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From left: Lisa Allen ('88), Melinda Watts ('90), Michael Jackson ('89) and Angela Gray ('91).

Photo by Becky Kirkland

JAF A Mentor Program

One bright spot in the University's budget crisis was the JAF A-sponsored mentor mixer at the Kenan Center, a kickoff to the mentor program's career day that brought together School of Journalism students with alumni for professional development. Please see page 3.

State cuts' effect on J-School severe



From the Dean's Desk

By Richard Cole

Several people have asked me to comment on how the shortfalls in state revenue and the resulting budget cuts have affected the School of Journalism and Mass Communication. I'm happy to do that, but the effects are far from happy.

UNC-CH took a 3 percent cut in August, followed quickly by an additional 2 percent "negative reserve" (some bureaucrat's euphemism for a cut). After that total of 5 percent, each academic unit at UNC-CH was required to come up with still another 3.2 percent negative reserve.

The effect of all these reductions on the School has been severe, and things may get even worse. Let me explain:

A few fortunate units at UNC-CH could be called well-off. Most other units have moderate budgets. But for years, the School's budget has been not only lean but in most areas nothing short of bare-bones. That's because of our mushrooming enrollment over the past decade — it's a fact that we've grown in the number of majors more than any other academic unit on the campus — and because of our increasing array of activities in North Carolina, the nation and beyond.

So while a few fortunate units at UNC-CH are paring their budgets, and while most others are slicing into the flesh, we're forced to slash right to the bone.

Actually the state budget shortfall goes back to the spring, when the state simply ran out of money and cut off allocations to UNC-CH. Ever since, we've been living off the Journalism Foundation rather than the state. We were forced to buy paper, pencils and all other basic supplies from Foundation funds. Without the Foundation, we couldn't have functioned effectively. But when we use Foundation

money for such everyday needs, we lose the money for what it is intended: true enrichment activities for the School, faculty members and students.

What's the situation now? After all the cuts and negative reserves are deducted, we're down to less than \$13,000 in state money for all the nonpersonnel needs of the School through June 30, 1991. A word of explanation here: Basically, we have two budgets. Personnel money pays everyone's salaries. Nonpersonnel money is for everything else: supplies, equipment, travel, maintenance, telephone, postage, student wages — and on and on. The phone bill alone is budgeted at \$30,000 for the academic year.

Here are more specifics:

Last year we funded 11 M.A. students as research assistants or teaching assistants. This year we can fund only two.

Last year we funded 15 Ph.D. students as R.A.s or T.A.s. This year we can fund only 12.

In the past few days alone, I've had to turn down fair and reasonable requests from faculty members for computer software, travel funds and other educational needs, knowing that we must cut severely now in order to try to get through the whole year.

To top everything off, this is the year that the School comes up for reaccreditation. So this is the time for extra support, not cuts. In our field, reaccreditation comes only once every six years, and schools work to put their best foot forward then. Now, however, the shortcomings that we don't take care of before the site team visits in February will be highly visible and might well be pointed out in the team's report to the national accrediting council. Obviously, putting our best foot forward is difficult, indeed, when there's no state money for basics, to say nothing of real improvements. □

Private giving shines through budget clouds

By John Bare
The Chapel Hill Herald

It's the best of times and the worst of times at the University of North Carolina at Chapel Hill.

The worst-of-times angle has been receiving the most attention lately, and rightfully so. The state's financial situation has declined from shaky to bad to horrific, and the University has been hit hard in nearly every area. With the fiscal

outlook growing gloomier, the University may well be cut down a few notches.

Evidence of the seriousness of the crisis could be seen in a memo Chancellor Paul Hardin sent out earlier this semester to vice chancellors, deans, directors and department heads. The memo urged energy conservation, which is always a good idea whether there is a recession or not. But this memo was not a perfunctory message about energy usage. It was a mix between an order and a plea for help.

"The extraordinary budget constraints imposed on the University re-emphasize the need to conserve energy and to reduce utilities costs," Hardin said. "The utilities bills for the University exceed \$25 million per year. Small percentage reductions in use of utilities can yield large dollar savings!"

The University is not penny-pinching in order to buy luxuries; these types of

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Mama's cure: Old remedy could benefit the University



President's Column

By Stephanie Bass

I bought the button off a starving graduate student for a dollar. "Save UNC," it demanded, in ragged white letters on Carolina blue.

Solidarity! I was of one heart with the students who were protesting against cutbacks in library hours, graduate student stipends and course offerings.

I affixed the button to my dress and proudly wore it home. Wearing a button is not a rare thing for me, actually. I wore my ERA button for so long I had to have it surgically removed in 1978 — they do it on an outpatient basis with a local anesthetic.

My usually tolerant spouse greeted this new cause with skepticism.

"Save UNC? What for?" he scoffed.

I considered the source. He is a serious Wolfpacker; most of them have chronic inferiority complexes.

It comes from years of hearing their school called "Moo U," and putting up with clever jokes like, "You know why they had to put down astroturf at Carter-Finley stadium? To keep the homecoming queen from grazing."

But he was serious about this. All the state departments are getting cut: are a few library hours more important than protecting clean air and water, or maintaining state parks? Why does UNC deserve special consideration?

Why, indeed?

My knee-jerk reaction was to writhe in a momentary spasm of egalitarian guilt. Then I began to ponder the importance of "bests" in our society.

