

The Daily Tar Heel

Rays 'n' Rain

Partly cloudy today. Low about 30, high in the 50s. Occasional rain tonight.

Rude

The Rude Boys will answer questions on WXYC's Telephone Talk show starting at 11 tonight. Try to stump them — call 962-8989.

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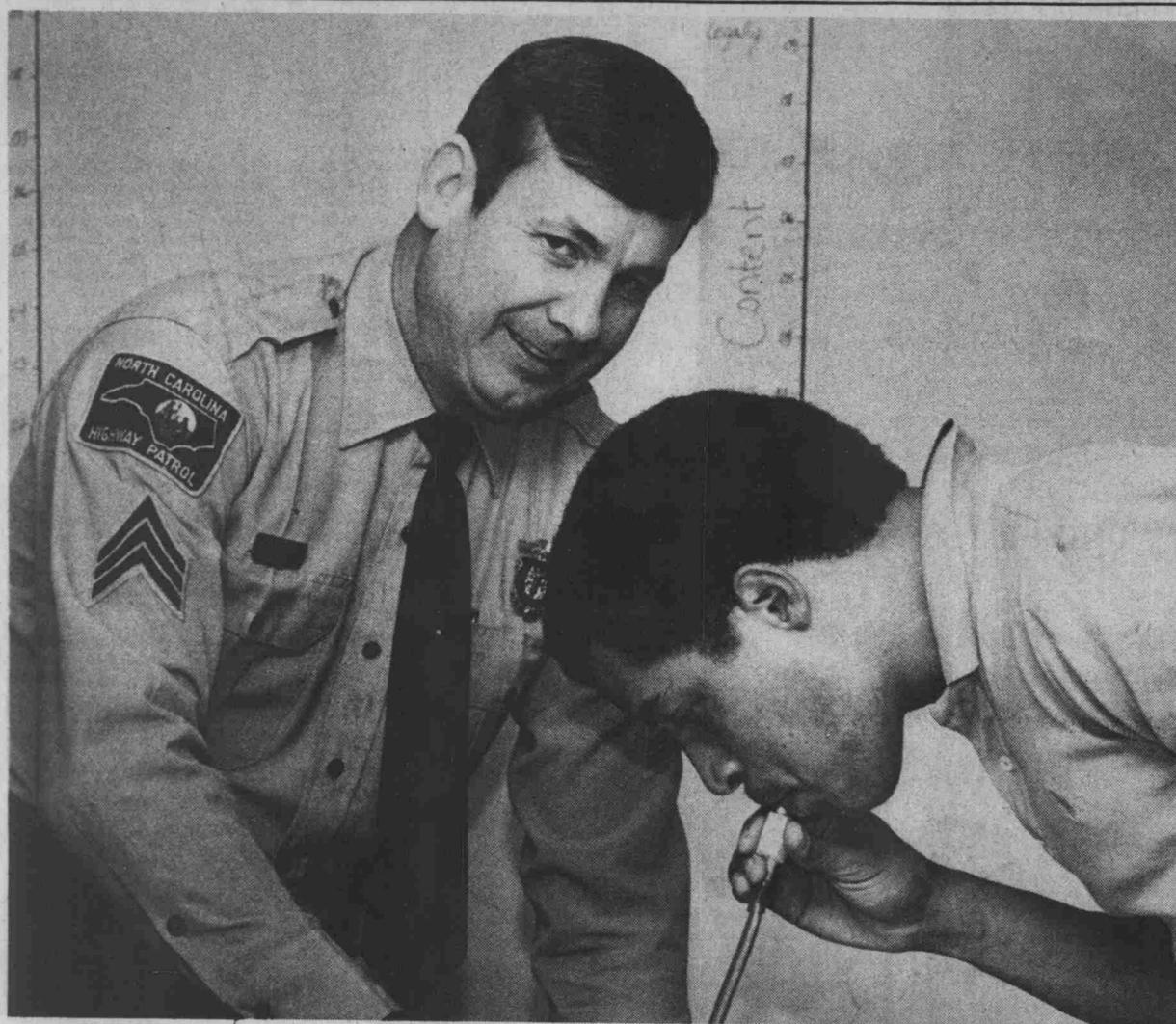
Serving the students and the University community since 1893

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News/Sports/Arts 962-0245
Business/Advertising 962-1163



DTH/Jamie Francis

Kilbourne on alcohol

Ads encourage excess

By RITA KOSTECKE
Staff Writer

Advertisers encourage excessive consumption of alcohol through ads which equate alcohol use with adulthood, sexual prowess and power, Jean Kilbourne said in a lecture in Memorial Hall Monday night.

"They glorify the symptoms of alcoholism and make them (the problem drinkers) feel they're OK," Kilbourne said.

The lecture — "Under The Influence: The Pushing of Alcohol Via Advertising" — was not a temperance lecture, but rather an attempt to promote the idea of moderate consumption of alcohol and to change the attitudes toward alcohol use.

The Human Relations Committee of the Carolina Union Activities Board sponsored both the Kilbourne lecture Monday night and a Breathalyzer Party Tuesday night.

