

Anti-smoking effort targets adolescents

By MARIA HAREN
Staff Writer

Mass Media and the Prevention of Adolescent Smoking is a project that researchers hope will successfully keep adolescents from smoking, said a UNC professor Tuesday afternoon in Rosenau Hall.

Karl Bauman, professor of maternal and child health, told students and faculty members that the project includes paid radio and television spots telling kids not to smoke, as well as a televised sweepstakes that could generate contacts for the project and keep kids from smoking.

The project targets adolescents, ages 12 to 15. "The way to identify kids who would relate to other kids and churn them up was by a mass media sweepstakes . . . to get names and addresses of kids," Bauman said.

The "I will not smoke" sweepstakes, now in progress over television and radio stations in 10 Southeastern cities, tells adolescents that, by pledging not to smoke, they could have a chance to win \$2,000.

When the researchers get teenagers' names, Bauman said, they will send them an offer to recruit five more friends to enter the sweepstakes and \$20 for their troubles.

Paid advertisements were used, he said, because they are played at better times of the day and reach more people.

Research was done months in

advance to see what type of characters teens would identify with, he said.

Guidelines for the media campaign were set up in the fall of 1983. Bauman said research was done in schools, in one-on-one interviews and with questionnaires. Practical application of these results were key, he said.

He said researchers went into 50,000 homes between April and October 1985, interviewing and testing parents and children.

While in the homes, breath samples were taken from kids and mothers to analyze contents that would indicate smoking, he said.

Those people, he said, will have follow-up interviews conducted in April through October 1987, to determine the effects of the radio and television messages. Bauman said other 14- through 16-year-olds who had not participated before would also be added.

The cities which aired the radio and television announcements were chosen because of their homogeneity, he said, while college towns and ones with few or no minorities were left out because of their unusualness.

The cities include Lexington, Roanoke, Mobile, Macon, Montgomery, Lakeland, Chattanooga, Jackson, Columbia and Savannah.

According to current statistics, Bauman said, 4 percent of all 12- to 15-year-olds smoke at least one cigarette a week, while 90 percent are non-smokers.

CASH asked to show need for evacuation drill

By MITRA LOTFI
Staff Writer

The Nuclear Regulatory Commission has requested that the Coalition for Alternatives to Shearon Harris (CASH) show why a second full-scale emergency drill is necessary before opening the Shearon Harris Nuclear Plant.

The order was issued in Washington on Thursday to CASH and Wells Eddleman, a Durham anti-nuclear activist and party to the licensing process, asking them to provide evidence why a hearing is needed on Carolina Power & Light Co.'s request for a waiver.

CP&L, owner of the \$3.6 billion

plant, has asked the NRC to reduce the scope of the drill requirement so they can begin operating the plant this fall, according to Mac Harris, a spokesman for the company.

Without the waiver for a full-scale drill, the plant can only legally operate at low-power, or 5 percent of the plant's capacity.

William Cummings, CASH spokesman, said CP&L wants to be exempt from the drill because they know it would show that the plant is not yet ready to operate.

"Certainly there are thousands of people living near the plant that feel there are serious flaws in the present

emergency and evacuation plan," he said.

But Harris said CASH is using this issue to prevent the plant from operating at all.

"None of us here (at CP&L) want to be exempt from having a first-rate emergency plan," he said. "We've simply asked that the scope be reduced from a full-scale exercise to a smaller scale one."

Federal law requires that a full-scale emergency drill be held within one year of initial operation of a nuclear power plant.

A successful full-scale drill was last held at the plant in May 1985, according to Harris.

"We have another full-scale exercise scheduled for February 1987," he said.

If the waiver is granted, CP&L will begin loading fuel after this fall, following a small-scale drill.

If it is not granted, CP&L will have to wait until after its drill in February to begin full-power operation at the plant.

"They (CP&L) are trying to rush the plant into operating status, even though, clearly, it's not finished," said Cummings.

He and his group plan to respond to the NRC order on Sept. 29, he said.

Local sculptor's work on exhibit at Hanes gallery

By JAMES BURRUS
Staff Writer

Pittsboro artist Molly Renda's work, "Terms of Interment," is currently being displayed in the Hanes Art Center gallery. The show, which will run through Sept. 25, includes wooden sculptures, prints and a large construction using a grade of gravel called Durham-Crush-and-Run.

