeConcini said.

In his report to his successor, Carter said the hostages had been "abused more than I had previously known." He said the Iranians had "acted like savages" to the end, and he termed the hostage ordeal an "official criminal act of terrorism."

The State Department said the Reagan administration was "very irate, very angry" over mistreatment of the hostages, and planned a formal reaction soon.

Department spokesman William Dyes said revelations of the Iranians' behavior "certainly will not make it any easier" to carry out the Carter administration's agreement with Iran for release of the hostages.

Reagan sent the returning Americans a message expressing respect for their professionalism and patriotism, and a "deep personal commitment to your future" and restoration of their family and professional lives.

"As difficult as this experience has been for each of you, it contains lessons for us all," Reagan wrote. "... this episode in our history will be ever with us as, together, we look to the future."

Mondale, during a 10-minute visit with Reagan at the White House, said he recounted the Americans' stories of "barbaric treatment" during their 444 days in captivity. Mondale accompanied Carter to Wiesbaden.

Reagan, he said, "was outraged, as all Americans are and will be when they hear the full details."

Later, in a conversation with Vice President George Bush overheard by reporters, the president agreed when Bush said he had told questioners that Reagan was deeply upset by news of the hostages' treatment.

Then, meeting again with reporters, Bush confessed to "a certain sense of outrage" himself. "The report Mr. Mondale gave the president is powerful in its impact," he said.

In reviewing the U.S. settlement with Iran, Bush said every dimension should be considered. "We've seen a new dimension to this problem, and it is an ugly dimension."

After the hostage visit and on the flight back from West Germany early Thursday, Carter accused the Iranians of "savagery against absolutely innocent hostages" and "acts of animals almost."

But the former president urged the Reagan administration to carry out the terms of the agreement he negotiated for the hostages' release, saying the nation's word of honor was at stake.



Late-night goodbye

It is a scene repeated all over campus — the late-night goodbye when couples linger together, not wanting the night to end. This couple found a quiet spot near Greenlaw to finish that all-important last conversation of the day.

Wood impressive in Heels' big win

By DAVID POOLE
Sports Editor

WINSTON-SALEM — Carolina senior swingman Al Wood knew that he'd had a good game in Wednesday night's 74-60 upset of third-ranked Wake Forest.

Wood, who was nothing short of sensational, scored 25 points and grabbed 17 rebounds and otherwise kept his Tar Heel teammates in control of the game.

After the game Wood said, "If I could play that well all the time, I'd be doing it."

Doing it indeed. Wood was 8-of-11 from the floor, 9-of-9 from the free throw line and was a force on both the offensive and defensive boards.

But Wood wasn't the only Tar Heel who did it to the Deacons as Carolina avenged an 82-71 loss to Wake in the finals of the Big Four Tournament.

There was James Worthy who scored 19 points and had eight rebounds, Sam Perkins who scored 13 points and Jimmy Black who scored 10 points, had four assists and played another fine floor game.

"We were very happy to win," Coach Deah Smith said. "Wake Forest didn't shoot very well. Our zone defense was effective because they didn't hit their shots."

Carolina enjoyed a 28-19 halftime lead and continued to hold the lead throughout the early part of the second half. Wake Forest got within three on a three-point play by Guy Morgan but could get no closer. The Tar Heels pushed the lead back out to 10 on a Matt Doherty jump bank shot with nine minutes left.

The difference down the stretch was Carolina's 16-of-20 performance from the line in the game's final 3:55.

Wake Forest coach Carl Tacy wasn't pleased with his team's offensive performance. "I think their zone helped to slow things down," Tacy said. "We didn't get much out of the fast break."

"We were too tentative. We held the ball outside



Carolina knocked off Wake Forest last night ... senior Al Wood scored 25 points

too much and didn't penetrate enough.

"Their zone gave us problems and our offense was the worst it has been all year."

"Al Wood was sensational," Smith said. "I almost wish he hadn't scored as much so people would know I was talking about his all-around effort. His rebounding, leadership and defense was great."

Wake Forest shot poorly until very late in the game. Star point guard Frank Johnson, who was a big reason the Deacons defeated the Heels in December, hit only 3-of-14 from the floor before

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Researcher critical of sex in advertising

By ELAINE MCCLATCHY
Staff Writer

Jean Kilbourne, a researcher on the effects of mass media on American attitudes, spoke against the use of violence against women and the use of little girls as sex objects in advertisements during her slide presentation Wednesday night at Memorial Hall.

"Sex is used to sell every imaginable product," Kilbourne said, pointing out the caption on one advertisement which read, "Whatever you're giving him tonight, he'll enjoy it more with rice."

Kilbourne condemned the advertising trend that used young girls in its campaigns. One advertisement showed a five-year-old girl holding several bottles of perfume in her arms. Kilbourne also showed several slides of very young girls in alluring positions with what she said was suggestive print about the advertisement.

Kilbourne said one out of every four women has been sexually molested, and the advertising industry should not be allowed to exploit this problem.

This type of advertising is relatively new, Kilbourne said, and it is up to the American public to let the advertisers know they will not stand for this kind of advertising. Advertisers are trying to

see how much they can get away with, she added.

The images of women being beaten and attacked is another distressing advertising trend, Kilbourne said. She showed one slide with a woman lying on what looked like a bathroom floor with her dress rumpled. The picture implied that the woman had been murdered or raped, Kilbourne said. The advertisement was for shoes.

Other examples Kilbourne cited were record album covers and advertisements showing women with their hands tied or in chains. These advertisements celebrate violence as erotic and further the myth that women deserve and love to be beaten, Kilbourne said.

