

The Daily Tar Heel

97th year of editorial freedom

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Home needs house AIDS patients have a right to shelter

For most people, it is difficult to sympathize with a person or group who cannot

board opinion

or chooses not to conform to the accepted norms of society. Despite this lack of understanding, this country's supposed freedom and fair representation make it unacceptable to deny fellow humans suffering from the AIDS virus a place to live and to be cared for — yet this is what the residents of a Chapel Hill neighborhood are doing in response to a proposed AIDS house in their neighborhood for up to four AIDS patients.

A task force of local churches has initiated a study to examine the possibility of establishing a shelter in a Chapel Hill neighborhood for homeless AIDS patients. The task force held a town meeting, inviting the residents from the proposed neighborhood for the house to offer their opinions about the shelter. Unfortunately, the task force's plan was met with fear from the residents, who suggested their families would be infected with the disease by simply living close to the patients. Some of the residents expressed fears of the AIDS patients carelessly throwing hypodermic needles out of the windows and then inviting the neighborhood kids over to play. One resident was worried about the proposed home's old septic tank, fearing the disease could somehow creep into the sewage system.

How alarming that even after all the

pamphlets and news articles and discussions explaining the AIDS virus, people are so ignorant as to believe that they can contract the disease from living near the septic tank. The AIDS virus is still a great mystery to the medical world, but there is no evidence to suggest that the disease survives by any means other than through direct exchanges of bodily fluids.

The home would serve a dual purpose: to shelter homeless, terminally ill patients, and to provide easy access to the hospital for treatment and research. So while these neighborhood residents argue against the home for fear of getting the disease, they are simultaneously restricting progress by preventing research on the virus. And the task force promises constant supervision and detailed planning before the house becomes a reality.

Although the home could be used for something else, shelters for AIDS patients are badly needed. Communities all over the area must discuss the issue, not only residents in the Chapel Hill neighborhoods. Because the Triangle has superior medical facilities, keeping AIDS patients in the area is the most practical solution.

The task force will hold another town meeting Oct. 6. We hope local residents will reconsider their arguments before medical progress is halted because of their ignorant fears.

Doing better business Make companies socially conscious

There's an interesting trend going on in the business world. It doesn't have anything to do with billion-dollar leveraged buyouts, innovative advertising strategies or the latest ways to increase profits. It does have to do with consumers, investors and business leaders who are, more and more frequently, subscribing to the idea of corporate responsibility. And it's a trend we should all encourage.

Consumers have already taken a stand on numerous issues. Due to pressure — which even took the form of Hollywood's Meryl Streep — apple growers have largely stopped using the chemical Alar, which was linked to increased cancer risks for children. Avon Products, no doubt influenced by animal rights activists, announced in June that it would stop experiments that involve the injection of dyes into rabbits' eyes. The maker of Raid, S.C. Johnson, has acknowledged a growing concern for the environment by banning chlorofluorocarbons from its products.

Investors, too, have begun to use social criteria, rather than just performance, to decide where to put their money. As reported in Time magazine in July, investments in socially conscious funds today total around \$500 billion, compared to \$40 billion five years ago.

The trend is an important one, according to Leslie Gottlieb of the Council on Economic Priorities, a non-profit organization committed

to raising awareness about the company's role in the community. "The 1990s will be an era where consumers, investors and corporate leaders push for more social responsibility, particularly in the area of the environment," she said.

The council is responsible for several publications, which include "Shopping for a Better World: A Quick and Easy Guide to Socially Responsible Supermarket Shopping." The guide rates more than

1,300 household items according to various social criteria, such as charitable giving, minority advancement, defense contracts and community outreach. More than 300,000 copies have already been purchased by concerned consumers, who are now buying products such as Prego spaghetti sauce, Newman's Own salad dressing, Crest toothpaste and Folger's coffee, all of which are made by highly-rated, socially responsible companies.

Americans would do well to heed the council's words. As some of the wealthiest and most powerful members of communities, companies should be encouraged to sponsor programs and policies which contribute to bettering society. And consumers and investors, who have the power of the purse strings on their side, need to provide the necessary encouragement by choosing their purchases and investments carefully. — Mary Jo Dunnington

the last word

As you can tell by the letters to the editor and today's front page article, our readers were more than a little upset by the Playboy advertising insert that ran in Friday's paper. It was, to many students, offensive and degrading to women. But there is much more to the issue than meets the eye, and I'd like to explain the background to this ad, and to ads in general.

The DTH does reserve the right to reject ads which it considers objectionable and ads that discriminate on the basis of race, color, creed or sex. To some readers, that may be enough of a reason to reject the Playboy ad. But the ad does not discriminate on the basis of sex — you may still find it objectionable, but that's a value judgment that's difficult to make. To other readers, Playboy is a mainstream magazine, and nothing to get too upset about.