Renda's works focus more on geometric shapes than color. "I have a tendency to work with a marked absence of color or very densely packed color," she said. Colors predominant in this show include blacks, whites, grays, and golds.

The two main wooden constructions in the exhibit feature gold leaves of foil torn between an L-shaped frame. This reflects Renda's interest in art objects that can easily

break or fall apart.

"Hearth," another wood piece, has some characteristics of two-dimensional artwork. The front of the sculpture, a thin board, has a picture of a kitchen scene and stairs on it, thus resembling a painting. Behind the board, though, the stairs are cut out. This is the sculptural aspect of the work. "It is a hybrid of painting and sculpture," Renda said. "It is a 3-D object but still has painting qualities."

The show also features some of Renda's prints, many resembling sculptures through a technique of layering materials and highlighting of printmaking. "Painting and sculpture are constantly going back and forth in my work," said Renda.

The biggest project in the gallery is the one using the gravel. Renda said she wanted to do a piece

specifically for the gallery room and had to do some sketches beforehand. She did not begin actual construction of it, though, until she was setting up the show.

The crushed stone is laid out on the floor while there is a log cross-beam and some sketchings mounted on the wall. "The gravel serves as the ground to which the rest is anchored," she said. "The gravel mirrors the shape of the piece on the wall."

Renda said that it had been quite a while since she had worked on such a large scale, and she admitted some things are still unresolved about it.

The entire show reflects Renda's fascination with art objects that have unlikely or unwise combinations. She said it reflects the kind of choices an artist has to make in her work. "It sort of amuses me in a way that

you can set up a potentially unstable situation and manipulate it in such a way and make it unstable," she said.

Renda likes working abstractly. "I go beyond the materials presented and thus (my work) is open to a broad range of interpretations," she said.

Renda also likes to write poetry. Last year a collection of her poems were put together with engravings by Richard Nelson in a hand-printed small edition portfolio. "He took the poems and developed a series of engraving plates for them. Then we worked together on the book's production," she said.

"For many years it was a big struggle for me to keep words out of my art work," said Renda. In the exhibit at Hanes the title is the only place where words enter in the work.

Zoning plans proposed; diverse reactions shown

By MICHELLE EFIRD
Staff Writer

Chapel Hill residents filled the municipal building Monday night to voice their concerns over zoning proposals for several newly annexed areas of the town.

The hearing Monday was to consider citizens' comments in determining the type and density of development for land along Weaver Dairy Road and Interstate 40 and along Pope Road. The areas were officially annexed from Durham County on Aug. 31.

The hearing will be continued Oct. 22.

Recommendations from the Chapel Hill Planning Board call for categorizing land around Interstate 40 as "mixed use."

Under a mixed use plan, areas could be used for office, commercial, or residential use, the board said.

Chapel Hill's current development ordinance does not define the mixed use proposal, and in order to incorporate the new idea, the ordinance would have to be amended.

Some residents said they feel mixed use would be a good idea. "It's time for Chapel Hill to take charge of these strategic pieces of land," said resident Ron Strom of 102 Mosswood Ct.

Grainger Barrett, a resident of Williams Circle, said it would be an admirable technique and a positive step for Chapel Hill, but added, the plan could also hurt small property owners.

The required 20-acre minimum for land development under the mixed use plan is not realistic because owners may not want to combine tracts of land, he said.

Chuck Beemer, a landowner along Weaver Dairy Road, said he was partly in favor of the new plan.

Beemer said he would rather have the land zoned for commercial use, but added that the land might never be developed if it is not zoned at least for mixed use purposes.

"Mixed use is a hell of a lot better than R-1 (a low-density rural residential zoning)," he said.

Linda Convisor of White Oak Drive also voiced concern over the newly annexed Pope Road area.

The land along Pope Road is

fragile, she said, and "it should not be re-zoned 'mixed use' until all the kinks are out."

Several council members pointed out that the plan was intended to be a long-range one.

"Much of this has been generated by Interstate 40 coming through," Councilman Arthur Werner commented.

If the properties are not zoned within two months of this date, city officials say the newly annexed area will not be governed by any zoning regulations.

Development needs to be slowed down so the council can consciously make a decision on what it wants for the newly annexed areas, he said.

Councilwoman Nancy Preston said the council wanted to keep development like that on the Durham-Chapel Hill Boulevard away from the annexed interstate areas.



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