

Weather

Today: Partly cloudy. High in the 60s. Low in the 30s.
Tuesday: Partly cloudy with a chance of showers. High in the 40s. Low in the 20s.

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basketball action.
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Promoters arrested for ticket fraud

By SUZANNE JEFFRIES
Staff Writer

A publicized March 30 concert at UNC by jazz trumpeter Miles Davis was cancelled after three Durham promoters were arrested and charged for selling tickets without signing a contract with Davis, the president of the UNC Audience for Jazz, Allen Michie, said Monday.

David L. Murphy, 35, Yolanda Robinson Coles, 34, and Sachendra Sharma, 23, were each charged March 12 with the felony offense of obtaining property by false pretense, Capt. Ralph Pendergraph of the Chapel Hill Police Department said. The three were partners in the Durham concert promotions firm Most Serious Productions.

"The property is money," Pendergraph said, "but the total hasn't been figured yet. It may be as much as \$45,000."

Pendergraph said that there was no guarantee that any money would be returned, but ticket buyers can send a request, including the place of purchase, to Lt. Summey at the Chapel Hill Police Department.

Tickets were sold for \$15 each but some cost \$50 because a reception following the concert was included, Michie said. He said he did not know how many tickets were sold.

The UNC Audience for Jazz, WRDU Radio and The Carolina Symposium were to sponsor the concert along with Most Serious Productions, he said.

Michie said representatives of Davis' manager at the David Franklin Association of New York, and ICM Artists, a New York firm that schedules concerts for Davis, told a local store manager who was selling tickets that Davis had not agreed to do the concert.

He said the State Bureau of Investigation began researching the situation which led to the arrests.

The concert was originally scheduled for Feb. 16 in Memorial Hall but slow ticket sales caused the postponement, Michie said.

"Memorial Hall hadn't half sold out two days before the concert," he said.

Michie said Murphy, president of the Durham firm, told him that he would go to New York to try to work something out with Davis. According to Michie, Murphy later said that Davis had agreed to do a March concert at \$5,000 less than his usual fee if he could extend his appearance to a three-day tour with a show in Greensboro and one in Columbia, S.C.

After the problem of the February 16 date was solved, Michie said he assumed everything was fine as Most Serious Productions had successfully booked singer Nancy Wilson for a December concert at Duke University. He found out Davis had not agreed to the concert when a newspaper reporter called the morning the arrests were made, he said.

Michie said he originally sought Murphy out after attending the Wilson concert. He said he saw Davis' name on a list of concerts the firm wanted to promote. "An outside group can't use Memorial Hall unless it's co-sponsored by a recognized campus organization," Michie said.



Springshine

Angie Smits, a senior English and psychology major, reads the morning paper while sheltered by a blooming cherry tree in front of the Campus Y Monday. Sunshine and temperatures in the mid 60s brought many people outdoors.

DTH/Jamie Cobb

BOT stands firm on dorms

By GUY LUCAS
Staff Writer

The University will try to comply with the Board of Trustees' Feb. 28 motion calling for Old East and Old West dormitories to remain residence halls, said Vice Chancellor and Dean of Student Affairs Donald A. Boulton. The BOT's unanimous motion came in response to reports that Old East and Old West could be converted to office space if the administration found that renovation costs would be too high to be funded through dorm rent.

BOT Chairman J. Clint Newton Jr. said the motion was intended to be binding and to send a very strong message to the administration.

"We wanted the University to know this

is what we wanted," he said. "They're not going to recommend those buildings as anything. They're to remain as dormitories."

"It was just a clear-cut declaration of intent on the part of the trustees that they were to remain dormitories," Newton said.

Boulton said he considered the BOT's motion to be binding. "I'm very happy the Board of Trustees have seen fit to help us in this," he said.

"What we intend to do now and what we intended to do all along is get architectural studies," Boulton said. "They will tell us complete ideas and complete costs of what needs to be done."

The studies will determine what repairs need to be made and how much they will cost. Once the studies have been completed,

their results will be sent to Chancellor Christopher C. Fordham III, who will present them to the BOT's Real Property Committee, Boulton said.

