

Record of

The University of North Carolina
at Chapel Hill



SCHOOL OF
JOURNALISM

Congress shall make no law respecting the establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

— *First Amendment, U.S. Constitution*

Freedom to speak and write about public questions is as important to the life of our government as is the heart to the human body. . . .

— *Hugo LaFayette Black*

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JOURNALISM

Announcements for 1988-1989 and 1989-1990

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December 1988

Number 1022

Equal Educational Opportunity

The University of North Carolina at Chapel Hill is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, sex, age, or handicap. Any complaints alleging failure of this institution to follow this policy should be brought to the attention of the Assistant to the Chancellor. Moreover, The University of North Carolina at Chapel Hill is open to people of all races and actively seeks to promote racial integration by recruiting and enrolling a larger number of black students.

Mission Statement **The University of North Carolina at Chapel Hill**

The University of North Carolina at Chapel Hill has been built by the people of the State and has existed for two centuries as the nation's first state university. Through its excellent undergraduate programs, it has provided higher education to ten generations of students, many of whom have become leaders of the State and the nation. Since the nineteenth century, it has offered distinguished graduate and professional programs.

The University is a research university. Fundamental to this designation is a faculty actively involved in research, scholarship, and creative work, whose teaching is transformed by discovery and whose service is informed by current knowledge.

The mission of the University is to serve all the people of the State, and indeed the nation, as a center for scholarship and creative endeavor. The University exists to expand the body of knowledge; to teach students at all levels in an environment of research, free inquiry, and personal responsibility; to improve the condition of human life through service and publication; and to enrich our culture.

To fulfill this mission, the University must:

acquire, discover, preserve, synthesize, and transmit knowledge;

provide high quality undergraduate instruction to students within a community engaged in original inquiry and creative expression, while committed to intellectual freedom, to personal integrity and justice, and to those values that foster enlightened leadership for the State and the nation;

provide graduate and professional programs of national distinction at the doctoral and other advanced levels to future generations of research scholars, educators, professionals, and informed citizens;

extend knowledge-based services and other resources of the University to the citizens of North Carolina and their institutions to enhance the quality of life for all people in the State; and

address, as appropriate, regional, national, and international needs.

This mission imposes special responsibilities upon the faculty, students, staff, administration, trustees, and other governance structures and constituencies of the University in their service and decision-making on behalf of the University.

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The University of North Carolina at Chapel Hill

¹Christopher Columbus Fordham III, M.D., Chancellor

²Paul Hardin, J.D., Chancellor

Susan Haughton Ehringhaus, J.D., Assistant to the Chancellor

Douglass Hunt, LL.B., Special Assistant to the Chancellor

David D. Dill, Ph.D., Assistant to the Chancellor for Planning

Robert J. Cannon, Ph.D., Affirmative Action Officer

Brenda W. Kirby, Secretary to the University

Donald Arthur Boulton, Ed.D., Vice Chancellor and Dean of Student Affairs

Gary A. Evans, B.A., Vice Chancellor for Development and University Relations

Howard Garland Hershey, Jr., D.D.S., Vice Chancellor for Health Affairs and Vice Provost

John Dennis O'Connor, Ph.D., Vice Chancellor for Academic Affairs and Provost

John Douglas Swofford, M.Ed., Director of Athletics

Harold Gene Wallace, M.Div., Vice Chancellor, University Affairs

³Samuel Ruthven Williamson, Jr., Ph.D., Provost

³Farris Wade Womack, Ed.D., Vice Chancellor, Business and Finance

¹Resigned June 30, 1988.

²Effective July 1, 1988.

³Resigned June 30, 1988.

School of Journalism

Administration

Richard R. Cole, Ph.D., Dean

Thomas A. Bowers, Ph.D., Associate Dean

Robert L. Stevenson, Ph.D., Director of Graduate Studies

Jane Delano Brown, Ph.D., Director, Center for Research in Journalism and Mass Communication

Faculty Emeriti

The date after each name is the year of appointment at UNC-CH.

John B. Adams (1958) Professor

A.B., 1953 (California), M.S., 1954, Ph.D., 1957 (Wisconsin)

Kenneth Rhodes Byerly (1957) Professor

B.B.A., 1930 (Minnesota); M.A., 1932 (North Carolina)

Norval Neil Luxon (1953) Alumni Distinguished Professor

B.S., 1923, M.A., 1931 (Ohio State); Ph.D., 1940 (University of California at Los Angeles)

James J. Mullen (1959) Professor

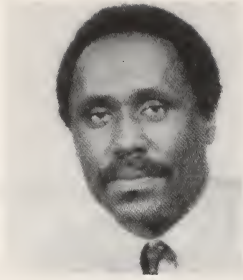
B.B.A., 1947, M.A., 1949; Ph.D., 1954 (Minnesota)

Vermont Connecticut Royster (1971) William Rand Kenan, Jr., Professor

A.B., 1935, LL.D., 1959 (North Carolina); Litt. D., 1964 (Temple); L.H.D., 1956 (Elon College)

Stuart Wilson Sechrist (1946) Associate Professor

A.B., 1935 (North Carolina)



*Harry Amana,
Associate Professor*



*Jesse O. Anthony III,
Assistant Professor*



*Richard J. Beckman,
Associate Professor*



*Frank A. Biocca
Assistant Professor*



*Margaret Blanchard,
Professor*



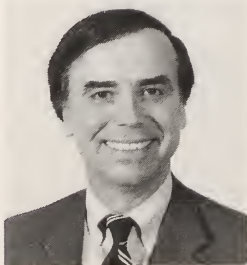
*Thomas A. Bowers,
Professor and Associate Dean*



*Jane D. Brown,
Professor*



*Bill Cloud,
Associate Professor*



*Richard R. Cole,
Professor and Dean*



*Jan J. Elliott,
Lecturer and
Assistant to the Dean*

Faculty

Harry Amana (1979) Associate Professor

B.A., 1967, M.A., 1969 (Temple)

Jesse Oscar Anthony III (1988) Assistant Professor

B.A., 1979 (The University of North Carolina at Chapel Hill); M.A., 1985 (Missouri)

Richard Jay Beckman (1978) Associate Professor

B.J.A., 1975 (Ohio State); M.A., 1977 (Minnesota)

Frank A. Biocca (1987) Assistant Professor

B.A., 1975 (McGill); M.S., 1980 (San Jose State); Ph.D., 1988 (Wisconsin)

Margaret A. Blanchard (1974) Professor

B.S.J., 1965, M.A., 1970 (Florida); Ph.D., 1981 (The University of North Carolina at Chapel Hill)

Thomas A. Bowers (1971) Professor and Associate Dean

A.B., 1964, M.A., 1969, Ph.D., 1971 (Indiana)

