

Breezing towards the weekend

Partly cloudy, breezy and cool today with highs in the 70s. Breezy and cooler tonight with lows in the mid 50s. Cloudy Friday with highs in the lower 70s.

# The Daily Tar Heel

Serving the students and the University community since 1893

Meeting of the minds

All members of the DTH staff will meet today at 4:30 in the Carolina Union Auditorium. Attendance is mandatory!

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## Senior class gift to cost \$150,000

### Class of '85 chooses plaques to go on university buildings

By GUY LUCAS  
Staff Writer

Senior class officers and marshals chose plaques Tuesday for 142 University buildings as this year's senior class gift to UNC.

The plaques were chosen from a group of four gift ideas that included new bells for the Bell Tower, a sculpture and an archives museum.

Arlene Ferebee, who presented the pros and cons of the plaques at the meeting, said the plaques will be placed on 142 University buildings that don't have them now, including dorms and the Student Activity Center. Buildings that have plaques include South Building, Old East, Old West, Gerrard and Person.

Plans for putting plaques on all University buildings were made as early as 1954. On file in the office of Vice-Chancellor for University Relations Rollie Tillman are many letters discussing the project and suggesting inscriptions for each building. Among the letters is a 1954 note from then Secretary of the Faculty A.C. Howell proposing for the Old Chapel an inscription approved by the Board of Trustees in 1796.

"There have been times in the past when people devoted a great deal of attention to the project," said William Massey of the Carolina Student Fund.

Ferebee said the plaques would be made of brass and would carry a brief history of each building, though the exact contents of each inscription would be the University's decision.

The total cost of the plaques will be about \$150,000, Ferebee said. Each plaque will cost \$1,200 — including \$700 for the plaque itself and \$500 for installation.

The gift will be funded by pledges from the class of '85, according to senior class officers. The class of '84 also used pledges to fund their gift, a visitor center that will open in 1989, but the seniors have set their goal higher this year. The

plaques will cost about \$35,000 more than the total amount of money pledged by the class of '84.

Thomas Kepley, chairman of the gift committee, told marshals that it should not be too hard to raise the needed pledges. He said a phone campaign to get pledges would run from Feb. 3-12, 1985, while last year's telephone campaign lasted only four days.

He also stressed the importance of the gift in promoting class unity. "This gift is a project we all work on and it brings these 3,500 people together," he said. He added that since the pledges will be collected over five years it maintains the class identity longer. "People who lose contact in the first five years tend not to come back to the university," he said.

Another advantage of a five year pledge, according to Kepley, is that it increases the size, type and quality of gift a class can make. He said people were better able to pay a pledge when it's spread over five years while people are working and earning money.

Massey said last year's gift has been a motivator for this year's seniors. "They just want to top last year's," he said.

If the class of '85 tops last year's pledge, which was the largest five year pledge gift from a graduating class at any public or private university in the country, their gift will take over that title. Last year's pledges totalled \$112,320.

Of the other gift choices, the bells were the most expensive. A 1981 estimate put the total cost at more than \$1.2 million, according to Lee Harris, who made the presentation for the bells. She said the bulk of the cost, \$1 million, would have been needed for an endowment to ensure the future salaries of people with the skills to operate and repair the bells.

The price of the sculpture would have

See GIFT on page 3



Show of emotion

Michael Stripe of REM sings to an enthusiastic crowd at Duke's Page Auditorium. The band played both Tuesday and Wednesday night as part of The Little America Tour.

DTH/Larry Childress

## Cable TV subscriber files suit

By MARJORIE MORRIS  
Staff Writer

A programming blackout of eight ACC basketball games last year by Alert Cable of North Carolina prompted a Carrboro resident to file a class action lawsuit against the company.

Orange County Superior Court Judge Gordon Battle dismissed the case Monday because he felt the financial damages that resident Sam Maffei suffered were minimal. Maffei has 30 days to decide whether he will take the case to the state Court of Appeals.

The Season Ticket sold by Entertainment and Sports Programming Network cost each subscriber \$75 in addition to the monthly fee charged for the network.

Judge Battle ruled in agreement with Alert Cable's lawyers that the missed programming was worth "pennies" but according to Maffei and Bernholz, subscribers paid \$75 for programming that they said was worth so little.

Bernholz said Alert Cable thought subscribers were only entitled to damages equal to the difference between what they contracted for and what they received. He said the blackout cost subscribers 12 hours out of their 24-hour service.

Maffei said Alert Cable admitted that they breached his contract, but they don't agree that they owe \$75 to each of 30,000 customers who did not buy the season ticket package.

"They did not even offer alternate programming for the ACC games like Village Cable did in Chapel Hill," Maffei said.

Maffei filed his original injunction in January and got permission from Judge Battle to file his class action lawsuit two weeks ago.

In a class action lawsuit, a petitioner, like Maffei, asks permission from the courts to include others who were affected in the same way as the petitioner, Bernholz said.

