

THE BRUNSWICK BEACON

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Thursday, January 31, 1985

Conduct Code Keeps Both Sides in Order

Setting ground rules prior to last week's public hearing on zoning changes at Sunset Beach was a wise move for the council. During previous public hearings, some town residents and developers had become so outspoken and out of order that a conduct code was needed.

Although Town Manager Wallace Martin requested no publicity for his idea to establish the conduct code, he deserves the credit for pushing the matter through. It was Martin who had to escort one developer to his car at the last public hearing when words spoken both inside and outside the town hall became too offensive and personal.

Zoning change requests stemming from the recent building boom at Sunset Beach has created a number of public hearings where two sides bitterly oppose each other. Those speaking against growth and development are facing developers who are seeking the council's permission to pave the way for future growth.

Regardless of how the council votes, it is important that each side have their say. With the conduct code approved last Wednesday, any party may appear in person, by agent or attorney, to represent or speak against the zoning change application.

The applicants have the first say to present the request and argue for the change in zoning followed by opposition and arguments against the application. Both sides are then allowed to present rebuttals and replies to the evidence and arguments.

However, the most important part of the conduct code is that all replies and arguments are limited to two minutes each, with the chairman recognizing who has the floor.

Only one member of the audience last Wednesday attempted to grab more than their share of speaking time, but was quickly called to order and eventually gave in to the new rules.

Those accustomed to windy arguments and heated debates that usually end up doing more harm than good should get use to the "new" Sunset Beach public hearings. They have improved.

Check Out State's Wildlife Tax Checkoff

Last year more than 28,000 Tar Heels contributed approximately \$229,000 to the North Carolina Nongame and Endangered Wildlife Fund in its first year, most of them through the "nongame tax checkoff."

This checkoff on the state income tax form allows residents to contribute a portion or all of the refund from their state income tax to nongame and endangered wildlife. It is a tax-deductible gift.

It's a good investment, especially for a coastal Carolinian. This money can be seen at work locally, helping the endangered loggerhead turtle during nesting season at Bald Head Island, and the brown pelican, through a cooperative venture of UNC-Wilmington, the N.C. Wildlife Commission and the Audubon Society called the "colonial waterbird management plan." They're attempting to identify, purchase and protect dredge spoil islands adopted as rookeries by water birds whose traditional barrier island nesting places have been lost to coastal development.

The state's nongame and endangered wildlife need your help. Why not give freely when you fill out your tax return for 1984.

Reporters Have No Patterns To Follow

Attending the N.C. Press Association awards ceremony in Chapel Hill this past weekend provided me a chance to reflect on 1984. It was a very busy year filled with events that were new to me in my first year of reporting.

In addition to its excellent tradition, several of the big events during 1984 also led to The Brunswick Beacon's opportunity to win several awards as well. I guess now is the time to accept the praise, pat ourselves on the back, and continue the Beacon tradition another year.

Somewhere in the back of my mind is a picture of a Kansas judge digging through editorials on the Brunswick County Board of Education. I wonder what his first reactions were while reading about the board?

During a seminar last fall in Chapel Hill I had the chance to talk with other journalists who had gathered for an education reporters



Terry Pope

conference. It seems other school districts were having problems with how to merge county and city school districts, as in Fayetteville, or with controlling executive sessions.

Here in Brunswick County, the board was dealing with such topics as purchasing Superintendent Ben Brooks' contract for more than \$70,000 and going to court over the payments. Harry Rickenbacker was also throwing tantrums at the board meetings, creating an excellent opportunity for editorial comment.

Several months ago you listened politely as this column ranted about press association news contests and my love/hate attitude toward them.

Well, guess what—there's been a change of heart. This week press contests and the whims of judges are wonderful. If that sounds a little shallow, a little selfish, you're absolutely right. We just got back from an awards ceremony.

Back in October this column suggested I liked the annual press contest—however reluctantly—because it makes us journalists take stock at least once a year and eat large slices of humble pie. It was also an object of strong dislike because the judges and I never saw eye to eye on such basics as what makes a good community news story or an excellent community newspaper.

Well, this year the community newspaper contest judges came from Kansas and they came through. I now love the state of Kansas and all members of its press association.

Susan Usher



They liked The Brunswick Beacon in general and its editorial page in particular. They liked Terry's editorials and they loved the way he and I put together a major news story under deadline pressure.