Jane Delano Brown (1977) Professor

B.A., 1972 (Kentucky); M.A., Ph.D., 1978 (Wisconsin)



*Nathaniel Lande,
Adjunct Professor*



*Robert F. Lauterborn,
James L. Knight Professor
of Advertising*



*Raleigh Mann,
Associate Professor*



*Philip Meyer,
William Rand Kenan Jr.
Professor*



*Cathy Lee Packer,
Assistant Professor*



*Carol Reuss,
Professor*



*Eli A. Rubinstein
Adjunct Professor*



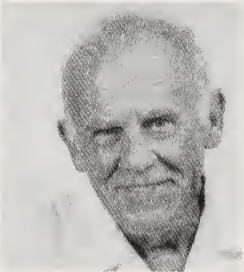
*Mary Alice Sentman,
Associate Professor*



*Donald Shaw,
Professor*



*Regina Sherard,
Assistant Professor*



*James H. Shumaker,
Associate Professor*



*Robert L. Stevenson,
Professor*



*Dulcie Straughan,
Visiting Assistant Professor*



*John Sweeney,
Associate Professor*



*Ruth Walden,
Associate Professor*

- George W. Cloud (1982) Associate Professor
B.A., 1968, B.J., 1968, M.A., 1972 (Missouri)
- Richard R. Cole (1971) Professor and Dean
B.A., 1964, M.A., 1966 (Texas); Ph.D., 1971 (Minnesota)
- Jan J. Elliott (1977) Lecturer and Assistant to the Dean
B.A., 1970 (The University of North Carolina at Chapel Hill); M.A., 1971 (University of Florida)
- Richard R. Cole (1971) Professor and Dean
B.A., 1964, M.A., 1966 (Texas); Ph.D., 1971 (Minnesota)
- Nathaniel Lande (1988) Adjunct Professor
B.A., 1956 (Duke); M.A., 1957 (Oxford); M.A., 1979 (Antioch)
- Robert F. Lauterborn (1986) James L. Knight Professor of Advertising
A.B., 1956 (Columbia)
- Raleigh C. Mann (1978) Associate Professor
A.A., 1963 (Miami-Dade Community College); B.A., 1965 (South Florida)
- Philip E. Meyer (1981) William Rand Kenan Jr. Professor
B.S., 1952 (Kansas State); M.A., 1963 (North Carolina)
- Cathy Lee Packer (1988) Assistant Professor
B.A., 1973 (The University of North Carolina at Chapel Hill); M.A., 1982, Ph.D., 1987 (Minnesota)
- Carol Reuss (1976) Professor
B.A., 1954 (Saint Mary-of-the-Woods College); M.A., 1968, Ph.D., 1971 (Iowa)
- Eli A. Rubinstein (1981) Adjunct Professor
B.S., 1939 (City College of New York); M.A., 1948, Ph.D., 1950 (Catholic University)
- Mary Alice Sentman (1983) Associate Professor
A.B., 1959 (Saint Mary-of-the-Woods College); M.S., 1973, Ph.D., 1984 (Indiana)
- Donald Lewis Shaw (1966) Professor
A.B., 1959, M.A., 1960 (North Carolina); Ph.D., 1966 (Wisconsin)
- Regina Sherard (1983) Assistant Professor
B.A., 1968 (Fisk University); M.A., 1972 (Michigan State); Ph.D., 1985 (Missouri)
- James Hampton Shumaker (1973) Associate Professor
B.A., 1972 (The University of North Carolina at Chapel Hill)
- Robert L. Stevenson (1975) Professor
B.A., 1964, M.A. 1969 (Wisconsin); Ph.D., 1975 (Washington)
- Dulcie Straughan (1987) Visiting Assistant Professor
Ph.D., 1986 (The University of North Carolina at Chapel Hill)
- John Matthew Sweeney (1981) Associate Professor
B.S., 1974 (Northwestern); M.Ed., 1986 (The University of North Carolina at Chapel Hill)
- Ruth C. Walden (1985) Associate Professor
B.A., 1970, M.A., 1978, Ph.D., 1981 (Wisconsin-Madison)

Administrative Board

Richard Beckman, M.A., Associate Professor of Journalism (1990)
Jane D. Brown, Ph.D., Professor of Journalism (1991)
Evelyn H. Daniel, Ph.D., Professor and Dean, School of Information and Library Science (1989)
Gorham A. Kindem, Ph.D., Chairman, Department of Radio, TV, Motion Pictures (1990)
Robert F. Lauterborn, A.B., James L. Knight Professor of Advertising (1990)
Regina Sherard, Ph.D., Assistant Professor of Journalism (1990)
Robert L. Stevenson, Ph.D., Professor of Journalism (1990)
John B. Turner, D.S.W., Professor and Dean, School of Social Work (1989)
Ruth Walden, Ph.D., Assistant Professor of Journalism (1991)

Staff

Billie Nagelschmidt, Business Manager
Jackie Williams, Secretary to the Dean
Terry Blake, Financial Secretary
Susan Hamann, Assistant to the Financial Secretary
Sharon Horton-Jones, Student Records Manager
Patricia Bigelow, Assistant Student Records Manager
Dorothy Choate, Librarian
Rhonda Lloyd, Receptionist

A Tradition of Excellence

For 65 years, the School has built an impressive record of service. Through excellent teaching, research, and public service, through its students, faculty, alumni, and friends, the School has been a force in journalism-mass communication education and the mass media of North Carolina and beyond. It is the only school or department of journalism in North Carolina.

Today the 4,000 alumni of the School are active in virtually every aspect of journalism and mass communication. Many are trend-setting newspaper executives. Others hold high positions with international news agencies, magazines, broadcasting companies, and advertising agencies; in visual communication, business journalism, and public relations; and in research, government, education, and industry.

The School has all three degree programs: the bachelor's, master's and doctorate. Enrollment, which has grown enormously in recent years, is more than 550 juniors and seniors plus 60 master's students and a dozen Ph.D. students. Approximately 90 percent are undergraduates, and 10 percent are graduate students. The School is the third-largest unit at UNC-CH in the number of majors. Only the Graduate School of Business Administration and the School of Education have more.

The School has an excellent reputation, and relations with the mass media are first-rate. The primary role of the School has been and continues to be the education of young people for professional careers in the mass media of North Carolina, and most especially in newspapers and other media of the state. Over the years, this has fostered close, harmonious relations with the state press.

The other mass media play an important role in the School also, and students from across the United States and from other countries come to Chapel Hill to study journalism and mass communication. The School constantly strives to serve them all, and to advance the field of journalism and mass communication everywhere.