It is also important for readers to understand who does the rejecting here. At smaller campus papers, the editor may be in charge of the ad staff as well as the reporters, but the DTH keeps the departments separate. The editor-in-chief has some control over ads, but desk editors are not consulted in deciding what ads to run.

There are valid reasons for running the ad — it promotes the flow of ideas, it's better to run it than try to make value judgments about it, and to not run it is to censor it. Also, Play-

boy is sold in the Student Stores and is available in the library — two good reasons to run the ad. And while readers may find the magazine obscene, the ad was not.

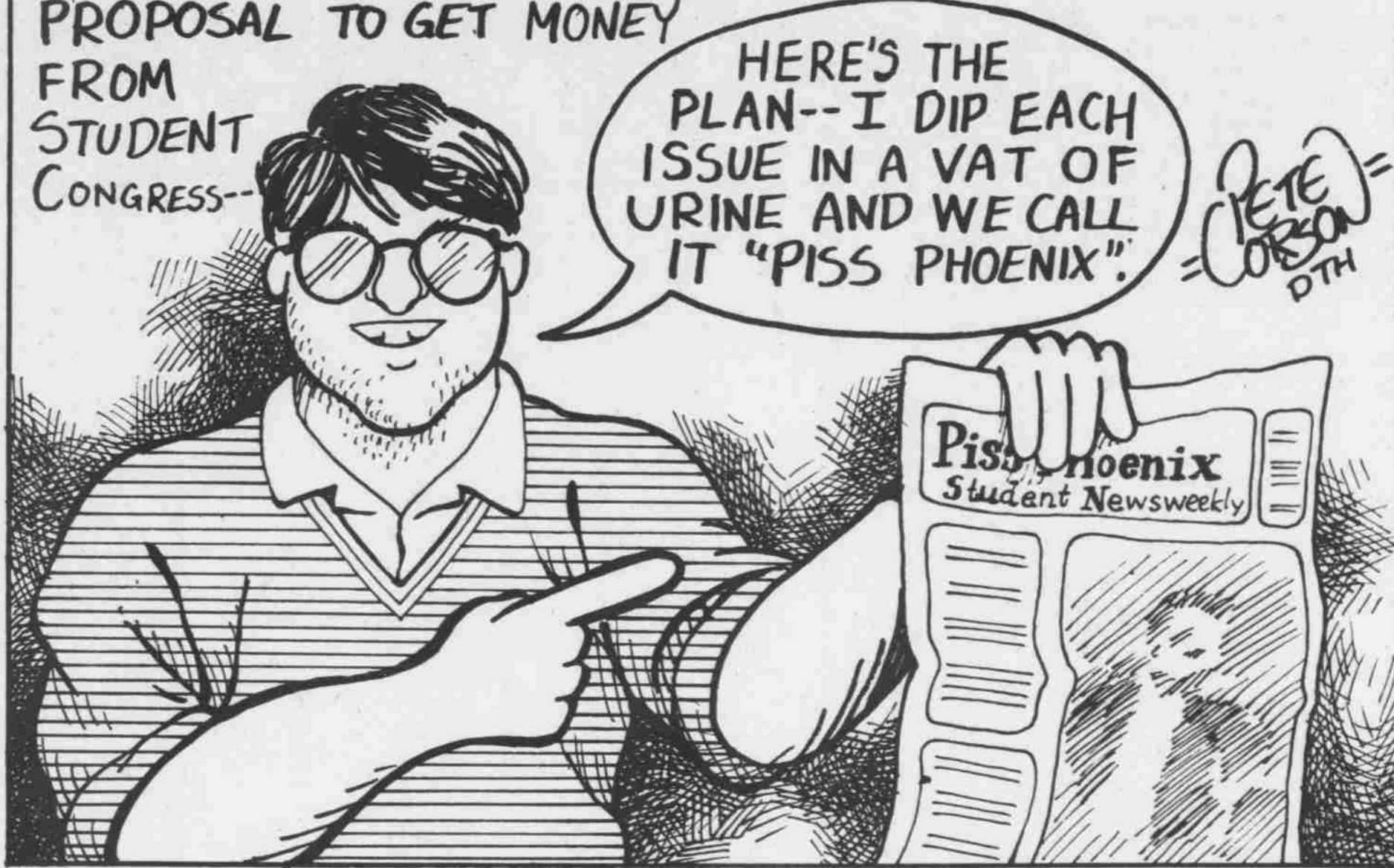
Readers have also said they were surprised to see the ad in a paper with a female editor. But we are adamantly opposed to imposing editorial stances on the advertising department — it's very important to keep them separate, or we could decide to reject all sorts of ads we object to for no good reason.