"Armed with facts and figures, we will know how much we have to raise (to fund the renovation)," he said. "Obviously, the goal of the trustees and everyone is for them to remain as residence halls."

Newton said the trustees, particularly Richard H. Jenrette of New York City, were very concerned with keeping students on the oldest part of campus.

"... (Jenrette) felt strongly that ... students should occupy the old part of campus," Newton said, adding that Jenrette had been appointed to a committee that will look into raising money for the renovations.

Female criminal increase affects N.C. prisons

Editor's note: This is the second in a three-part series on N.C. prisons.

By HELENE COOPER
Staff Writer

Women are increasing their presence in the business world, the political world and the medical world, as more women are earning college degrees than ever before. Many people attribute these gains to the equal rights movement.

Women are also increasing their presence in North Carolina prisons, and many, including Martin McDade, assistant supervisor at the Correctional Center for Women in Raleigh, believe the equal rights movement is one of the culprits here as well.

The rate of incarceration of women in North Carolina has gone up when compared to men, percentage-wise, in the last few years. More women

are committing violent crimes, and more judges are convicting and sentencing women than ever before.

McDade said that judges are now punishing women criminals as severely as they would punish men.

"That's because a few years ago, you didn't get too many women committing armed robbery," said McDade.

This is no longer true today, as women are imprisoned for violent crimes ranging from assault with a deadly weapon, to armed robbery and murder.

In spite of this increase in violent female offenders, a larger percentage of the North Carolina women prison population consists of nonviolent women who have written bad checks.

There are two kinds of crimes involving worthless checks, said McDade. Forgery (signing

someone else's name to a check) is a felony and carries a longer prison sentence than just overextending a bank account, which is a misdemeanor.

There are 58 pregnant inmates in the women's prison and 33 of them are nonviolent offenders. Although a 1983 North Carolina law says that courts may delay the sentencing of pregnant, nonviolent offenders until at least six weeks after the birth of the child, some state officials say that some judges are not exercising that option.

The 33 nonviolent pregnant offenders are serving sentences of about 10 months, most for writing bad checks, forgery, embezzlement and drunk driving.

The women have their babies at the Wake Medical Center, and after two or three days, they return to prison. Their babies are usually left with family members, McDade said.

North Carolina is currently housing 830 women in its two women's prisons. The correctional center in Raleigh houses 630 inmates, and another prison in Rocky Mount houses about 200 women.

The Rocky Mount prison is not a maximum security prison, McDade said. Some women are transferred from the maximum security prison in Raleigh to Rocky Mount for good behavior.

North Carolina is one of only a few states which has two prisons for women. Most states only have one women's prison, said McDade.

Like their male counterparts, North Carolina women's prisons are also overcrowded. The prison in Raleigh is housing about 200 women over its capacity of 450 inmates. The Rocky Mount prison is operating at capacity, said McDade. He added that as soon as women are released from the Rocky

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Annoying advertising

Many consumers find sponsors' words irritating

By ELENI CHAMIS
Staff Writer

"Don't give me that so-so soda, the same old cola, I want a rock-n-roller. I wanna pop, pop, pop! I want a... Shasta!"

We've all seen them. Sometimes we may rise to refill a drink or take a quick trip to the bathroom, but subconsciously we are all aware of them. Television commercials.

Some are funny, some are stupid, and still others have catchy tunes to attract the viewer's attention. Some are a combination of the three. But sometimes rather than attracting attention, these ads may irritate viewers.

"People are always grumping about advertising," said John Sweeney, a UNC School of Journalism advertising professor.

Whether the slogan is "Gimme a light — Bud Light," "Calgon, take me away," or "Where's the beef?," people are finding commercials more insulting to their intelligence than six years ago, according to Sweeney. Maybe consumers are smarter now, he said.

Results of a Daily Tar Heel survey of 100 on-campus residents indicated that students are annoyed by commercials ranging from Lee Nails to Burger King's Herb to Pearl Drops and feminine hygiene products. The big question is whether these annoying ads are effective.