National Reputation

In virtually every national ranking, the School is listed among the best journalism-education programs in the country, nearly always placing in the top five or six and sometimes higher. It is listed in a select group of the best journalism schools in the *Journalism Career and Scholarship Guide*, published by the Dow Jones Newspaper Fund, for example. According to a national study in the spring 1988 *Gannett Center Journal*, "North Carolina may be the best balanced of all journalism schools."

History

The first course in journalism at UNC-CH was taught in the Department of English by Edward Kidder Graham in 1909-10. J.F. Royster taught the course after Professor Graham. Professor Richard H. Thornton, guided by the program in journalism at the University of Wisconsin, subsequently broadened the course offerings at Chapel Hill during his teaching career before and after World War I. Louis Graves became professor of journalism in the Department of English and director of the News Bureau in 1921, resigning his position in 1923 to establish *The Chapel Hill Weekly*.

The Department of Journalism was founded in 1924 with Gerald W. Johnson as professor of journalism. In 1926, he was succeeded by O.J. Coffin, known as "Skipper" by hundreds of journalism students.

The Department of Journalism became a separate School in 1950, and Professor Coffin served as Dean until he retired from administrative duties in 1953. He continued teaching until June 1956. Norval Neil Luxon became Dean on December 1, 1953, and served through June 30, 1964. Wayne A. Danielson became Dean on July 1, 1964. He was succeeded by John B. Adams on July 1, 1969. Richard R. Cole succeeded Adams on July 1, 1979.

Accreditation

The School has been nationally accredited since 1958. In 1978, the School received the first unit accreditation granted by the official accrediting agency, the Accrediting Council on Education in Journalism and Mass Communications. This accredited the entire School. The last accreditation report, in 1985, flatly declared that the School was one of the best in the country. The School is a member of the Association of Schools of Journalism and Mass Communication.

Quarters and Equipment

The School is located in Howell Hall, and many journalism classes are taught there. Besides equipment for teaching reporting, editing, photojournalism, and related courses, the School houses the McPherson Journalism Collection in its reading room. The collection

Professors Karen King (left) of the University of Georgia, Marilyn Howard of the University of Missouri, and Alan Fletcher of Louisiana State University take a break between sessions of the 1988 Gannett Seminar for Advertising Teachers.



contains more than 5,000 books and many other materials, including Vu/Text, and Nexis, data-base resources, and microfilm and microfiche facilities, and the IND-EX system of the *Durham Morning Herald* and *The Durham Sun*. Hundreds of books written by alumni and faculty members are displayed in the Walter Spearman Collection in the entry hall of the building.

The Sara Lee Gifford Courtyard next to Howell Hall was given by Mr. and Mrs. L.C. Gifford of Hickory, N.C., in memory of their daughter.

R. J. Reynolds Industries, Inc., Center for Editing and Graphics

This center was established in 1981 with a generous gift of \$150,000 from R.J. Reynolds Industries, Inc., of Winston Salem and modernized with a gift of \$100,000 from the R.J. Reynolds Tobacco Co. in 1988. It enables the School to teach editing, graphic design and display, and production on state-of-the-art computers and related equipment.

Knight Advertising Center

The excellent facility was made possible as part of a \$900,000 grant from the Knight Foundation in 1984. With its microcomputers, audiovisual equipment, and other resources, it is one of the best facilities in the country for the study of advertising. It opened in January 1985.

Summer School

The School of Journalism offers a substantial and growing number of courses during the summer. A catalog and application form may be obtained by writing to the Dean of the Summer School at UNC-CH. Undergraduate and graduate students with deficiencies to make up often attend the Summer School before enrolling for their first regular semester in the School of Journalism.

Placement Service

The School operates its own Placement Service and constantly seeks to fit the right graduating senior — or a journalist with years of experience, for that matter — with the right job. In addition, the School works closely with newspapers and other media throughout North Carolina and in other states on internship programs of various types.

Notices of current job opportunities are posted on a special bulletin board in Howell Hall, and the School holds placement seminars each year. *Each student should file a job-application form in the Dean's office during his or her last semester in School.* A résumé file is maintained for upcoming graduates and alumni. Employees are encouraged to make use of this service. Although the Placement Service concentrates on UNC-CH students and graduates, any person seeking a job in mass communication is welcome to use it. Ms. Billie Nagelschmidt, the School's business manager, maintains the placement files.

Internship Programs

Although the School awards no academic credit for internships, all students are strongly encouraged to obtain internships — primarily in the summer — because they provide invaluable professional experience. News-editorial, advertising, photojournalism, public relations, business, and other internships are possible. Many newspapers in North Carolina and other states send editors or other executives to the School to interview students for internships. Most interviews take place in the spring, but more and more interviewers are

coming in the fall to try to hire the best students. In addition to newspapers, interviewers come from business publications and other organizations.

Please note: The Special Studies 91P course offered at UNC-CH will not count toward a major in journalism. No journalism major may receive credit for the course.

Journalism Foundation

The School of Journalism Foundation of North Carolina, Inc., was founded in 1949. Its articles of incorporation provide that the foundation's purpose is to sponsor, promote, encourage, support and assist, financially and otherwise, the advancement of journalism education at UNC-CH. Such financial support, supplementing state appropriations, adds materially to the School's resources and strengthens its program of teaching, research, and public service. The endowment is more than \$3 million.

Journalism Alumni and Friends Association (JAFA)

The JAFA constitution was adopted in January 1980. JAFA serves as a means by which alumni, friends, and the School can work together. It enables alumni and friends to play a more active role in School affairs, provides a means for recognizing alumni and friends, fosters camaraderie, and provides a means through which alumni and friends may contribute to the well-being of the School. The first president was Reed Sarratt, executive director of the Southern Newspaper Publishers Association in Atlanta. Activities include a quarterly newsletter and a barbecue lunch before the annual Homecoming football game. Regional chapters are active in Washington, D.C., Atlanta, Charlotte, and New York City. Life memberships are available. Information about memberships and other JAFA matters may be obtained by writing to the Dean.

North Carolina Journalism Hall of Fame

The School is the headquarters of the North Carolina Journalism Hall of Fame, which was established in 1981 to recognize individuals who are natives of North Carolina or are distinctively identified with the state and who have made exceptionally distinguished and career-long contributions to journalism or mass communication. The Hall of Fame also serves as an inspiration to young journalists. Pictures of honorees hang permanently in Howell Hall. The inaugural honorees in 1981 were Josephus Daniels (posthumously), Charles Kuralt, C.A. "Pete" McKnight, Vermont Royster, and Tom Wicker. Anyone may make a nomination for the Hall of Fame, in writing in the fall of the year. Final selections are made by the Hall of Fame Committee. Inductions are made at a banquet during Journalism Days.

North Carolina Advertising Hall of Fame

In 1988 the School established this means of recognizing outstanding individuals in advertising. It operates under the same principles and procedures as noted above. The inaugural honoree in 1988 was Charles R. Price.