At the same time, the argument that a newspaper should be socially responsible in deciding what ads to run is well-taken. Even if the ad does not hurt women directly, it may contribute to the degradation of women and add to violent attitudes against women. It's easy to argue that I should allow the ad as I would allow similar views to be expressed in a letter; it's also valid to point out that the paper does not make money from a letter and that this sort of promotion of an idea does not fall under the same protection.

While I dislike Playboy intensely, I'm not going to apologize for running the ad. I am sorry that people are upset, but First Amendment issues are always sticky, and it can be hard to decide which side's valid arguments should carry the most weight. I don't have a pat answer — it's not a clear-cut issue. The most I can say is that I'm glad it has people talking. That, after all, is what the marketplace of ideas is all about. — Sharon Keschull

FROM THE WHILE-WE'RE-STILL-ON-THE-SUBJECT DEPT.:

ED DAVIS ANNOUNCES HIS NEW PROPOSAL TO GET MONEY FROM STUDENT CONGRESS--



Bush must act on South Africa now

Chris Landgraff
Staff Columnist

As expected, F.W. de Klerk was elected president of South Africa last week, and his National Party managed to win 93 out of 166 white Assembly seats despite taking its worst beating in 40 years. Liberal parties gained 12 seats and conservatives gained 17 seats in the dominant house of South Africa's three-chambered Parliament.

Many South Africans and outside observers, including President Bush and State Department officials, view de Klerk's presidency as a sign of improved race relations and the eventual destruction of apartheid. His verbal departure from the policies of former President P.W. Botha have led some to believe he will actively reform the oppressive conditions in South Africa.

Only time will tell. But time is running out and the chance for peaceful change erodes daily. De Klerk's actions to date have shown no move toward improved race relations in South Africa. What's just as frustrating from an American perspective is the lack of substantive American response to the problem. It seems that George Bush, the self-appointed Prince of Diplomatic Pressure, has abandoned the throne.

The domestic situation in South Africa is indisputably horrendous. Despite de Klerk's promise to eliminate discrimination and create a society free of racial domination, blatant oppression continues. Last week's elections are a vivid example of the mockery the ruling Nationalist Party makes of democracy. Not only did the government count the vote of the minority (whites account for about 16 percent of the population) to be a mandate for change — it brutally suppressed the protests of the black majority.

The reports are grisly. Anglican Archbishop Desmond Tutu claims at least 23 blacks were killed in election day violence. The government disputes this figure but admits that 15 bodies have been brought to the morgue. Officials claim the blacks killed each other in factional violence. Regardless of the number killed, the unnecessary violence discredits de Klerk's reformist rhetoric. Police officers indiscriminately beat marchers and protesters. They unleashed water cannons, attack dogs and guns with rubber pellets on peaceful gatherings. They released attack dogs on a group of blacks marching to an all-white beach. A police officer told the press of an incident in which police officers beat school children with rubber nightsticks to disperse their peaceful demonstration. In Mitchell's Plain, South Africa, an ambulance drove into an area of gathering blacks under the guise of assisting a hurt person. Riot police emptied from the "Trojan Horse" ambulance and beat random people in the crowd with wood clubs.

De Klerk announced a five-year plan of action in June. This plan will supposedly bring an end to racial strife, but three months after the announcement, the police continued to use attack dogs against peaceful protesters. The vagueness of de Klerk's plans is matched by the void rhetoric of the United States. Bush seems encouraged by de Klerk's election and the State Department calls the re-

sults "a mandate for real change." Unfortunately, the United States hasn't recently employed diplomatic or economic pressure (sanctions) to expedite change. Policy makers constantly debate the merit of sanctions. Some argue they hurt blacks, some say they are too mild and others say we should be careful about criticizing the South African government because of its important mineral supplies.

Sanctions, however controversial, have had a definite effect on the South African economy. They have helped keep the growth rate below the 5 percent rate needed each year to keep up with population growth. They have also put the government in a precarious position. The government must pay creditors \$12 billion in two years or default on their loans. The point is not to drive their economy into the abyss. The point is to use sanctions as pressure for faster social, economic and political change.

Bush's expression of impatience with the recent violence is empty rhetoric unless it is followed by some concrete approaches to aid the majority of South Africans. This is more than a moral necessity — it's a practical one. As Archbishop Tutu said recently, "We're not playing for marbles, man." If we do not encourage rapid, peaceful change soon, it will no longer be an option. If Bush would take the initiative for international pressure on South Africa, other nations would probably follow — even British leaders are threatening to initiate some sanctions. To increase his credibility, Bush needs to take the moral and practical high ground immediately.

Chris Landgraff is a junior political science and history major from Atlanta, Ga.

Readers' Forum

Playboy out of place in college papers

To the editor:
Upon opening a copy of the Daily Tar Heel on Friday, I found a full-color advertisement insert for Playboy magazine staring me in the face. I found it to be offending and in rather poor taste. Magazines such as Playboy exploit women on the basis of their sexuality. I feel that a college newspaper is not the place for advertisements of this nature.