Sweeney said, "It depends on the product. It makes a big difference when you're selling a laundry detergent and when you're selling a vacation resort. For instance, Wisk is very irritating and it's the highest seller in its category."

Another big consumer complaint is the stereotyped characters like the housewife who grows faint when her toilet bowl isn't as clean as her neighbor's, or the middle-class husband who can't go Monday night bowling with his buddies because he has "ring around the collar."

"I don't like stereotypes," Sweeney said, "but there's not time for character development in a 30-second commercial. Some people think we're subliminal in these ads, which is a complete myth."

Jim Mullen, also a UNC advertising professor said, "By using these stereotypes, consumers immediately know who these people are. There's nothing negative about stereotyped characters. It's how they're perceived."

Kimberly Biggs, a freshman pharmacy major from Mooresville likes the Coca-Cola Classic commercial that boasts "red, white, and you!"

"The theme is all-American. The screens bring a feeling of home in the United States and the music has a catchy beat," she said.

Commercials for Bud Light and Triaminic Cough Syrup are UNC favorites, according to the DTH survey. And Pepsi ads featuring Michael J. Fox and NBC's "What's up Vern?" also proved popular.

Still Another favorite is the Lemon Joy commercial. A tiny lemon man with arms and legs appears and asks the housewife why she is using another lemon cleaner when she should be using Joy to clean her dishes. The lemon man toots a horn to get the housewife's attention in one version. In another, he wears cute sunglasses to shade his eyes from shining clean dishes.

UNC students said other commercials are so stupid that they're funny. They included Bunker Hill's dancing bean cans ad and those with fast-talking, used-car salesmen.

Some noted, however, that "if you can irritate viewers, you can get their attention."

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Building safe Library settling queried

By JEAN LUTES
Staff Writer

After examining the east side of Davis Library last week, Engineering department representatives were unable to tell why the building is settling, said Larry Alford, assistant University librarian for business and finance.

Engineering department director Selwyn N. Bryant said a structural engineer was coming to look at the building today. "He probably won't be able to tell what's wrong either," Bryant said, "but he can make an educated

Alford said he had locked the first-floor women's bathroom damaged by the settling. "Though there's no imminent danger of the marble stalls falling, I was afraid they could fall if someone leaned against them," he said.

Bryant said he and building systems engineer Charles Davis Jr. had drilled through the floor of the settling part of Davis to try to find why the concrete slab beneath it was sinking. "All we know is that it's settling," he said.

"If there had been any empty space between the concrete and the ground, we would have found it," he said. "So we know the whole thing went together."

"Probably we'll have to tear up something to find out what's causing it," he said. "We don't know whether a pipe broke or whatever. It could be anything."

Davis said the Engineering department didn't know how to solve the problem. "It may involve digging up the floor," he said. "We won't know anything until the structural engineer looks at it."

He said only 20 square feet of the acre the library covers were settling. "It's not uncommon (for a building to settle) when a building is set on an earth field, if the earth wasn't compacted properly," he said. "There's no major concern, since it's a very small portion of the building."

"(Davis) ... is not going to fall in and hurt anybody," he said.

The separate maintenance problem of water leakage through the walls of the south side of the library has not been noticeable, said Physical Plant chief engineer Buddy Williams.

"Some attempt was made to lower the ground area to drain the moisture off, so there may or may not still be leakage," he said.

"If water does get in, it will just leak onto a concrete floor in a mechanical room, and probably dry there," he said. He said didn't know if recent heavy rainfall had caused problems, because no one would normally check on that part of the building since no equipment is kept there.

Alford said the leakage occurred in "mechanical space", consisting mostly of empty chambers used for drawing air into the library's ventilating system. "We have waited to see how to deal with it because it's not going to endanger any books, furniture, or equipment," he said.



Down and dirty

UNC leftfielder Scott Johnson diving back into first base in action from yesterday's game between the

Tar Heels and Vermont. UNC crushed Vermont 27-6 with six home runs. See baseball story, page 4.

DTH/Jamie Cobb

What goes up must come down. — Blood, Sweat and Tears