In Chapel Hill Thursday at the annual N.C. Press Institute we paraded across the stage of Memorial Hall to pick up our plaques and certificates. Editor and Publisher Eddie Sweatt made several extra trips to pick up two awards won by the paper his daughter edits, The Outer Banks Current.

At the Carolina Inn party afterward, we were having so much fun

talking to other journalists from across the state we forgot to go have our pictures made with Gov. Jim Martin. Maybe next year.

The awards ceremony was special for other reasons as well. The News Herald in Morganton, my former employer, also picked up first place in newspaper size category, plus five other awards of various kinds. And newspapers edited by two former bosses—The Shelby Daily Star and The Salisbury Post—picked up awards for general excellence too.

It was just plain old good times getting to see everyone again at the N.C. Press Association meeting, especially the folks from other weeklies. We traded notes on everything from salary scales for the news room to how we handled the major story of the year in our area.

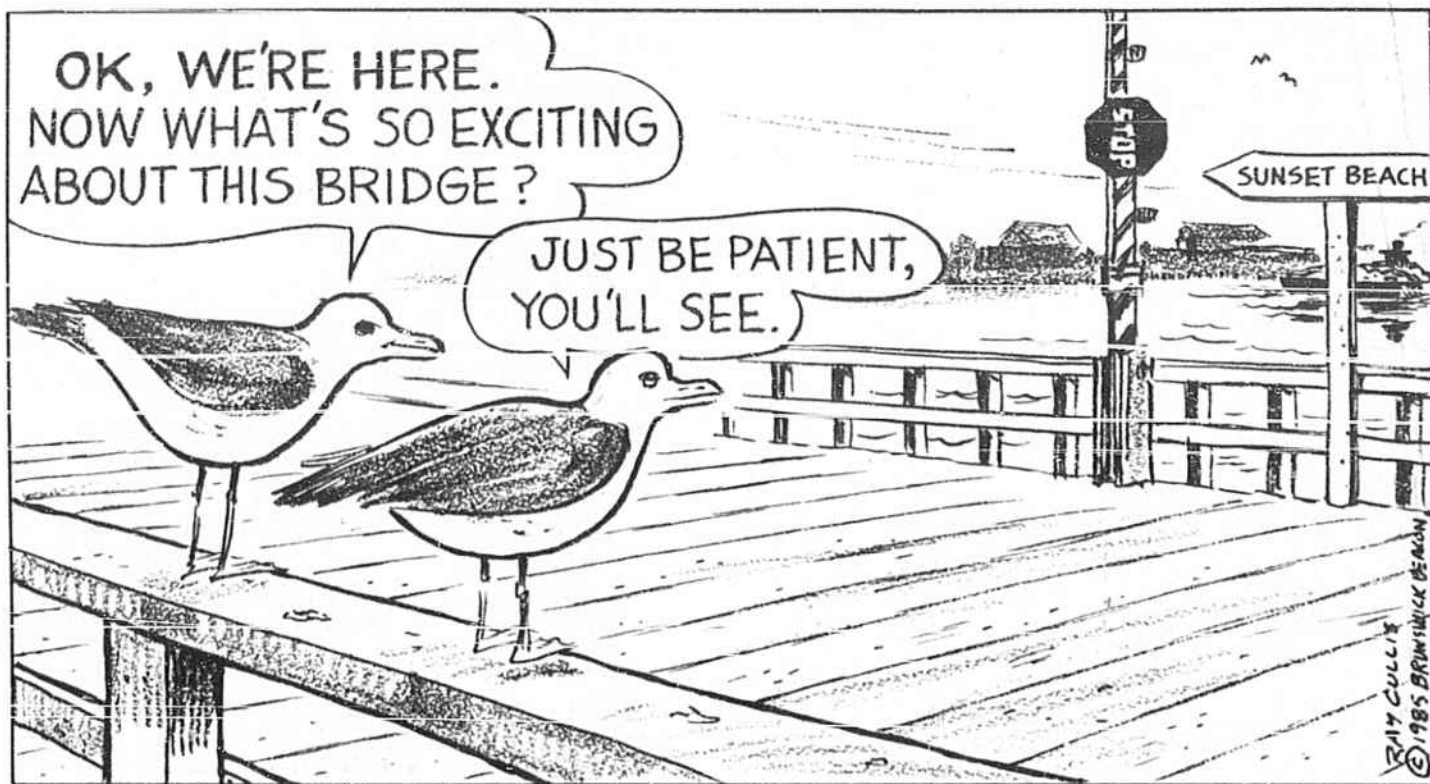
Also good fun was getting to stay at the Hotel Europa, with its mauve and cream interiors, Gilchrist and Soames soaps, clientele guide in five

languages and high-priced French/English menu. My car was so dirty I was too embarrassed to let the parking attendant touch it. Same for the shabby luggage. Plus the idea of tipping someone to do something I was perfectly capable of handling didn't sit well.