North Carolina Public Relations Hall of Fame

In 1988 the School established this means of recognizing outstanding individuals in public relations. It operates under the same principles and procedures as noted above. The inaugural honoree in 1988 was posthumous recognition of John Harden.

Journalism Days

This annual program, which began in 1981, is a celebration of journalism and mass communication and offers alumni and friends an opportunity to sit in on classes, attend special programs, and participate in School activities at a time when Chapel Hill is at its most beautiful. The program is held each April. It includes the North Carolina Journalism, Advertising, and Public Relations Halls of Fame banquet (although this event is not necessarily held each year), the School's annual awards convocation, and various special events and speakers. Journalism Days is cosponsored by JAJA and the School.

Reed Sarratt Distinguished Lecture Series

Established in 1987 to honor the late journalist and UNC alumnus who died unexpectedly in 1986, this series has an endowment of more than \$70,000. An outstanding individual in mass communication delivers the Reed Sarratt lecture each semester. Speakers have included David Brinkley, the famed television commentator; David Broder, the distinguished *Washington Post* columnist; and Michael York and Jeff Marx, Pulitzer Prize-winning sports writers from the *Lexington (Ky.) Herald-Leader*. Sarratt, a journalist in North Carolina for a number of years, later became executive director of the Southern Newspaper Publishers Association (SNPA) Foundation and then of SNPA. He was well-respected nationally. He was the inaugural president of the School's Journalism Alumni and Friends Association and in 1985 was inducted into the North Carolina Journalism Hall of Fame.

Journalism Education in the High School

The School is the center of statewide activity concerning journalism education in the high school. Two associations are involved:

The North Carolina Scholastic Press Association (NCSPA), founded in the late 1930s, has a history of leadership and service to scholastic journalism. The principal activity is the annual institute in June, which draws more than 300 students and teachers to Chapel Hill for four days of intensive training in newspaper, yearbook, and literary magazine journalism. NCSPA gives great opportunity for problem-solving, discussion, innovation, and creativity.

The North Carolina Scholastic Press Advisers Association (NCSPAA), founded in 1976, is an arm of NCSPA and gives publications advisers training in journalistic techniques and serves as a forum in which to exchange ideas. Advisers in NCSPAA attend a seminar in the fall and have separate sessions during the NCSPA summer workshop.

Rich Beckman, an associate professor in the School, is director of NCSPA and executive secretary of NCSPAA.

North Carolina Press Association

For many years, the School has worked closely with the North Carolina Press Association (NCPA). A major activity is helping to conduct the annual NCPA contest, which draws more than 2,200 entries. Among other cooperative efforts, the School cosponsors an ongoing series of workshops with NCPA for reporters, advertising personnel, and others and often is the site of the workshops.

Continuing Education

A crucial service of the School is providing seminars for professional journalists and others in North Carolina and beyond. For example, the School works actively with the UNC-CH Institute of Government to sponsor various programs on law and public affairs



Betty Stone (left), yearbook adviser at Charlotte Christian High School, figures proportions for pictures as Maebelle Hudson, adviser at Garner High School, and Eleanor Sifford, adviser at Davie High School, work on a page layout during the 1988 N.C. Scholastic Press Association winter workshop. The School houses the administrative offices of the association and sponsors seminars for advisers and students.

for journalists. The School has cosponsored seminars with the Southern Newspaper Publishers Association and other organizations. In addition, the School works in cooperation with the NCPA, the North Carolina Press Women, and many other professional groups in the state and region, including chapters of the American Advertising Federation (AAF), International Newspaper Advertising and Marketing Executives (INAME), Mid-Atlantic Newspaper Advertising Executives Association, Society of Professional Journalists, Sigma Delta Chi, and Women in Communication, Inc.

Visiting Journalists and Scholars

Each academic year, scores of guests visit the School. They speak to classes and nearly always talk with students and faculty in informal groups. Most are professional journalists and others in mass communication who provide invaluable up-to-date information. Others are outstanding researchers and scholars. Most come from North Carolina; others come from across the United States and some from abroad. They are either special guests in School-sponsored programs or in programs with which the School cooperates, such as the Editor-in-Residence program of the American Society of Newspaper Editors.

AEJMC and Other Associations

The School continues to be one of the most active journalism units in the nation in its activities with the Association for Education in Journalism and Mass Communication (AEJMC), the 2,200-member organization for journalism educators. For many years, School faculty members have held national leadership positions, sat on AEJMC boards and committees, headed AEJMC divisions, and helped to edit national AEJMC publications. Two Deans and an Associate Dean have been AEJMC presidents: Neil Luxon in 1957, Richard Cole in 1983, and Thomas Bowers in 1989.

Faculty members are active in many other national, international, and regional organizations. Among them: the International Association for Mass Communication Research (IAMCR), International Association of Business Communicators (IABC), American Association for Public Opinion Research (AAPOR), Southern Association for Public Opinion Research (SAPOR), Accrediting Council on Education for Journalism and Mass Communications (ACEJMC), Association of Schools of Journalism and Mass Communication (ASJMC), and committees of such organizations as the Southern Newspaper Publishers Association (SNPA), American Newspaper Publishers Association (ANPA) Foundation, and American Press Institute (API).

Phil Meyer, William Rand Kenan Jr. professor, has been elected the 1989-90 president of the American Association for Public Opinion Research (AAPOR), and the School houses the world secretariat of the World Association for Public Opinion Research (WAPOR).

Minority Presence

The School is firmly committed to enlarging its minority presence at all levels. In recent years, minority students have constituted approximately 10 percent of the enrollment at both the undergraduate and graduate levels. The School earmarks scholarship money for minority students each year, and there is a School committee to recruit minority students.

Under the Board of Governors' general Minority Presence Grant Program, black students may be eligible for special financial assistance if they are residents of North Carolina, enrolled for at least three hours of degree-credit coursework, and demonstrate financial need.

Students of all racial and ethnic backgrounds use the School's Placement Service, of course, but the School also sends a group of black students and a faculty member to the job-placement conference at Howard University in Washington, D.C., each year.

In order to recruit outstanding high school minority students who are interested in journalism-mass communication, each year the School awards two \$1,000 Alexander Morisey Scholarships to freshmen and two \$1,000 Vivian Edmonds Scholarships to sophomores. Morisey was a North Carolina native who had an outstanding career in newspapers and public relations. Mrs. Edmonds, publisher of *The Carolina Times* in Durham, was inducted into the North Carolina Journalism Hall of Fame in 1988.

