

Video games back in style

By JEANNA BAXTER
Staff Writer

The video game market, which plummeted to an all-time low in 1985, has begun its resurgence in 1987.

Japan-based Nintendo, which commands more than 75 percent of the home video game market, estimated its Christmas sales as more than a million consoles sold. A sellout of the system forced Nintendo to cut back its \$20 million holiday ad campaign.

Sega, another Japan-based company, has also experienced this revival. Sega markets the racing game *Outrun*, currently the number-one selling video game in the nation.

Toys-R-Us at South Square Mall, local distributor of Nintendo products, sold between 150 and 200 systems during the two weeks prior to Christmas, according to store representative Bill Hume.

Hume said most of the Nintendo consoles and software were virtually impossible to keep in stock.

Most analysts attribute the video game market downfall in 1984 and 1985 to an over-saturation of the software market.

Alan Pomerantz, director of advertising and public relations at Nintendo, blamed the easy marketability of video game software for the glut.

"Since the market had experienced such phenomenal growth, retailers overstocked a variety of software," Pomerantz said. "Much of this software was inferior. Inferior games

virtually ended software sales, which in turn stopped hardware sales."

Ron Judy, vice president of marketing at Nintendo, said both Nintendo and Sega manufacture systems in which only licensed software can be used. This licensing will ensure high quality games and prevent a re-occurrence of the market glut.

Pomerantz said the beginning of the home computer craze also played a major role in the decline of the home video game system.

"The market will take longer to saturate this time," said Hume. "The systems will sell well for a year or two, and then the software will continue to do well for another two or three years at least," he said.

New state-of-the-art technology is another major catalyst in the revitalization of the video game market. Today's video games offer higher color capabilities, expanded memory, an increase in the variety of play and better controls. Nintendo also added a robot and a light-sensitive "Zapper" gun.

"Video games never fell out of popularity," said James Frye of Brady Distributing in Charlotte. "The home games simply needed advanced technology to revive an interest in them."

"Although the coin-operated games met a decline, they remained stable," said Pomerantz.

"The Barrel of Fun experienced about a 25 percent drop in business after the boom in 1982 and 1983, but has noticed a definite pickup in the last year," said Glen Edmisten,

manager of the Franklin Street arcade.

Edmisten attributed the market upswing to better graphics and an increase in the number of four-player games available. These four-player games, such as *Gauntlet*, offer more competition to the players. This competition isn't available from the home games.

"Our business didn't drop off," said Carey McCloskey, manager of Soaps on Franklin Street. "Our regular customers continued to play the games."

Redemption games, in which players win tickets redeemable for prizes, have also helped the coin-operated industry, Edmisten said.

Both Sega and Nintendo are now manufacturing a number of kit games that allow arcade owners to transform games that aren't making money into new games. Arcade operators save a lot of money because they do not have to buy new cabinets.

Kristin Avena, marketing service representative for Sega, said that profits are good in the video game industry.

"Arcade operators are drawing in over \$1,000 a week from *Outrun*," she said.

Both McCloskey and Edmisten agreed that the increase in the home video game market has not hurt the coin-operated market.

"Nintendo thinks that the two businesses complement each other," Pomerantz said. Nintendo is the only manufacturer of both home and



Tom Kanos, 14, plays "Outrun" at Barrel of Fun on Franklin Street

coin-operated games. Avena said that Sega is still concerned with market saturation. New games are being held back until the market seems clear enough to handle them, she said.

BSM backs Sitton in SBP runoff

By KIMBERLY EDENS
Staff Writer

The Black Student Movement (BSM) has endorsed Jaye Sitton in the runoff election for student body president. BSM president Camille Roddy said Monday.

"The two candidates provide a very clear choice as to who is most qualified," Roddy said.

Elections 1987

The BSM refused to endorse any of the candidates in the original election in a statement released last Sunday. The statement said that if a runoff election was necessary, the BSM would endorse one of the candidates.

Roddy gave Sitton's experience on student congress as a reason for the endorsement. "Jaye Sitton has worked with student government for quite some time," she said, "and she has made it clear that she is quite willing to work with the BSM in providing for the needs and concerns of minority students and all students on UNC's campus. Her platform goals and ideals certainly are more feasible and attainable objectives."

Brian Bailey, the other candidate in the runoff, showed a lack of concern for representing minority groups, Roddy said. "Bailey made it clear that divestment, minority recruitment and retention, and anything concerning women should not be addressed by student government," she said.

"Since student government is supposed to take into consideration a cross-section of all students and issues on campus," she said, "and divestment is an issue that students have voted for overwhelmingly on two referenda, that in itself is evidence that these are concerns of students on campus, and Bailey is not taking these concerns into consideration."

The BSM also asks all students to vote, Roddy said. "The BSM urges all students to get out and exercise their right to choose the most qualified individual to serve as our student body president," Roddy said.

