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The Daily Tar Heel

88th year of editorial freedom

For president, Norberg

A student body president must be an administrator and a lobbyist for student interests, a person who is able to motivate students and is open to their ideas.

To meet these demanding responsibilities, he must be fully informed on issues ranging from the scope of campus racism to the intricacies of curriculum reform proposals.

And to do the job right, a presidential candidate must have a thorough understanding of the multitude of problems facing Student Government long before he takes office. Of the four candidates running this year, Scott Norberg possesses the deepest Student Government experience and most comprehensive grasp of the issues he would have to tackle in the next year.

Candidate Mark Bozyski has exhibited an interest in bringing new ideas to Student Government, and while that is commendable, even he admits he has no experience in Student Government and little knowledge of many of the pressing issues with which it is faced.

Candidate Tim Smith's grasp of the issues is much more secure than Bozyski's, and the strong stands he has taken on issues, such as improving University integration, are admirable. His weakness, though, is that he has had only minimal experience in Student Government as an Action Line operator.

Joe Buckner is no doubt Norberg's strongest opponent. His credentials as director of student services, the largest cabinet post in Student Government, as well as creator of Rape and Assault Prevention Escort, Fraternity and Sorority Transport and Student Tutorial Aid Referral make clear that he has had experience organizing people and is familiar with providing services to students. He says if elected he would work to provide even more services in an attempt to interest students in Student Government by linking its name with those services.

While one of the roles of Student Government is as a service provider, that is not its most important function. Many other campus organizations can and do fill students' needs with programs and services, but only Student Government possesses the clout necessary to influence University administrators and mold University policy. That is its most important role, and it also is the role in which Norberg has shown a superior ability.

Norberg was an assistant to the student body president for minority affairs during J.B. Kelly's administration and an executive assistant and chancellor's committee coordinator this year. Those titles don't reveal much to most students, but they represent a wide range of activities in Student Government — activities such as working with administrators to improve the minority presence here and studying ways to improve the handling of student organizations' budgets. These problems involve working with administrators and formulating policy, and though this type of work goes unnoticed by the majority of students, it nevertheless has contributed to a better University and a higher caliber of student life.

From experience Norberg has a thorough understanding of problems the University faces, and from experience he knows how to go about solving them.

For editor, Jessiman

This year's *Daily Tar Heel* editor's race offers a difficult choice for students at Carolina. Both Jim Hummel and Thomas Jessiman have extensive experience at the *DTH*: Hummel as state and national editor, editorial assistant and staff writer; Jessiman as associate editor and staff writer. During their campaigns both have emphasized their strengths and detailed their plans to improve *The Daily Tar Heel*.

Hummel has worked for the *Tar Heel* since his freshman year. As a state and national writer he proved himself an able reporter. For six weeks he had some experience writing editorials as an editorial assistant. Most important, as state and national editor he supervised a staff of 12 writers, assigned stories and helped to coordinate the *DTH*'s coverage of elections this fall.

He has dedicated himself to improving the *Tar Heel* in order that it serve better the wants and needs of the students and the University. Should Hummel be elected, there is no question he would tackle the job enthusiastically and adequately.

However, Jessiman's candidacy offers students a unique opportunity. As a University reporter his freshman and part of his sophomore years, Jessiman became familiar with the groups, issues and concerns of this campus.

As associate editor, he wrote numerous editorials and columns that not only demonstrated his ability to handle facts and news, but also showed the flair for innovation and fresh ideas that he similarly offers as a candidate. He helped formulate editorial policies and supervised a small editorial page staff. He has worked as an intern at *Newsweek* magazine, where he wrote and researched articles, adding yet another dimension to his experience.

Beside this important background experience, Jessiman understands how important constructive change is to the newspaper. Thus, he plans to alter the editorial structure of the *Tar Heel* by adding an upper-level editor who, under the editor's guidance, would direct and supervise news coverage. By having a full-time person looking for better ways to cover news on and off campus, the *DTH* would surely be able to cover the stories that sometimes pass by unnoticed or are sometimes given short shrift.

Everyone considers four-page papers a problem, but Jessiman has committed himself to implementing a faculty fund drive that might at least reduce the number of four-page papers during his tenure. As associate editor of the *Cellar Door* he mounted such a drive successfully. In addition, he has pledged to work closely with the *DTH* advertising and business staffs to look for other ways to generate revenue. He has pledged to continue efforts to make *Weekender* a real weekend guide, a pragmatic and necessary approach.

Jessiman possesses the leadership capabilities, the technical expertise and the energy and innovation that would enable him to work closely and effectively with the *DTH* staff. Jessiman sees the *Tar Heel* as a means of constructive change on campus as well as a medium for covering the news.