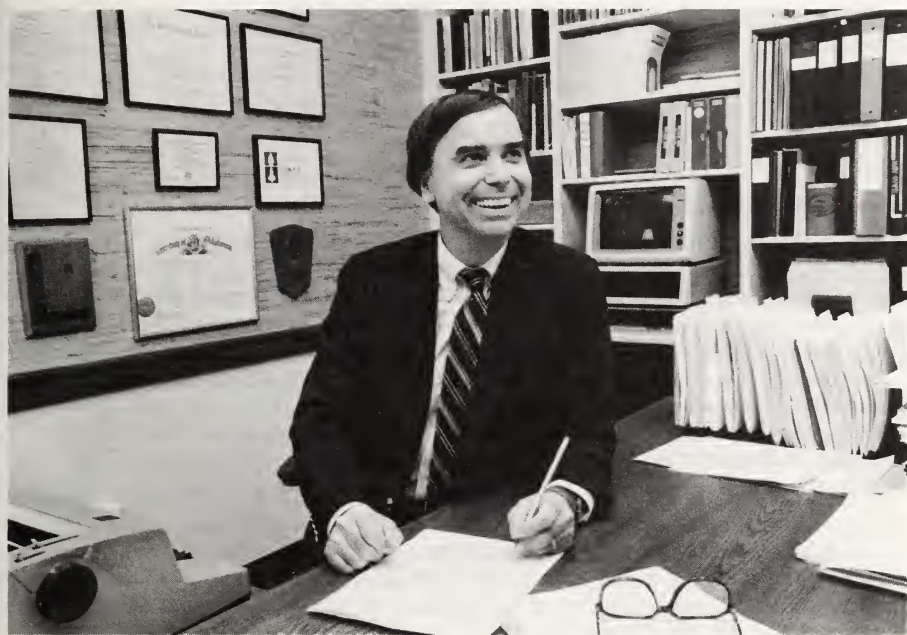
The School has been selected nationally to host the minority reporting intern program of the Dow Jones Newspaper Fund for several years. With an annual grant of more than \$20,000, the School conducts a two-week reporting workshop for minority college sophomores selected from across the nation. The students then work for the rest of the summer as interns on newspapers over the nation. Harry Amana directs the program, assisted by Regina Sherard.

The School also participates actively in several programs by encouraging minority students to compete for national awards and jobs. Among those programs are newspaper internships sponsored by the Dow Jones Newspaper Fund.

In addition, the School works actively in a program called the Minority-Professional-in-Residence through which black journalists speak to classes and visit with students in small groups. The School was among the first in the nation to become involved with this program, which is sponsored by the American Society of Newspaper Editors (ASNE).

Confidentiality of Records

Student files in the School office are confidential and are restricted to persons with administrative or academic reasons to see them. No one else may see a student's records without the student's permission. Students may allow prospective employers to see their records by signing a release.



Dean Cole in his office.

Research Activities

Journalism Research Center

The Center for Research in Journalism and Mass Communication is an active part of the School. Practical research work is carried out as a service to the profession and the state press, and methodological and theoretical work is conducted to further the discipline of journalism and mass communication. Research grants are sought to help assure the scholarly independence and support necessary for objective research into topics pertinent to practicing journalists and educators. In addition, the results of research projects are compiled into reports and distributed widely.

Research Productivity

The School is one of the most productive journalism units in the United States in terms of research. A study in *Journalism Quarterly* showed that the School ranked No. 3 in publishing academic articles among all U.S. journalism schools, and No. 2 in the nation in productivity per faculty member. This is especially significant since many journalism schools have much larger faculties. The School faculty publishes in an impressive array of academic and professional journals.

Carolina Poll

As a service to the mass media of the state and to the public, the School conducts the Carolina Poll once a semester. Each poll is a statewide scientific survey of North Carolina adults and includes questions of general interest to the public. The poll has earned respect and extensive use by the mass media.

Undergraduate Program

The School prepares men and women for careers in journalism and mass communication by offering an academic program that provides a basic liberal education, an understanding of the responsibilities of a free press in a democratic society, and a fundamental knowledge of journalistic and mass communication techniques and substance.

The philosophy that guides the School is that journalists and other communicators must understand the political, social, economic, and cultural forces that operate within society. For this reason, students acquire a background in the humanities, the social sciences, and the natural sciences while preparing themselves for journalism and mass communication careers. Only one-fourth of the credit hours earned toward the Bachelor of Arts in Journalism may be in journalism courses. The balance of each student's program is expected to provide the broad education necessary for those who plan careers in mass communication.

The School recognizes its responsibility to the state of North Carolina to prepare men and women for positions on newspapers and other media in the state. Its undergraduate program, therefore, includes technique courses in sufficient number to provide its graduates with entry-level skills for reporting, editing, advertising, photojournalism, public relations, and other positions on daily and nondaily newspapers and other media.

Admissions

The School is one of the undergraduate units of the University. Others are the General College, the College of Arts and Sciences, the Graduate School of Business Administration, and the School of Education. Students are enrolled in the General College during their first two years, after which they may transfer to the School or one of the other units. (Students may take journalism courses in the sophomore year.)

Undergraduate admissions to UNC-CH are handled by the University's Undergraduate Admissions Office, and requests for information and application forms should be sent to that office. A nonrefundable application fee of \$35 must be submitted with the application for admission. An applicant who has been offered admission and who will live on campus must pay a \$100 nonrefundable deposit that is credited toward the first semester's tuition. If student will live off-campus, this fee is \$35. The Undergraduate Admissions Office will also advise students on the proper freshman and sophomore courses to take in preparation for junior-year transfer to Chapel Hill from other campuses.

Beginning with the Fall Semester of 1988, the entire University of North Carolina system will require all of its students to meet the same minimum undergraduate admissions requirements. These requirements have been adopted by the Board of Governors. High school graduates from the **classes of 1988 and 1989**, who *otherwise meet the institution's own admissions requirements* may be admitted, provided they have successfully completed in grades 9-12:

In **English**, four course units emphasizing grammar, composition and literature;

In **mathematics**, two course units including **algebra I** and one additional course unit;

In **science**, two course units including **one physical science** and **one biological science**;
and

In **social studies**, two course units including one unit in **U.S. history**, but an applicant who does not have the unit in U.S. history may be admitted on the condition that at least three semester hours in that subject will be passed by the end of the sophomore year.

For the **class of 1990 and beyond**, the following courses will be required for admission, in addition to an institution's own specific requirements:

In **English**, four course units emphasizing grammar, composition and literature;

In **mathematics**, three course units including **algebra I**, **algebra II**, and **geometry**, or a higher level mathematics course for which algebra II is a prerequisite;

In **science**, three course units including

- at least one unit in a life or **biological science** (for example, biology)
- at least one unit in a **physical science** (for example, physical science, chemistry, physics),
and
- at least one **laboratory course**;
and

In **social studies**, two course units including one unit in **U.S. history**.