Why do we cheer or cherish the best of anything? Why do we have races and contests, accreditation and

peer review? Why do we rate restaurants and criticize art?

Let's hear it for the humdrum, the dull, the merely adequate! Why bother to cultivate asparagus? Cabbage is good enough.

Well, cabbage is OK. It's cheap and green. But if all you have is cabbage, life is going to be bleaker than Moscow in winter. (I am braced for a lecture from the Cabbage Defense League.)

Sure, the pursuit of "bests" and "firsts" gives some people an excuse for conquest and avarice. Some winners act like jerks. Losing makes losers feel bad.

For decades the role of "flagship" institutions in the university system has been debated. State officials make painful budget decisions every day, weighing one worthy program against another. Of course the pain has to be spread around.

But the facts that not everybody can be first in everything, and that we can't have everything we want, are not excuses for yielding to what my mother calls "the can't-help-its."

I am beginning to hear murmurs (certainly not from the University) that we can afford to let UNC and N.C. State slide a little. After all, the voices whisper, "They've had so much more."

It's a sign of the can't-help-its.

The can't-help-its are an opportunistic infection of the human attitude. They come on when your defenses are weakened by other vexing problems. If undiagnosed and untreated, the can't-help-its can threaten your survival.

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savings are necessary for the University to carry out its basic functions of teaching and research.

Hardin offered common sense suggestions on saving energy, reminding everyone to turn off lights not in use, to operate lab equipment only when needed and to restrict or eliminate long-distance phone calls. He also said the University would be economizing energy — which means air conditioning and heat probably will be rationed.

The theme of University cutbacks and budget shortfalls has taken over the

campus, working its way into every conversation. The problems have raised the level of cynicism and resentment among students, faculty and staff, and it looks like things will get worse before they get better.

"I feel like we're maybe already in the stages of a recession, certainly a mild one, but it could become serious," State Budget Director C.C. Cameron said in an October newspaper article. "You might as well expect some further cuts."

As an alternative to laying off workers, Cameron said, the state should consider shortening its work week to four days.

With all that, how could it also be the best of times? Well, it does seem rather special that the University is on the edge of its bicentennial celebration. In addition, private fund-raising efforts are producing important dollars. Though these private gifts cannot make up for reduced state funding, it's encouraging to see so many private gifts.

It seems there are news releases every week about private donations to the Latin American Studies program, the Lineberger Cancer Research Center or one of

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Association of Minorities in Media: New student group encourages minority journalists

By Anuradha Seth

A new organization formed in the School of Journalism and Mass Communication in April, geared to promoting opportunities for minority students who intend to pursue careers in the media.

The Association of Minorities in Media is open to all minority students in journalism and mass communication. At a meeting in September to decide a name for the new organization, students discussed calling it the UNC Association of Black Student Journalists. They decided against that name, however, because they wanted the organization to be as broad as possible and to encompass all minorities, not just blacks. Their second concern was to encompass the various media — not just print and broadcast journalism but also visual communications, photography, advertising and public relations.

The association, which has approximately 25 members, has affiliated with the National Association of Black Journalists because blacks form the largest minority group. This will give members a connection when they graduate and will allow them to make contact with other black journalists in the nation. The association also hopes to become affiliated with the National Association of Hispanic Journalists.

Bishari Greene, a senior in the broadcast journalism sequence and president of the new association, said, "I'd like for our members to be able to network with one another in the Journalism School, so they can have a support group to go to with their concerns."

Jan Johnson Elliott, lecturer and assistant to the dean, is acting minority faculty adviser while Associate Professor Harry Amana is on leave this semester. Elliott said that the interaction of students with diverse backgrounds was one of the benefits of having a minorities association. "Although the association is going to be predominantly black because that is our largest



Photo by Jan Elliott

Seniors Cedric Ricks and Emily Watkins interview at a Howard University job fair offering opportunities for minority students.

minority, we hope that other minority students will participate."

Although there are other organizations for specific disciplines in the media, such as the Public Relations Society of America (PRSA), International Association of Business Communicators (IABC), Society of Professional Journalists (SPJ) and American Advertising Federation (AAF), the Association of Minorities in Media members believe it is important that minority students have an organization where their needs are addressed and where people can come and talk to them about the opportunities available to them.

Most major companies today are very heavily into minority recruitment, Elliott said.

"Companies know that we have good minority students," she said. "That's one reason why Knight-Ridder, Gannett and other major media organizations come and interview here. We have a good reputation.

"Dow Jones has specific internships for minority students," Elliott added. "Gannett, Knight-Ridder, *The New York Times* and many others have strong efforts to get

minority representation in newsrooms and throughout their companies."

Despite just having formed this fall, the association has already attended job fairs and organized seminars with minority alumni and friends of the School and meetings to discuss internships. Greene said the association also plans to assist minority recruitment in high schools by communicating with high school juniors and seniors who are interested in journalism.

Eighteen students went to a job fair at Howard University in Washington, D.C., Oct. 10-11, where they had interviews with companies from across the country that were looking for talented minorities.

The American Society of Newspaper Editors (ASNE) schedules primarily print and broadcast job fairs around the country. UNC-CH students will attend an ASNE job fair for minority students in Baltimore in February. □

Anuradha Seth is a first-year master's student in the news-editorial sequence from New Delhi, India.