Maffei's lawsuit and other lawsuits filed throughout the state caused the sports network to cancel Season Ticket in January.

The remainder of the games in the package were not televised and Season Ticket subscribers received a refund for the extra charge by the cable systems.

## CGC votes to withdraw student fees from TFO

By DAVID SCHMIDT  
Staff Writer

The Campus Governing Council last night fulfilled a student body mandate of a year and a half ago by passing two bills authorizing the withdrawal of student fees from the UNC Trust Funds Office to invest in a "socially responsible" organization.

The bills allow the CGC to take nearly \$13,000 out of the TFO's temporary investment pool and invest it in the Self Help Credit Union of Durham, an organization that says it helps low-income laborers create and save jobs by financing worker-owned cooperatives.

Concern about having student fees controlled by the Board of Trustees, which invests in companies operating in racially segregated and discriminatory South Africa, resulted in the student body passing a divestment referendum by a two-to-one majority in February 1983.

"We don't actually have money in the

Endowment Fund," Student Body President Paul Parker said. But although the BOT independently turned the fees into U.S. bonds that cannot be invested in South Africa, the apartheid-supporting BOT still controls them, he said.

And "they can take it (the \$12,000) back any time they want, whether it's in Durham or Kalamazoo," Student Body Treasurer Allen Robertson said.

The bill was co-sponsored by the Executive Branch of Student Government and the Black Student Movement, the first such partnership in a while, Parker said. BSM President Sherrod Banks addressed the council, sharing the apartheid of South Africa to the policies of the Old South.

"We have recognized that these policies are wrong, but we support this student government," he said.

The CGC could either invest the interest earned from the fully insured investment in a "socially responsible manner" or reinvest back it into the

SHCU, according to the bill.

"I think it's possibly the most important piece of legislation we will have this session," said Bill Barlow (Dist. 4).

The CGC also authorized a constitutional referendum for the spring elections that would make the student body president a non-voting member of the council because he possesses veto power. "What I'm keeping from creating is a loophole in which the student body president has dual voting power," said Wyatt Closs (Dist. 10), an author of the bill.

The bill also increases the simple majority needed to override a veto to a two-thirds majority. In addition, the student body president must exercise his veto power within five school days instead of 10.

Appropriations totaling more than \$5,000 were awarded to four organizations. The Fine Arts Festival will receive \$3,500 in addition to the \$500 the CGC granted it last semester. Student Legal Services received \$1,000 for a copy of

and supplements to North Carolina's General Statutes. The Carolina Course Description received \$300. And the Judicial Branch of Student Government received \$244 to inform junior transfers about the Honor Code.

In other action: A voter registration drive offering \$300 to the residence college registering the highest percentage of its residents early next month was approved.

The CGC declared representative

districts 5, 8 and 20 vacant. An election to fill the positions will be held Oct. 30.

Nominees to the Elections Board were approved. They were Karen Humphries, Lisa O'Malley, Randy Giddens, Liz Frankenberg, James Wellons, Ben Chisholm, Jim Greenhill and Bruce Lillie. The bill containing Supreme Court nominees, including Scott Norberg for Chief Justice, was sent back to the Rules and Judiciary Committee for informal discussion.

## Glitter politics

### Do campaign celebrities influence the voters?

By JIM TOWNSEND  
Staff Writer

Celebrity endorsements have long been a part of the political process in America. Frank Sinatra has crooned at benefit concerts for friend Ronald Reagan while the Mondale campaign has Paul Newman.

The U.S. Senate campaign here between Republican Sen. Jesse Helms and Democratic Gov. Jim Hunt has been no exception to the glitter politics of look-what-star-I've-got campaigning, with musician James Taylor and actress Bonnie Franklin appearing for Hunt and singer Pat Boone and actor Charlton Heston for Helms.

Do voters look to out-of-state stars for political reason when it comes time to fill out the ballot? What effect does a James Taylor concert for Hunt, or a Charlton Heston commercial for Helms have?

"When a voter reacts to a celebrity's endorsement of a candidate, it's just one influence among many," Professor Chester Insko said. "The average voter's environment is filled with stimuli that can act to influence his decision."

Those stimuli include family, social and work environment and exposure to the media.

As for the specific effect a celebrity's plug for a candidate has, Insko said

existing psychological theories tend to disclaim the notion that celebrities can have a dramatic impact on a race's outcome.

"There's a theory called congruity, which is based on the idea that human beings seek to maintain a certain degree of uniformity and agreement with respect to their ideas," Insko explained. "When that balance is upset, they tend to adjust their feelings about something as a means of restoring that balance."

"According to the theory, if a celebrity that you admire comes out in support of a politician you dislike, you are compelled to shift your judgments about one or the other, or both. Most studies have concluded that the voter is more likely to change his opinions about the celebrity toward the negative than he is likely to change his position on that candidate, enough to make him vote a different way."