In addition, it is recommended that prospective students:

complete at least two course units in **one foreign language**, and take **one foreign language** course unit and **one mathematics** course unit in the twelfth grade.

Students are admitted to the School when they attain junior standing and have completed the requirements of the General College on the Chapel Hill campus or have earned grades of C or better in equivalent courses at other recognized institutions.

To qualify for admission from the UNC-CH General College or from another UNC-CH department or school, students who entered the University as freshmen in fall 1988 and thereafter must have earned an overall quality-point average of 2.4 or better in all course work. Students who entered the University prior to fall 1988 may enter the School with a 2.2 or better average.

Because the University limits the number of transfer students from other institutions, applicants compete for admission to the School on the basis of quality-point averages and other academic credentials, and on such matters as commitment to a career in journalism or communications and letters of recommendation. The final decision on admitting junior transfers rests with the UNC-CH Office of Undergraduate Admissions.

Although there may be exceptions, the general policy is that the School accepts no more than six credits in journalism courses from another institution.

Pre-Transfer Advising

Students are urged to visit the School in the freshman and sophomore years to meet with faculty members and plan a sound foundation for their professional program. Journalism faculty members serve as General College advisers to assist students on the Chapel Hill campus. Pre-journalism students are also invited to participate in activities of the School.

Classes Open to Sophomores

Journalism classes are not open to freshmen, but several are open to sophomores:

If a sophomore has passed the School's spelling and grammar examination then he or she may enroll in Journalism 53, "Newswriting." A sophomore may proceed from Journalism 53 to Journalism 54, "Reporting" (or even to Journalism 57, "News Editing," although upper-class students nearly always take all the spaces in this course). A sophomore might wish to take Journalism 56, "Feature Writing" (Although Journalism 53 is not a prerequisite for

Journalism 56, students do better in the latter course if they have had 53.) In addition, special skills courses that are taught occasionally under the Journalism 191 number may be open to sophomores if they have passed Journalism 53 and if the instructor feels that the student is ready for the 191 course.

Sophomores planning on taking the advertising sequence are encouraged to take Journalism 170, "Principles of Advertising," if there is space available. Sophomores may also take Journalism 101, "The Mass Media and U.S. History," or Journalism 146, "International Communication and Comparative Journalism." Journalism 120, a course in community journalism, might be taken by a sophomore. "The World of Graphic Design" course is open to sophomores, and others may be, from semester to semester.

Special Requirements

Because journalism assignments must be typed on a computer — often under deadline conditions — students must have good keyboard skills at the time of admission to the School. It is useful, although not essential, that students be familiar with word-processing software.

Spelling-Grammar Examination

Students are expected to have a solid foundation in spelling, grammar, punctuation, and other writing skills before they enter the School. In line with these expectations, the School requires that students earn a minimum passing score on our spelling-grammar examination before they take Journalism 53, "Newswriting," or Journalism 171, "Advertising Copywriting." Further, students must earn a higher score on the examination as a condition for graduation. The examination is administered several times a semester and during the summer. Spelling-grammar examination scores become part of students' records.

Academic Procedures and Regulations

Enrollment in Courses

Journalism majors normally have priority over other students for space in journalism courses, but space is not guaranteed in all courses in any given semester. Permission is required from the instructor (and in some cases from the School) for most journalism courses.

Students should consult their advisers early in a semester to begin planning for the subsequent semester and should get permission slips from instructors in the School as soon as the slips become available, generally one week before pre-registration.

An instructor may drop any student who does not attend the first meeting of a class unless the student has made a prior arrangement with the instructor.

Course Loads

Students may not pre-register for more than 17 hours or fewer than 12 hours per semester without permission from the Associate Dean.

Journalism students are expected to take a normal course load of at least 15 credits per semester. Course loads of fewer than 12 credits will be permitted in only the most unusual circumstances.

Subject to the above restrictions, students may drop courses any time during the University's regular drop period. After that, drops are permitted for a limited number of reasons, including medical problems or a change in job status.

Academic Progress

To remain academically eligible, students must meet the following requirements:

– 1.50 quality-point average and 24 academic semester hours (cumulative) to begin the third semester in residence.

– 1.75 quality-point average and 51 academic semester hours (cumulative) to begin the fifth semester in residence.

– 1.90 quality-point average and 78 academic semester hours (cumulative) to begin the seventh semester in residence.

– 2.00 quality-point average and 105 academic semester hours (cumulative) to begin the ninth semester in residence.

Required physical education activity courses do not count as academic semester hours. Semester hours taken on other campuses in which at least C grades have been earned will be used in computing the cumulative total of semester hours passed.

Quality points are computed as follows:

A .0, A- 3.7, B+ 3.3, B 3.0, B- 2.7, C+ 2.3, C 2.0, C- 1.7, D+ 1.3, D 1.0, F 0.0.

Students failing to meet (1) the minimum cumulative grade-point average and (2) the minimum academic semester hours passed (the latter requirement applies only to students admitted after May 15, 1982) may attempt to retain or restore their academic eligibility by:

1. Taking courses in the summer at UNC-CH.
2. Taking correspondence courses at UNC-CH.
3. Removing *excused AB* or *IN* grades.

Students failing to meet these requirements have the right to petition for readmission, but unless there are exceptional circumstances, such as appeal has little chance of approval.

Pass-Fail Option

Students may take up to 24 credit hours Pass-Fail but may not take more than seven in a semester. Any course may be taken Pass-Fail except:

- English W, 1, and 2.
- Courses taken to satisfy the General Education Basic Skills requirement.
- Courses taken to satisfy the General Education Perspective courses to be counted in the General College.
- Courses in the major, except Journalism 55, "Mass Communication Practicum," which is offered only as Pass-Fail.
- Related courses specifically required (and designated by number) by the major department or curriculum.
- Summer courses.

Following the University's calendar, students may designate a course (or courses) for which they have registered in the regular manner as Pass-Fail by application to the Dean's Office. Once a course has been selected for Pass-Fail, the selection is irrevocable. Appeals for exceptions will not be heard. In computation of grade-point averages, a failure on Pass-Fail will be computed as hours attempted; a pass will not be computed as hours attempted. Students who change their major to a field in which they have already taken Pass-Fail work may credit only one Pass-Fail course in the new major.

Final Examinations

Students are expected to take final examinations in accordance with the University's schedule and regulations. In cases where a student has four scheduled examinations in two days, permission for an excused absence from one of the examinations can be approved by the Associate Dean.

Honors Program

An honors program is available to students who have demonstrated their ability to perform distinguished work. Admission to the honors courses (98 and 99) is based upon an average of 3.3 or better in the major and overall, recommendation by a faculty member in the School, and approval by the director of the honors program. Students successfully completing the program are graduated "with honors" or "with highest honors."