At first glance this is a choice too close to call. Neither candidate is found wanting of the tools necessary to run the *DTH* effectively and conscientiously. However, Jessiman offers a rare combination of talent, experience and ideas that will allow the *DTH* to grow responsibly as a perceptive and professional campus newspaper.

Student Campaign Awards reveal real issues

By DAVID POOLE

Well, tomorrow is the big day when the students of this hallowed institution pour (or should that be trickle?) to the polls to select from a field of worthy and dedicated candidates who, out of the goodness of their hearts, want to give of their time and energy to be the student leaders for next year.

Gee, I can hardly contain my excitement. I'm a little tired of all the campaigning myself, but I bet I'm not as bushed as all the folks who've been to more forums than a Roman streetwalker.

As the candidates reach the eve of the day on which many will learn if they have won an extra line for their law school applications, I feel that it is time to award some secondary campaign honors.

Elsewhere on this page you will find advice on how to vote tomorrow. Here, you will find out the important stuff. I now proudly present the First and Quite Probably the Last *Life in The Turn Lane* Student Campaign Awards.

BEST CAMPAIGN POSTER: This is the toughest of all the categories. There is some really good poster work out there this year as most of the candidates have kept it simple, yet profound.

Special merit honors go to *Daily Tar Heel* editor candidates Jim Hummel and Thomas Jessiman for their relaxed, informal poster poses. But the award has to go to student body president candidate Joe Buckner for his "smirk" poster. That's the one with Joe's face in the classic Clint Eastwood pose — provocatively raised eyebrow and all.

BEST CAMPAIGN BROCHURE PICTURE: No contest. The winner by a mile is Jessiman, the *DTH* edi-

tor candidate whose brochure cover features a picture of him that looks like it could have come from the pages of *Gentleman's Quarterly*.

I tried to get Thomas to tell me if he got the picture retouched to make that cheek look so smooth. He wouldn't tell me if he did nor if he used a little Cover Girl during the photo session.



WORST CAMPAIGN BROCHURE PICTURE: Again, no contest. The award goes to Jessiman's opponent, Jim Hummel. Jim's brochure features a picture of him looking at a piece of wire copy. Behind him are trees, the sky and a natural scene. I call the photo, "Editing in the Arboretum." Hummel just winces.

MOST INNOVATIVE BROCHURE IDEA: The winner here is student body president candidate Scott Norberg, whose brochure has little guide words to help the reader along. You can tell right off where the issue stuff ends and where the promises begin. Good idea for those of us who just want to skim.

BEST BROCHURE: The substance of all the brochures is minuscule at best. Therefore, the winner of this award is Jim Hummel because his is the only brochure shaped like a normal pamphlet. You can at least fold his and stick it in your pocket.

MOST NERVE: Robert Bianchi and Linda Howey, candidates for Residence Hall Association president. Both say they're running on the issues. There are none.

BEST CAMPAIGN ORGANIZATION: Buckner wins this. His folks will argue with a tree stump if they think it can be pulled into a voting booth. These folks are fanatics, but they work hard.

WORST CAMPAIGN ORGANIZATION: Joe Buckner. See above.

MOST ABUSED INCUMBENT: It seems fitting that once UNC got an official named Charlie Brown that four people would run for his job and that all of them would talk about how dimly Charlie has failed as Carolina Athletic Association president.

Harold Cooley, Chuck Gardiner, Jake Kelly and Steve Theriot have all been on Charlie's case pretty hard. Homecoming was a flop, they've said. Ticket distribution is horrible, they've said. The CAA isn't reachable, they've said.

Good grief.

MOST UNFORTUNATE USE OF GEOGRAPHIC LANDMARK: Mark Bozyski, candidate for student body president, stands beside the Old Well in his poster. It is clear that he would need a small step-ladder to reach the fountain. He should have used a smaller landmark, like the Davie Bush.

BEST PERFORMANCE, MOST INTELLIGENT, MOST PROFOUND AND BEST GRASP OF THE ISSUES: The winner of all these awards is Sun, the dog who appears on the posters with student body president Tim Smith. Sun has made the most sense of any of the candidates all along.

BEST WRITE-IN CANDIDATE: Me. I'm running for all offices. 'Preciate your support.

David Poole, a senior journalism major from Gastonia, is sports editor and a columnist for *The Daily Tar Heel* and has no special interest in becoming a power-monger.

letters to the editor

Students voice support for candidates

For Norberg

To the editor:

As the race for the Student Body President has heated up in anticipation of the Tuesday election, I have been interested by the kinds of personal qualities and previous experience cited by each candidate as appropriate for the position. I have my own ideas about the skills necessary for the office, and I believe that only one candidate, Scott Norberg, possesses them.