N.C. Democrats hope to win 1988 governor's post

By MICHAEL A. KOLB
Staff Writer

The cold, harsh winds of winter are still blowing in North Carolina, but for many N.C. Democrats, thoughts are turning toward spring 1988 and the May gubernatorial primary.

Lt. Governor Bob Jordan, considered the front runner among the Democrats, has not formally announced his candidacy. N.C. Democratic Party Chairman Jim Van Hecke Jr. said Monday.

"I would be surprised if that changes," Van Hecke said.

Jordan will announce his decision this fall, said Brenda Summers,

Jordan's director of communications. Jordan will base his decision on the field of candidates and whether he feels he has the support of the party leadership. Summers said.

Hecke said he doesn't expect a large field of contenders.

But William Carl, a businessman from Raleigh, is rumored to be interested in running for the Democratic nomination, said Tom Lawton, spokesman for Sen. Terry Sanford, D-N.C.

State Democratic leaders have shied away from endorsing a candidate so early in the race. Sanford criticized Gov. Jim Martin, the

Republican candidate, for being too partisan, but has stopped short of endorsing any Democrat.

"Usually, you want to let the people decide, but that's not to say he wouldn't endorse a candidate during the primaries," Lawton said.

"None of the elected officials endorsed Sen. Sanford until after the primaries."

Rep. David Price, D-N.C., would not endorse a candidate during the primaries, press secretary Jim Jordan said.

Both Sanford and Price said a Democratic governor would be a big plus for N.C. Democrats.

"A Democratic General Assembly

can work better with a Democratic governor," Lawton said. "Martin's been a very partisan governor. That can lead to hard feelings. When the governor's campaigned against you, it's hard to be cooperative."

Van Hecke said Democratic governors have campaigned against Republican candidates to the General Assembly in the past. He said, however, the Democrats did not have to ask the Republicans to work with them in the General Assembly after the governor had "knocked them" because the Democrats had a majority.

"Martin is the most partisan governor in years," Van Hecke said.

N.C. Democrats plan to keep a "unified front like the one we had during the last election," Van Hecke said.

"Terry Sanford will be an immense help," he said. "This will be a hard race."

North Carolina would benefit from a Democratic governor because he would be more in tune with the people of the state, Van Hecke said.

"All the progress of this state has been made under Democratic governors, whether it's a question of the university system, the Research Triangle Park or road systems," Lawton said.

Rape Awareness Week features a mock trial of date rape case

By KRISTEN GARDNER
Staff Writer

This week, three campus organizations are observing Rape Awareness Week with a series of speakers, films, discussions and a mock trial.

The event is sponsored by the Carolina Union Human Relations Committee, the Campus Y Women's Forum and the Rape Action Project.

Peter Hatcher, a member of the Rape Action Project, quoted a recent poll by UNC's School of Journalism which showed that three out of every ten UNC women were victims of rape or attempted rape.

Hatcher said that one of the goals of Rape Awareness Week was to make people understand that rape is not a dead issue. "We want to raise consciousness so more people will want to get involved in the effort."

"Rape is not all men's fault," Hatcher said. "It's not all women's

weakness. Everyone can have a stake in ending rape."

Lauren Lindsey, chairman of the Union Human Relations Committee, said that she hoped that the week's events would cause people to "take responsibility for their own lives," and help solve the problem of rape on an individual level.

"If people would solve problems within themselves and the people they know, we wouldn't have to have organizations like Rape Action Project," she said.

Polly Guthrie of the Campus Y's Women's Forum said, "Some people may feel there's overkill on some issues. We've tried to raise issues that don't always come up. We've tried to bring rape to the individual because it is such a reality."

Tuesday night's mock trial to decide a case of date rape will be decided by three different juries: one

made up of adults, one of male students and one of female students. Hatcher said.

Laura X, director of the National Clearinghouse for Marital and Date Rape, is the week's keynote speaker. X legally changed her name to signify the anonymity of women in history, said Suzanne Bolch, Union Public Relations chair.

A schedule of the week's events is as follows:

- Tuesday, Feb. 10
- 12:30 p.m. Tin Drum Theater Group dramatization of rape issues in the Pit.
- 5 p.m. Self-Defense and Self-Protection Workshop.
- 7 p.m. Date Rape presentation in Hinton James.
- 8 p.m. Mock Trial of a date rape case in 209 Manning.
- Wednesday, Feb. 11
- 4 p.m. Film "Rate it X" with discussion led by Dr. Linnea Smith and Cookie Teer in the Union Film Auditorium.
- 6 p.m. Dramatic presentation by UNC Readers Theater and the Ebony Readers.
- 8 p.m. Film "Rate it X" in the Union Film Auditorium.
- Thursday, Feb. 12
- 6 p.m. Date Rape presentation in Cobb.
- 8 p.m. Laura X, keynote speaker, in 209 Manning.



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