Students from across the country gather with two School of Journalism faculty members after completing two weeks of training in the 1988 Dow Jones Newspaper Fund Minority Reporting Internship Program for College Sophomores. They then worked as summer interns at major daily newspapers. In the back, from the left: Mildred Charley, Marcus Chan, Program Director Harry Amana, Assistant Director Regina Sherard. Third row: Maria Gutierrez, Octavia McBride, Michael Watson. Second row: Angel Ayala, Cheri Lawson, Michael Wang. First row: Lisa Esquivel, counselor Sheila Simmons.



Degree Requirements

Sequences and Double Majors

A sequence in the School is a concentration in news-editorial journalism or in advertising. Each sequence has some courses that are required specifically; some courses are required for all majors in the School.

Students may double major by meeting all requirements for the major in the School and in the other discipline. News-editorial and advertising students may double major in virtually any field in Arts and Sciences. (A student interested in broadcasting should be in the broadcast journalism option in the news-editorial sequence instead of being a double major in Journalism and RTVMP.) The degree earned is a B.A. in Journalism. Double majors are noted on the transcript but not on the diploma. Sequences are not noted on the transcript or diploma.

UNC-CH Degree Requirements

Undergraduates must meet the following general requirements for graduation:

- A distribution of courses during the first two years that meets General College requirements.
- A minimum of 120 credits (not including physical education activity courses) with a quality-point average of 2.0.

Journalism Requirements in All Sequences

– The grade of D in a *core journalism course* cannot count toward graduation; the student must repeat the course. Only one D in a journalism *elective* may be counted in the minimum journalism credit hours required for graduation.

– Of the basic 120 hours for graduation, at least 90 hours must be outside journalism and the skills courses in RTVMP, if any are taken. Within these 90 hours, at least 65 must be in Arts and Sciences. Beyond the basic 120 hours for graduation (not counting the 1-hour P.E. activity courses), students may take as many journalism courses as they like. The *minimum* number of journalism credits required is 27, and students are strongly encouraged to take more. (Honors students must take more than 27.) *Please note:* Journalism 55 may not be counted in the minimum of 27 credit hours required in journalism for graduation; it must be beyond that.

- A passing score on the School's spelling and grammar examination.
- The General Education Perspectives for juniors and seniors (may be taken Pass-Fail).
- A supporting program, which varies with the student's sequence in the School (may be taken Pass-Fail).
- An outside concentration, which is explained in the following material on sequences in the School (may be taken Pass-Fail).
- The Special Studies 91P course offered for internship credit at UNC-CH will not count toward a major in journalism. No journalism major may receive credit for the course.

News-Editorial Sequence Requirements

Four courses are required in the core:

- JOUR 53 (4 credits), Newswriting
- JOUR 54 (3), Reporting
- JOUR 57 (3), News Editing
- JOUR 164 (3), Mass Media Law and Ethics

In addition, students must take at least two courses (including at least one at the 100-level) from among the following *craft* journalism courses: 56, 58, 80, 154, 156, 157, 180, 181, 191 (when it is a writing seminar).

In addition, students must take at least two courses from among the following *conceptual* courses: 101, 140, 141, 146, 160, 165; 120, 130, 151, 170, 191 (when it is a conceptual course). And at least one must be selected from the first six courses listed.

Students in the news-editorial sequence must fulfill certain requirements in courses outside journalism. They must take a supporting program of at least 3 credits in each of the following areas:

- State and Local Government
- U.S. Government and Politics
- Recent U.S. History
- Sociology
- Psychology
- Economics

Students must also take an outside concentration of at least 9 credits (in addition to the ones above) in a single subject matter area, including, but not limited to: economics, political science, history, sociology, psychology, English, RTVMP, any natural or social science or foreign language, any fine arts area, computer science, business administration, or other discipline.

Visual Communication Option (Under the News-Editorial Sequence)

Students in the visual communication option must take the following seven core courses:

- JOUR 53 (4), Newswriting
- JOUR 54 (3), Reporting or JOUR 57 (3), News Editing
- JOUR 80 (3), Beginning Photojournalism
- JOUR 85 (3), The World of Graphic Design
- JOUR 164 (3), Mass Media Law and Ethics
- JOUR 180 (3), Advanced Photojournalism
- JOUR 181 (3), Color Photojournalism

In addition, students must take at least one course selected from the following six: 101, 140, 141, 146, 160, 165.

Students in the visual communication option must take the same supporting program and outside concentration requirements as in the news-editorial sequence.

Broadcast Journalism Option Requirements (Under the News-Editorial Sequence)

Students in the broadcast journalism option must take the following six core courses:

JOUR 53 (4), Newswriting

JOUR 54 (3), Reporting

JOUR 57 (3), News Editing

JOUR 164 (3), Mass Media Law and Ethics

RTVM 30 (3), Basic Writing for Broadcasting and Film (counts as RTVM, not JOUR)

RTVM/JOUR 73 (3), Introduction to Broadcast Journalism (counts as JOUR)

Please note: RTVM/JOUR 174 (3), Advanced Broadcast News Reporting (which would count as JOUR) is highly desirable as an elective.

In addition, students must take at least two courses from the following group of conceptual courses, at least one of which must be taken from the first six: 101, 140, 141, 146, 160, 165; 120, 130, 151, 170, 191 (when it is a conceptual course).

Students in the broadcast journalism option must take the same supporting program and outside concentration requirements as in the news-editorial sequence.

Public Relations Option Requirements (Under the News-Editorial Sequence)

Students in the public relations option must take the following six core courses:

JOUR 53 (4), Newswriting

JOUR 54 (3), Reporting

JOUR 57 (3), News Editing

JOUR 130 (3), Principles of Public Relations

JOUR 131 (3), Case Studies in Public Relations

JOUR 164 (3), Mass Media Law and Ethics

In addition, students must take at least one of the following *craft* courses: 56, 58, 80, 154, 156, 157, 180, 181, 191 (when it is a craft course).

In addition, students must take at least one *conceptual* course from these: 101, 140, 141, 146, 160, 165.

Students in the public relations option must meet the same supporting program and outside concentration requirements as in the news-editorial sequence. In addition, they should select courses outside of journalism in consultation with their advisers, to fulfill the recommendations of the Commission of Public Relations Education of the Association for Education in Journalism and Mass Communication, the Public Relations Society of America, the International Association of Business Communicators, and the Foundation for Public Relations Research and Education.

Advertising Sequence Requirements

Three journalism core courses are required:

JOUR 53 (4), Newswriting

JOUR 164 (3), Mass Media Law and Ethics

JOUR 170 (3), Principles of Advertising

In addition, students must take at least three of the following courses: 171, 172, 173, 176, 178, 179 or 191 if the topic is advertising.