Larry Crum and Mary Lou Schott, graduate students in the psychology department, are somewhat more receptive than Insko of the degree of influence celebrity appearances for candidates have. "Many times the voter identifies with the celebrity, wants to be like him," Schott said. "It's possible that he would like to vote like him too."

"This sort of thing plays on people's emotions especially in the Hunt-Helms

race, which is highly emotional to begin with. It's also possible that this method of campaigning has greater success with the less sophisticated, less informed part of the population. But like this whole question, it's very difficult to tell how people are affected."

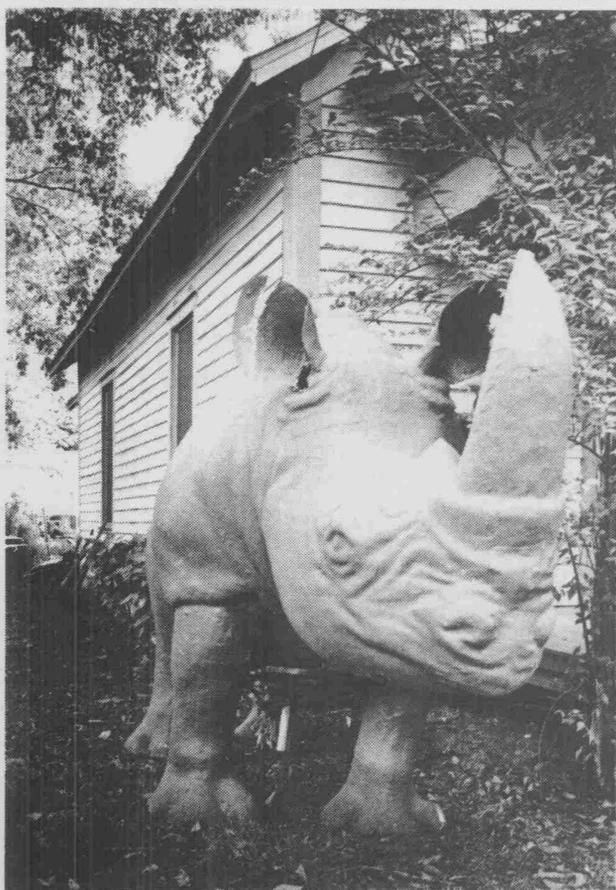
Crum explains the star factor, in terms of dissonance theory and gives the example of a James Taylor fan who dislikes Hunt. Since Taylor supports Hunt, the theory goes, the Taylor fan senses an inconsistency in his beliefs or a dissonance among his thought.

The dissonance will motivate the Taylor fan to remove the inconsistency, Crum said. Perhaps, the Taylor fan might realize he really doesn't know all that much about Hunt anyway.

While the parade of stars for candidates across the nation and in North Carolina continues, and a victory at the polls suggests that a little Hollywood glitter can't be all that bad, star campaigning will continue to grow.

When country singer Lee Greenwood picked up the phone, it was a Reagan campaign official asking to use his song for Reagan's video presentation at the Republican National Convention in Dallas and television commercials.

Its title? "God Bless The U.S.A."



A 6-foot fiberglass rhino was stolen from a Carrboro yard early Tuesday.

DTH/Larry Childress

## Rhino stolen from local resident's yard

By LISA BRANTLEY  
Staff Writer

Three UNC students were arrested Tuesday in connection with the theft of a 6-foot fiberglass rhinoceros from a yard in Carrboro around 2 a.m. Tuesday.

Thomas William Hansen, 20, of D-6 Old Well Apartments, Edward W. Toth, 19, of G-1 Old Well Apartments and Martin Williamson Borden, 19, of 234 Ridgewood Dr. in Goldsboro, N.C. were each charged with larceny and released on \$300 unsecured bond. The three, who refused to comment on the incident, are scheduled to appear in district court on October 18.

The rhinoceros, one of two taken that night from the yard of Cameron Hill, of 606 W. Cameron Avenue, was recovered by Chapel Hill police officer E. Smith. Smith observed three males carrying the statue up the sidewalk on West Cameron while he was on patrol early Tuesday morning. The three ran when they saw the patrol car and were later located after a search of the area.

A second rhinoceros disappeared the same night and was recovered from the Kappa Alpha fraternity house at 110 W. Cameron Avenue. No charges have been pressed in connection with its disappearance, according to police.

A friend of the rhinoceros' owner who declined to be identified said, "We just have them (the rhinoceros) as pieces of art and I think other people enjoy them as well."

The same friend identified the creator of the rhinoceros as Bob Gaston, a local artist who also does sculpture and collage. Although Gaston does not usually sell the large animals he makes, she said, he has occasionally made smaller items and advertised them for sale in *The Spectator*.

Hill removed a similar statue of a pig from his yard because he thought it was too portable, according to the friend who said the statue was very light and described the pig as similar to the one atop Crook's Corner Restaurant in Carrboro. She said she suspects Hill "will probably be taking measures" to better secure the animals in the future.

The Republican Party either corrupts its liberals or it expels them — Harry S Truman