The purpose of the party was to help people learn how much alcohol will make them legally intoxicated and to provide information on their rights if they are caught driving under the influence.

"We want to teach people how to drink responsibly," said Jessie Kome, organizer of the alcohol awareness programs.

Representatives from Student Legal Services, the district attorney's office, the campus police and the state highway patrol spoke about the dangers and penalties of alcohol abuse.

Four student volunteers, ranging from a large male to a small female, had their sobriety monitored by a Breathalyzer and took dexterity tests to demonstrate the effects of alcohol.

"We originally wanted to test everyone (who attended), but we could only get a limited number of Breathalyzer tests," Kome said.

In her speech Monday, Kilbourne said the alcohol industry spends over \$1 billion a year on advertising to recruit new users, increase consumption and assist potential buyers in choosing brands.

"They're interested in two things: getting young people to drink, and increasing the amount of alcohol drunk," she said.

Although alcohol is the number one drug problem in the nation, there appears to be a "conspiracy of silence" on the subject by the major publications, Kilbourne said.

"A lot of problems get erased," Kilbourne said. Alcohol use is involved in 55 percent of all arrests in the nation, and in 65 percent of all murders, she said. But when *Time* magazine did a cover story on the rise of violent crime in America, the only drug mentioned in the article was marijuana, Kilbourne said.

Kilbourne also emphasized the importance drinking holds on college campuses. "College parties are advertised by how much alcohol there's going to be," she said.

The college market is big business for advertisers, she said. The advertisers focus on young drinkers by encouraging adolescents to "Drink More Pop" or by labeling alcohol "Soft Drinks for Adults."

Alcohol advertising is not merely informational but serves to establish an image for the product and to link the product with qualities attributed to that image, Kilbourne said.

Alcohol use is equated with rebellion, yet one quarter of all adolescents say they drink because of peer pressure, she said.

"To abuse alcohol is to fall to the pressures of society," Kilbourne said.

Advertisers also equate alcohol use with masculinity and power, she said. This power is offered to the groups in society which lack power; the young, minorities and women, Kilbourne said.

Since World War II, the number of female alcoholics has doubled and 80 percent of all seventh graders have drunk alcohol at least once, Kilbourne said.

Alcohol is advertised to men as a means of gaining sexual power and to young people as a way to have their first sexual experience, Kilbourne said.

N.C. Highway Patrol officer H.T. Hollowell helps senior Ken Mask take a Breathalyzer test (above) at a party Tuesday in the Carolina Union to determine alcohol content. The party was held in connection with a lecture Monday by Jean Kilbourne (below) on advertising and alcoholism.



DTH/Zane A. Saunders

Faculty may be victims of UNC budget cut plans

The Associated Press

RALEIGH — A plan to reduce the University of North Carolina's 1983-85 budget by as much as \$36.6 million and to eliminate up to 854 teaching jobs met resistance Tuesday in a legislative budget committee.

The budget-cutting plan presented to the Joint Appropriations Subcommittee on Education was developed by state House and Senate leaders with the help of their fiscal staff.

"It would be the most devastating thing to happen to the University in my experience," UNC President William C. Friday said of the plan.

He noted that if the cuts were made, it would be the first time he has seen University teaching positions reduced during his 35 years there.

"We have tried very hard over the past four years never to touch teaching faculty," he said. "But there is no way you can prevent it this time if you are talking in terms of \$18 million in cuts."

Budget leaders are looking for ways to trim proposed spending for 1983-85 by about \$100 million, or 3 percent. They say they must identify cuts because Gov. Jim Hunt may have overestimated revenues in his budget for the coming biennium.

Lawmakers say their only choice is to keep the freeze on state workers' and teachers' salaries, reduce spending or hope the economy picks up and generates more revenue.

The budget subcommittees are identify-

ing three priorities for budget-cutting, ranging from the least damaging to the most drastic. Each category contains cuts amounting to 1 percent of the budget.

By gradually increasing the number of students per teacher, the state could eliminate 287 teaching jobs in 1983-85 at a savings of \$9.6 million, cut 574 teachers to save \$19.3 million or lay off 854 teachers to save \$36.6 million.

Friday noted that the most severe cuts would lay off more teachers than work at any one of the 10 institutions.

Fiscal analysts said the 1983-84 budget already eliminated 484 non-teaching positions but created 1,200 new jobs, most of them teaching jobs at the East Carolina Medical School and the N.C. State School of Veterinary Medicine.

Despite the urging of committee chairmen to take some action, legislators voted to accept the schedule of cuts as information only and some proposed other ways of reducing spending.

Rep. Tim McDowell, D-Alamance, asked about raising tuition. But Friday said that would make the cost of attending college prohibitive for some students because of a 20 percent tuition increase last biennium.

Sen. Jim Edwards, D-Caldwell, suggested cutting 3 percent across the board and allowing Friday to divide the cuts among the programs.

Rep. Malcolm Fulcher, D-Carteret, committee co-chairman, said tuition in-

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Deficits may force tax hike, budget cuts

By PETE AUSTIN
Staff Writer

A cut in town services or an increase in taxes will be necessary to balance a projected budget deficit for fiscal 1983-84, said David Taylor, Chapel Hill town manager.