What qualifies me to make this judgment? Over the past year, I have served in a cabinet level position in Student Government, and have had an opportunity to participate in the goings-on in Suite C and to benefit from Scott Norberg's role as an executive assistant. He kept up with my staff's projects, directed us when there was work to do, and praised us for jobs well done. At executive meetings, he was able to isolate the decisions to be made and to formulate reasoned positions on such complex issues as the Thornton Report.

Scott's work in the areas of minority affairs, the advising system, or the health fee increase has not been as visible as the administration of other campuswide service projects, but such work is certainly as important and clearly more applicable to the job of student body president. Knowing which UNC administrator has the authority and inclination to address a given problem, Norberg will be able to begin working effectively on a solution right away. Having kept tabs on everything from Chancellor's Committee to Town Council meetings, he will be able to direct his staff to the places where decisions are made. This is the kind of experience that counts.

Over the past few administrations, Student Government has developed into an effective organization that looks out for the student interest with both dedication and sophistication. Scott Norberg embodies that tradition, and should be supported in his bid to continue it as student body president.

Frances Seymour
417 Winston

Hummel

To the editor:

As a former staff writer, news editor and city editor at *The Daily Tar Heel*, I have worked with both Thomas Jessiman and Jim Hummel for three years since both of them came to *The Daily Tar Heel* staff as freshmen. Although either would be a good editor, I think Jim would be a better one.

Jim understands the day-to-day business of getting out the news pages of the *DTH*. As state and national editor he worked with staff writers on an individual basis

— editing their copy, making story assignments. The "heart and soul" of the newspaper lies within the people who work for very little recognition — people such as staff writers, copyeditors, assistant managing editors. These people are the ones who carry on the *DTH* tradition of putting out one of the best college newspapers in the country and Jim knows that.

It is very important to have an editor who knows the news side of journalism. Rarely will any paper that wants to be professional write an editorial on something that has not appeared in the news pages. A story on Chapel Thrill budget problems appears in the paper before an editorial does.

While on the staff, I have watched Jim and Thomas grow from young, inexperienced reporters to fine journalists. Either of them would do a good job; Jim would do a better one. I think it is important that the students who read the *DTH* know that not everyone on the staff agrees with the endorsement of Thomas. It was by no means a unanimous decision. When students are voting, I hope they will take the endorsement for what they think it is worth and then look at the candidates' platforms and experience and use those for making their final decision.

Martha Waggoner
Chapel Hill

Jessiman

Caleb King
220 McCauley Street

Fee referendum

To the editor:

Each winter at Carolina election time, confusion predominates more than any other general sentiment, perhaps because we students are struggling to decide how to judge candidates and are groping to find justifications for our choices. I don't claim to have found those criteria, but feel as if I have stumbled across a concept which makes a decision in the *Tar Heel* editor race far simpler — the criterion: journalistic excellence.

At the campus forums, both candidates stated their platforms and answered questions. I was surprised to see how unflinching Thomas Jessiman was in his positions, how open he was about his views and goals. At such a time it would be so easy to make a promise or two, to guarantee a small favor in return for support. Reagan did it, Carter did it; politicians seem to live by promising favors. Perhaps an example of what excellence is, however, is believing so strongly in the view of what a newspaper should be, that even personal ambition takes second place to a concern for the job.

A newspaper communicates with words and must not muddle and abuse words if it is to be successful. The back page of the *Tar Heel* has been commendable because it has stated views with

clarity and precision. As students we have a commitment to support the candidate we feel will most effectively wield the written word to address the campus.

Excellence may show itself in a variety of other ways. As many of us spent long hours lobbying in front of the CGC when they were making finance decisions, we noticed Tom was there covering the budget hearings for the *Tar Heel*. When DHEW proceedings raised tensions on campus, he was there again. Not that this is surprising for a staff writer for the University desk — but there is a difference between mediocre and committed reporting. This reporting is in itself a witness to accessibility, as is perhaps bearing several dozen cream pies (were they Boston cream pies?) in the Union's pie throwing contest Friday night.

Finally, one might ask the candidates to have a vision of an excellent paper and to strive for it. Tom's pledge to expand the paper reflects a striving for something one step beyond what we have, and a dissatisfaction with any status quo, which goes deeper than a whim to move classifieds from one page to another. His integrity in sticking to the paper's interests, his excellence in writing, his commitment to the campus and his vision of a superior paper distinguish Thomas Jessiman's candidacy and testify to his ability to lead the *Tar Heel*.