The snickering, locker room approach to sex in advertising has a powerful message, Kilbourne said. These advertisements make the woman's body seem like merchandise, she added, and by linking the woman with the product, she becomes an object. "Sexism dehumanizes us all," Kilbourne said.

Kilbourne also mentioned the use of subliminal images in advertising. No one is really sure why they work, she said, but subconscious messages are often more powerful than conscious ones. The subliminal sexual imagery is meant to arouse anxiety, she added.

The consumer sees the sexual message in the advertisement and then represses the thought immediately. This repressed thought sets up the anxiety which makes the product remain on the mind.

Kilbourne's most graphic example of subtle sexual imagery was a cigarette commercial in which a man was hugging a woman and the caption read, "don't get your cigarettes crushed with a soft pack, get a hard pack." A close-up of the woman's back revealed what looked like a man's penis airbrushed onto the picture.

Kilbourne also spoke on the emphasis placed on ideal beauty in women's advertising.

"We spend more than a million dollars every hour on cosmetics," she said.

The type of beauty achieved in advertising is the result of lighting, camera angles, airbrushing and cosmetics, Kilbourne said. It was meant to produce anxiety so that women would go out and buy products they didn't need, she said.

Kilbourne also attacked the attempt by advertisers to sell what she called dangerous or worthless products such as feminine hygiene sprays and douches

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Bianchi announces for RHA job

By MELODEE ALVES
Staff Writer

Robert Bianchi, a junior math major from Vineland, N.J., announced Thursday his candidacy for Residence Hall Association president.

Bianchi said his main goal as RHA president would be to show the individual residents what RHA did for them. "There is a misconception among many that RHA is just the governors and dorm officers," he said.

To get students involved in RHA, Bianchi proposed an official joint committee with Student Government to develop a closer working relationship with the residents.

Bianchi also proposed a special projects committee within RHA to serve as a reference service to the RHA governors and committees.

"We need people to find information on issues we'll tackle next year. We started a lot of committees, but we haven't pushed our way through," he said. "It will streamline the whole process if the governors can discuss the issues with the facts already before them."

If elected RHA president, Bianchi said he would continue to look into such



Robert Bianchi

issues as dorm visitation, parking, racial balance in the dorms, Southern Bell rate increases and the noise ordinance.

Bianchi said he would like to see RHA co-sponsor social events with dorms and other campus organizations instead of sponsoring events alone.

"This would generate more student interest and RHA would get to work with a broader base of people with 7,000 students living on campus," he said.

Bianchi is currently a member of the RHA governing board and president of Mangum dorm. In the past, he was a member of the constitutional committee for Old Campus and treasurer of Mangum dorm.

Board approves Buckner financial report

By WILLIAM PESCHEL
Staff Writer

The Elections Board decided Thursday night that sheets and buttons obtained by student body presidential candidate Joe Buckner were of no value and should be recorded as such on his financial report.

It ruled that because the buttons and sheets had no market value to the donor, they could be reused by Buckner without affecting his campaign spending.

The board also established a policy requesting all presidential candidates to submit preliminary campaign reports, and that all future complaints to the board be written.

Board member Deana Williamson said the funeral

home she called said the sheets which will be used as banners were worthless to them because stains could not be washed out.

She also called four companies that make buttons and received the same response. "They cost 1/2 cent to them so it is not worth it to them to recycle," she said. "They are of no value, period."

The buttons were Jim Hunt campaign buttons from Democratic headquarters in Raleigh.

"We really didn't worry that much about it," said Summey Orr, Buckner's campaign manager. "Our finances had been planned so carefully, even if they had assigned a value to them, we wouldn't have gone over." Each presidential candidate has a \$400 spending limit.

Buckner was not at the meeting and could not be reached for comment.

Board member Thomas Sharpe said the request for financial reports from the other presidential candidates was made "so we could get some idea of what it is going to cost everyone."

The board also voted to consolidate the offices onto four ballots, instead of having one ballot for each office. Sharpe said the board would save at least \$305 over last year, or 74 percent of its printing budget.

"This also lessens the chance for a counting error, since we won't have 22 or 24 ballots on the table," he said.

Reagan cuts supply, travel budgets

WASHINGTON (AP) — President Ronald Reagan ordered government bureaucrats Thursday to cut back on equipment purchases and travel and instructed his Cabinet chiefs to save taxpayers' money by not redecorating their offices.

The order does not apply to Nancy Reagan's plans to refurbish the family living quarters in the White House. As from the start of his 2-day-old administration, Reagan's actions competed for attention with developments surrounding the freed American hostages.

He received a four-page handwritten report from former President Carter on his emotional visit Wednesday with the 52 Americans. Reagan sent a message welcoming them to freedom.

During the day, Reagan personally announced his penny-pinching instructions to Cabinet members and made a brief surprise visit to the White House press room to announce that Bush would head a task force reviewing the cost and effectiveness of government regulations.

It also was disclosed that Caspar Weinberger was sworn in Wednesday as secretary of defense and that Alexander Haig was sworn in Thursday as secretary of state.

Reagan said his ban on office redecorating and other actions were a second step in his campaign to "bring the runaway budget under control." As his first act he ordered a freeze Tuesday on government hiring.

"No single action as far as I know will get our economy back on the road to full recovery, but we must begin," Reagan said in announcing his latest move.

"I view the implementation of these orders as critical. The American people are determined to have action on the economic problems that we face.... They'll find out we're listening to them."

White House press secretary James Brady said he did not know how much money would be saved by Reagan's action.

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Ronald Reagan