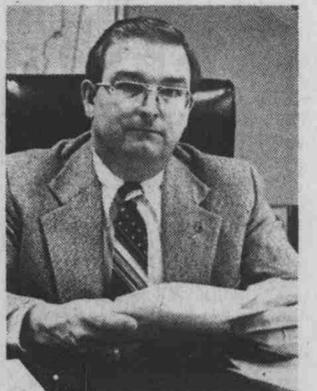
In a memorandum to Town Council members Tuesday, Taylor noted that "the potential exists for a serious revenue shortfall in '83-'84 of approximately \$600,000." Taylor presented a detailed budget Tuesday night to the mayor and Town Council during the first budget work session of the year.

The main source of the potential loss of revenue is the decrease in the federal government's General Revenue Sharing program. A loss of slightly more than \$329,000 is expected unless General Revenue Sharing is re-enacted by Congress before Sept. 30, 1983, when it is scheduled to expire.

The town would have had to charge an extra 7.6 cents per \$100 property tax assessment during fiscal year 1982-83 to cover the amount of revenue lost if General Revenue Sharing is not re-enacted. Chapel Hill could lose as much as 4.3 cents per \$100 assessment for 1983-84 if the program is not renewed.

The estimated \$600,000 deficit is based on the "most optimistic conditions," Taylor said. The \$9.7 million 1983-84 budget involves only a 3.5 percent increase over the 1982-83 budget, he said.

Expenditures could feasibly exceed this, he said. Many sources of revenue are difficult to estimate because they are affected by changing economic conditions, Taylor said.



David Taylor

Other losses of revenue include increases in the budgets of government departments. The only department whose budget went down this year was the Department of Community Development's Human Services division, which fell 9.8 percent.

At a Town Council work session on the 1983-84 budget, held Tuesday night, one of the major items discussed was the proposal for a tax on entertainment and sports events in which the seating capacity exceeds 2,500 people.

A hotel/motel tax was also considered, in which a 5 percent tax on gross receipts could generate more than \$100,000 annually for the town, Taylor said. This

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Justice of drinking age discussed at forum

By CINDI ROSS
Staff Writer

"Raising the drinking age to 21 would be like saying that if 47-year-old women show a higher incidence of burning down houses, 47-year-old women should not be allowed to own matches."

— Professor Frederick P. Lee, political science

Lee, along with five other panel members, discussed raising the drinking age with about 30 students and community members in a forum sponsored by the UNC Dialectic and Philanthropic Literary Societies Monday night.

All six panelists agreed that raising the drinking age would save lives, but they differed on the question of group exclusion.

Lee said that one problem of the proposed law change was that "it treats drunken driving as a group-related phenomenon for 18-to-20-year-olds and as an individual phenomenon for everyone else."

Leigh Kelley, professor in the philosophy department, said that members should not be deprived of a right due to group affiliation unless "the incremental gain from deprivation is substantial" or no other methods are available to achieve the same gain.

James Drennan, of the UNC Institute of Government, explained that the drunken driving package now in the legislature contains provisions for the elimination of plea bargaining and other measures.

"If you have several options available, why not use them all," Drennan said. He said that the prob-

lem this part of the bill targeted was "the lethal combination of the young driver learning to drive and the young drinker learning to drink."

Mike Vandenberg, former student body president, said that concentration should be placed not on changing the laws, but on enforcing them more carefully, increasing public awareness of them and teaching responsible drinking.

"We need to instill a sense of responsibility in students," Vandenberg said, suggesting that the social aspects of driving be taught in high school driver education programs.

Drennan pointed to the problem of North Carolina's split drinking age. "We say it's OK to drink beer three years earlier than brandy," he said.

"But one 12-ounce beer has the same punch as one-and-a-half ounces of bourbon. It's not beer or brandy or bourbon that impairs your senses, but

alcohol," said Drennan.

Citing the fact that only nine states have a split drinking age, David Jones of the governor's task force said, "We are sending a mixed signal to our young people."

Drennan said that a uniform drinking age would say a great deal about the lack of differences in the effects of alcoholic beverages.

Jones said that studies of a college town in Illinois, a state which raised its drinking age, showed a 21 percent net reduction of fatal alcohol-related accidents in the affected age group.

He said that there was much public support for the change and that there was not a serious reduction in revenue to bars and from beer sales.

Vandenberg said that this merely showed that students were not changing their drinking habits but were showing less respect for the law.

Lee said Hunt's law "reflects a lack of a serious look at alternatives." He discussed the possibility of changing insurance laws, saying that both driving and being insured should be seen as rights that could be revoked by the state.

Lee said that rather than raising the drinking age, more attention should be given to DUI convictions. He said that due to plea bargaining, 70 percent of all DUI arrests ended without conviction on that charge.

Michael Smith of the UNC Institute of Government, described the proposed age change as "common sense judgment on the part of the government."

Both of the other panel members said that while there were no perfect solutions for the problem, an answer had to be found.