Gardiner supported

To the editor:

One particularly important, but oft overlooked elective post is CAA president. An office of cycles it would seem. Once the voice directing the fortunes of *Tar Heel* athletic teams, it has — for several decades — been a mere figurehead.

Recently, CAA presidents with a concern for the student view in athletics have re-emphasized the office's role for input into matters of athletics. The perspective of participant/student has been put forth in areas such as varsity facilities (free play on field; use of track and cross country trails by runners, etc.) and higher prioritization of minor and club sports. Intramurals upgrading has also been voiced. Better treatment of spectators/students has been addressed in ticket distribution, use of facilities for non-athletic events, etc. A positive feeling toward athletics which is carried away by graduates has been one of the upshots of the new activism. These presidents have done this by strengthening traditions and expressing student views where athletics impinge on the lives of the student. They've had impact in many areas, but there are many as yet unaddressed ones. With no staff and few funds, they've done it by tenacity, willingness to speak out and negotiating skills.

I wish to recommend Chuck Gardiner for the post. His and other candidates' proposals are basically the same, just different language. What Chuck will bring of vital importance to the student interest is solid experience, two years of dealing with department heads, athletic administrators and financial officers. He's helped overcome student apathy to pass the IM/Rec fee referendum. He represented the interests of the 1,500 students of the clubs faithfully and well in setting up a student-controlled Sports Club Council. He did yeoman's work setting up financial and administrative structures for it. He's a coach, athlete and excellent student. He's donated huge chunks of time — even returning over the summer to work — for student interests. Thus my support. While all candidates have excellent ideas, willingness to work and genuine desire to represent the student interests, Chuck will bring two huge pluses: First, two years experience with the bureaucracy — athletic and administrative — so he can get right to work, and second, a student view which can appreciate the problems of administrator and students alike and work toward compromise solutions of benefit to both sides.

Gerald L. Featherstone
Advisor, UNC Sports Club Council
Kelly

To the editor:

The first woman to run for Carolina Athletic Association president is Jake Kelly. This is history for UNC. Can anyone believe it has taken until 1981 for a woman to run for this office? What's even more funny is that you hear people say — "What's that girl doing?" or "That's a joke — a woman for CAA president!" Well, it's no joke! Jake is serious about it. She knows about athletics from being an athlete and from having three older brothers who are athletes (two of whom played sports here and one who was CAA president when he went here). This has given Jake a unique perspective; she sees the needs of both women and men athletes perhaps more realistically than most people. As Jake said many times, she sees promotion and support of women's athletics and of minor men's sports of key importance.

She has investigated how athletics work here as she has talked to UNC Athletic Director John Swafford, Women's Athletic Director Francis Hogan, Intramural Director Betty Shields and many other people associated with Carolina athletics. This girl would be a fantastic CAA president. Jake Kelly has great ideas, enthusiasm, perception of athletes' needs and leadership. I hope Jake's running has set a precedent for women of UNC. It's 1981 and we have a qualified, experienced, woman athlete — let's put Jake into office.

Cynthia Currin
Speaker
Campus Governing CouncilMartha Wilkinson
Myra Walker
313 East Franklin Street

For the record

In Friday's *Daily Tar Heel*, three of Student Government presidential candidate Joe Buckner's answers to questions posed to him in "The Issues — Presidential candidates outline ideas" were transposed. The *DTH* regrets the error. Buckner's answers, matched to the correct questions, follow.

What is the biggest problem facing Student Government?

Student Government must come down out of its ivory tower. Too often it looks inward to find ideas and solutions. Carolina has a wealth of talent waiting to be used to deal with the problems of racism, high book prices, rising student health fees and housing shortages. Only when the student body president decides to use all the people available to him will he find real answers, and only then will students really want to participate in student government.

How do you plan to solve that problem?

I already have made steps in alleviating student apathy. More than 300 persons participate in the escort service, a deterrent to violent attacks of women. The

tutorial services at James and SLOW involve 250 persons committed to making the transition from high school to college less bumpy. About 2,500 Greeks participate in the Fraternity and Sorority Transportation Service providing older and handicapped persons a way out of the house. These services send the University and town the message that we care about living here. The results of these programs are obvious, and others like them must be developed.

What specific changes do you plan for Student Government?

As director of student services for Student Government, I saw many communication problems between staff. The 12 cabinet heads were rarely used as sounding boards — I will draw more input from all student government staffers. I will use five executive assistants — one to coordinate cabinet heads and organize the office staff, one as liaison to Steele Building, one as liaison to South Building, one as special assistant to the president and one for special projects. All Student Government personnel will be more visible on campus, more accessible to students.