For supper Thursday night at Ruben's Terry Pope and I both chose something called Prawns With Grapefruit Sauce and Angel Hair Noodles, (shrimp and spaghetti) with cauliflower and butternut squash on the side. We each succumbed afterwards to a confection made up of chocolate, strawberries and real whipped cream.

For several hours we were hovered over attentively by a waiter in tuxedo, a waitress, and at various times other people who may have been a wine steward and a maitre'd. Who knows? Who cares?

It was a blast. We're all looking forward to doing it again next year—if the judges let us.



LETTERS TO THE EDITOR

Nursing Home Location Unity Is Gratifying

To the editor:

I want to express my appreciation to the citizens of Brunswick County for their concern and support regarding the new nursing home location.

It appears to be a miracle to have so many groups and organizations united for one cause: the best possible location for the new nursing home.

The top priority of these groups

was to locate the nursing home to serve the needs of the people who use it, both medically and efficiently. In most cases, the location was identified as follows: "adjacent to," "within a one-mile radius of" or "near" Brunswick Hospital.

The groups chose the Brunswick Hospital location for other reasons also; it is accessible by major highways from all parts of the county, and can serve the needs of all the towns and communities.

Yes, it was gratifying to have six towns, five rescue squads, six fire departments, several varied agencies, and 47 church groups united in support of one project.

Cardinal Health Agency determined that several companies were qualified to build the nursing home. However, Beverly Enterprises was

the only one of them that elected to build by Brunswick Hospital. This company did stress their concern for patients and their outstanding public relations programs not offered by other companies.

We may now look to the future with hope as our medical services continue to improve.

John F. Holden
Holden Beach

Community Spotlight Ads Call For Clarification

To the editor:

I just finished reading the Beacon for January 24 and wish to make a comment about your section entitled "Community Spotlight."

I assume from the title that this section is intended to highlight area businesses and I realize that it is paid advertising. This is an advertising format that has been used before in other places and which seems to be very effective. It provides a lot of good and useful information about various merchants.

However, something bothers me

about the section that appeared in the issue of the Beacon to which I refer. You listed 19 different businesses. I'm sure these are all very reputable firms that are good to do business with, but of the 19, all are located in Wilmington.

I certainly do not consider Wilmington to be my community and, as an area businessman myself, I feel that it would be good for you to clarify this. Especially since some of the advertisers in question directly compete with our local merchants.

Congratulations on an excellent

newspaper.

Jim Register
Shallotte

EDITOR'S RESPONSE

Thank you for the kind words about the Beacon and for your comments about the Community Spotlight ads in last week's issue.

By way of explanation, Community Spotlight advertisements are not sold or written by members of this newspaper's staff. They are prepared and sold by an Atlanta, Georgia company which buys advertising space in the Beacon in order to reach our readers.

Since these out-of-town advertisers do not deal directly with this

newspaper, they pay a premium rate for advertising purchased through the Georgia firm.

Advertising space is available in the Beacon for all businesses, inside or outside the retail trade area. The law requires us to offer our advertising services on this basis and it is an economic necessity for us to do so.

A majority of our advertising, however, is from local merchants since we do very little soliciting of ads outside the immediate area.

If similar advertising is published in the future, your comments will be considered.

Edward M. Sweatt
Editor & Publisher

Write Us

The Beacon welcomes letters to the editor. All letters must be signed and include the writer's address. Under no circumstances will unsigned letters be printed. Letters should be legible. The Beacon reserves the right to edit libelous comments. Address letters to The Brunswick Beacon, P.O. Box 470, Shallotte, N.C. 28459.

HOW TO SUBSCRIBE TO

THE BRUNSWICK BEACON

POST OFFICE BOX 470
SHALLOTTE, NORTH CAROLINA 28459

For Award-Winning News Coverage

ANNUAL SUBSCRIPTION RATES BY MAIL:

		5.23	3.14
In Brunswick County			
Elsewhere in North Carolina		7.32	5.23
Outside North Carolina		10.00	8.00

Complete and Return to Above Address

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City, State.....

Zip.....