

The Tar Heel

Serving the students and the University community since 1893

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Festival fulfilled all expectations

From staff and wire reports

After years of study and hundreds of hours of preparation, North Carolina not only passed the test of putting on a U.S. Olympic Festival but scored higher than even local organizers expected.

"The pleasant surprise is that we've exceeded expectations with ticket sales," said Hill Carrow, the president and executive director of N.C. Amateur Sports.

"It exceeded our expectations with attendance," he said. "We had to adjust to handling the vast crowds that have gone beyond what we expected. That's a good problem to have."

"It kind of meets one of our key goals — to put North Carolina on the map," Carrow said. "It shows we're right up there with the Houstons and Los Angeles and Indianapolis of the world."

Last week, officials announced a record \$2.6 million for Festival ticket sales, surpassing \$2.4 mil-

lion sold in Houston last year. The local organizing committee had set a goal of \$1.5 million.

On Sunday, officials announced that Festival ticket sales were just below \$3 million entering Sunday's final events and closing ceremonies.

Carrow attributed part of the success to walk-up ticket business by people who apparently didn't become enthusiastic about the event until it got here.

"You always worry when you have a lot of presales," Carrow said. "You don't want to tap out the people who would be walk-up business."

Another factor that boosted ticket sales was the promotion of the Festival as a statewide event with five host cities, said Ken Smith, Festival communications director.

"We feel that making it into a North Carolina Festival instead of

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Tar Heel/Steve Matteson

A weighting game

During the Festival weightlifting competition, Jim Moser dead-lifted 142.5 kilograms in the

100-kilogram class. For more Olympic Festival photos, see pages 6-7.

At the Daily Tar Heel with Charles Kuralt



Tar Heel/Laura Patterson

Charles Kuralt talks with DTH staffers in the editor's office

By SALLY PEARSALL

Editor

and RON CRAWFORD

University Editor

It was business as usual at the DTH offices last week, until a celebrity appeared in our midst.

"Hello, I'm Charles Kuralt," he said, and he certainly was. "Do you mind if I look around?"

He said he was trying to find a place to film a segment for a possible television series, "Try to Remember," which would focus on certain significant weeks in history. For this particular episode, Kuralt had chosen the week of May 17, 1954 — the week of the U.S. Supreme Court's landmark desegregation ruling.

And he'd decided to begin the episode with a personal journey back to May of 1954, when he was a 19-year-old undergraduate at the University and the newly-elected Daily Tar Heel editor.

Soon his camera crew was setting up in the editor's office, while the rest of us lined up to get autographs.

Kuralt, a Wilmington native, is one of the University's favorite sons. His "On the Road With Charles Kuralt" series for CBS has endured since 1967; he specializes in what Time magazine called "authentic, uplifting Americana." He also anchors the "Sunday Morning" program on CBS.

Kuralt enjoys the unique freedom his job allows. "CBS just lets me wander," he said. However, he said, he always has to be back in New York on Sundays to do the live broadcast of "Sunday Morning."

As an undergraduate at UNC, he was a member of the Golden Fleece, Old Well and Grail honorary societies. But he spent most of his time working in the Daily Tar Heel offices, which were located on the second floor of the Graham Memorial building.

Kuralt majored in history, but said his studies came second to his work at the student newspaper.

"I started dropping courses to keep up with the work on the Tar Heel," he said. "I kept dropping courses until I finally had dropped them all — so I was editor of the Tar Heel, but I wasn't a student."

The paper was published six days a week, he said, and was printed on a flatbed press in Carrboro. Every photograph had to be taken to Greensboro to be engraved before it could be printed. 6,000 copies rolled off the presses each day to serve the Tar Heel student body.

"The staff wasn't very large," he remembered. "There were only about six or seven people putting out the paper."

And most of those faithful few went on to have successful careers

in journalism. Rolfe Neill, the 1954 managing editor, is now the publisher of the Charlotte Observer. One 1954 associate editor, Ed Yoder, is now a syndicated columnist for the Washington Post; the other, Louis Kraar, is an editor of Fortune magazine.

Kuralt said he vividly remembered the afternoon of the desegregation ruling. The story came over the Associated Press wire just as he was planning the next day's paper.

"I remember thinking, 'now I don't have to worry about what to put on the front page,'" he said.

The Daily Tar Heel editorial staff applauded the landmark decision in the next day's editorial.

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