MAUREEN A KILCOMONS
Graduate
Chemistry

DTH irresponsible to run Playboy ad

To the editor:
I have felt compelled at times to

write a letter to the editor, but never so much as Friday when I opened the DTH only to see a flyer fall to the floor. The flyer was an advertising supplement offering subscriptions to Playboy magazine. I don't intend to preach, and I don't want to alienate the men reading this letter. I simply disagree with the inclusion of the Playboy supplement. Granted, I believe Playboy and other magazines like it exploit women, but I'm sure more readers will send letters to expound on that view.

It simply seems that in the interest of sound marketing, an advertiser would try to reach the majority audience. In this case, the majority of the audience is probably women (DTH readers based on the student population ratio). I personally don't know any women who subscribe to Playboy.

It also seems surprising that a

newspaper whose staff is composed of more women than men would agree to including the Playboy ad.

This is reminiscent of last spring's Miller Lite ad campaign which gave tips on how to "attract babes" on spring break. In that case, the advertiser apologized to the students. I only hope the DTH will take some responsibility in this issue.

TRACY SMITH
Senior
Journalism

Letters policy

The Daily Tar Heel welcomes reader comments and criticisms. When writing letters to the editor, please follow these guidelines:

• All letters must be dated and

signed by the author(s), with a limit of two signatures per letter.

• All letters must be typed and double-spaced, for ease of editing.

• Most letters run from one to two pages, but longer letters may be run as guest columns.

• Letters should include the author's year, major, phone number and hometown.

• The DTH will make every effort to contact writers to verify their letters, so please be sure that both a daytime and evening phone number are listed.

• The DTH reserves the right to edit letters for space, clarity and vulgarity. Remember, brevity is the soul of wit.

• Questions about letters or the DTH letters policy should be directed to the editor at 962-0245.

• Place letters in the box marked "Letters to the Editor" outside the DTH office in the Student Union annex.

Phoenix not worthy of new computers

Editor's note: Hudson is the co-editor of The Catalyst and Woodlief is the senior editor of The Carolina Critic.

To the editor:
The editors of The Phoenix and the Cellar Door have requested nearly \$30,000 from Student Congress to pay for the acquisition of an absurd wish list of state-of-the-art equipment for desktop publishing. The chief argument for this appropriation of student fees is that the new equipment will improve the quantity of small publications at UNC, which, according to Phoenix editor Ed Davis, "are still in the Stone Age." In addition, by eventually slowing the flow of money from the students' pocketbooks to The Phoenix's front door, the publishing system will "save" the students \$30,000 over 10 years.

We contend that the only UNC publication still in the Stone Age is The Phoenix. We represent two student publications. The Catalyst and The Carolina Critic that Mr. Davis never bothered to consult before assuming the right to speak for all small publications. We put out a quality product using our own resources, along with facilities already available to all students, and we do it without a dime of student money. In contrast, The Phoenix, which already receives nearly \$20,000 of your student fees a year, is poorly written, uninspired

and usually late. Now, admittedly, putting out a newsweekly presents more difficulties than the monthly schedules of our journals. But if The Phoenix cannot swim in highly competitive seas, it does not deserve a \$30,000 life preserver, tossed by Student Congress, but billed to your University account. It is true that modern equipment would save money over the long run. But if Mr. Davis' true concern is saving the student money, not improving his fortunes, then he should give back the \$20,000 The Phoenix already siphons from students annually and join the rest of us in the cold, real world of journalism.

Although we hope that students will pressure their Student Congress representatives (if they can find them) to vote against this early Christmas for The Phoenix and Cellar Door, it appears that many Student Congress members will still be more than willing to waste our money. Finance Committee member Tom Elliott, for example, considers The Phoenix "comparable to a national news magazine." Keep in mind, Mr. Elliott, that Time and Newsweek are privately funded.

We hope that clearer heads will prevail in Student Congress on Wednesday. Some Congress members will propose that instead of buying this equipment and placing it in The

Phoenix's office, Student Congress should purchase a less-expensive system and place it in a neutral area where all students could have access to it on a user-fee basis. This proposal would save students more money than the original proposal, could eventually generate revenue for Student Congress and would keep the equipment out of the hands of the editors of The Phoenix, who currently plan to let other students use the equipment only when the Phoenix staff is not.

Some may say The Phoenix's proposal would be in our interest. But we want to show that student journalism of the highest quality is possible, and probably more likely, without massive handouts. Any such purchase, even the one outlined in the original proposal, would benefit us to some degree. But we want to produce our journals without becoming parasites. It is a shame that Mr. Davis does not share this commitment. Perhaps this sort of lethargy is the root of all The Phoenix's other problems as well.

J. KYLE HUDSON
Junior
History

ANTHONY WOODLIEF
Senior
Political Science