In addition, students must take at least one of these conceptual courses: 101, 140, 141, 146, 160, 165.

Students are strongly encouraged to take Business Administration 160 ("Principles of Marketing").

Students must also fulfill certain requirements in courses outside journalism. They must take a supporting program of at least 3 credits in each of the following areas (may be taken Pass-Fail):

- Recent U.S. History
- Economics
- Psychology
- Sociology

Students must also take an outside concentration of at least 9 credits (in addition to the ones above) in a single subject area, including, but not limited to: economics, political science, history, sociology, psychology, English, RTVMP, any natural or social science or foreign language, any fine arts area, computer science, business administration, or other discipline (may be taken Pass-Fail).

Student Activities

Practical Experience

Students are urged to work on *The Daily Tar Heel*, the student newspaper of the University in Chapel Hill, or on the student newspaper of the institution they attend for their first two years of college. Experience on other media is encouraged throughout the student's years on campus. Publications include *Black Ink*, *The Phoenix*, and others. The *UNC Journalist*, a laboratory newspaper of the School, serves as an excellent print outlet for students.

Society of Professional Journalists, Sigma Delta Chi

Students interested in journalism careers are encouraged to join the campus chapter of the national Society of Professional Journalists, Sigma Delta Chi. Student membership may be transferred to membership in professional chapters upon graduation. Monthly meetings offer a mixture of sessions with professionals from various backgrounds for explorations of career opportunities and other specialized programs. Each year the chapter sponsors a seminar on how to apply for a job. The student chapter is associated with professional chapters on regional and national levels, and students are encouraged to attend annual meetings at both levels. The professional group sponsors a Mark of Excellence competition annually.

Women in Communication, Inc.

All students, male and female, are invited to join Women in Communications, Inc. Although there is no student chapter of WICI on campus, students may affiliate with the N.C. Triangle professional chapter and work with area professionals in a variety of programs and projects. A student member can transfer, upon graduation, to full membership in a professional chapter.

Advertising Club

Students interested in advertising are encouraged to join this organization, an academic chapter affiliated with the American Advertising Federation (AAF). Regular meetings are held with national and local advertising professionals as guest speakers. An annual Career Day acquaints members with local advertising professionals and their jobs. The Ad Club participates in the AAF's national student advertising competition.

National Press Photographers Association Student Chapter

This organization, which is a chartered affiliate of the National Press Photographers Association, provides students with a direct link to working press photographers. The group sponsors and attends critique sessions, workshops, and seminars relating to all aspects of photojournalism. Photography trips and social events are held also.

International Association of Business Communicators Student Chapter

This student chapter, established in 1984, offers various opportunities for students interested in public relations and business communication.



David Brinkley (left), a Reed Sarratt Distinguished Lecturer, with students Sean Rowe and Jill Gerber and one of Sarratt's grandchildren, Glenn Garner.

Awards and Prizes

Dean's List

Students are eligible for the Dean's List (Honor Roll) if, in a given semester, they earn either a 3.2 quality-point average while taking 15 hours of letter-grade credit, or a 3.5 quality-point average while taking 12 to 14 hours of letter-grade credit.

Kappa Tau Alpha

This is the national society dedicated to the recognition and promotion of scholarship in journalism. Each year approximately 10 percent of the journalism students become members. Eligibility is determined by academic standing in courses taken on the Chapel Hill campus. The society was founded at the University of Missouri in 1910. The UNC-CH chapter was chartered on May 17, 1955, and subsequently was named in honor of Norval Neil Luxon.

Alpha Delta Sigma

Advertising Club members with superior academic records are eligible for selection to Alpha Delta Sigma, a national scholastic honorary society for advertising students.

Phi Beta Kappa

Students are eligible for election to Phi Beta Kappa, the national scholarship fraternity founded at the College of William and Mary in 1776. The Alpha of North Carolina chapter was founded in 1904.

Hearst Contest

Each year, the School participates in the William Randolph Hearst Foundation's journalism awards program, which consists of six monthly writing contests, a photojournalism contest and championship, a broadcast journalism contest and championship, and the writing championship. Over the years, the School has done exceedingly well, often finishing in second or third place in the overall national competition.

SPJ, SDX Outstanding Graduating Senior Award

Each year, the Society of Professional Journalists, Sigma Delta Chi recognizes the outstanding graduating senior in journalism. The award is given on the basis of character, scholarship, and competence to perform journalistic tasks. The School provides a monetary stipend to the winner of this award, as well as to the winner of all the following awards.

James J. Mullen Award to the Outstanding Graduating Senior in Advertising

This annual award was given for the first time in spring 1985. The next year it was named in honor of James J. Mullen, a long-time faculty member who was retiring.

Norval Neil Luxon Prizes for Scholarship

Each year the School honors the graduating senior and the junior with the highest grade-point averages in their classes with the Norval Neil Luxon Prizes for Scholarship. The awards honor the 1953-64 Dean of the School.

Joseph L. Morrison Award

This prestigious award goes to the outstanding student in the study of journalism history. It is named for the late Professor Morrison, a journalism history scholar in the School and the author of several books.

John B. Adams Award

Each year the School recognizes the outstanding student in the study of mass communication law. The award was presented first in 1985 and honors the 1969-79 Dean of the School.

Stuart Sechriest Award

This annual prize recognizes the School's outstanding student in photojournalism. First presented in 1986, it honors Professor Sechriest, a faculty member from 1946-77 and the School's first photojournalism teacher.

Expenses and Financial Aid

Tuition and Fees

Tuition and fees are assessed on a semester basis and are due at registration. Accounts not paid in full by the last day of registration are subject to a late-payment fee and the student's possible disenrollment.

	N.C.	
	Resident	Nonresident
Tuition	\$252.00	\$2,053.00
Fees	\$168.50	\$ 168.50

Textbook costs, breakage deposits on equipment used in some courses, laundry fees, and board are not included in payment to the University Cashier. The University reserves the right to make, with the approval of the proper authorities, changes in tuition and other fees at any time. A student whose bona fide residence has not been established in North Carolina for at least 12 months preceding his first registration in the University must pay a higher rate of tuition than that charged a legal resident of North Carolina.

Housing

The primary objective of the Department of Housing is to provide a physical and psychological atmosphere conducive to each student's having opportunity to develop to the utmost his or her personality, ability, and sensitivity. The University provides residence hall accommodations for approximately 6,800 registered students - undergraduate, graduate, and professional men and women. Three hundred and six apartments are available for student family housing.

Information regarding residence hall accommodations is available by writing to: Department of University Housing, Contracts Office, Carr Building, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599. Information regarding married-student housing is available by writing to: Manager, UNC Student Family Housing, Odum Village, Branson Street, Chapel Hill, NC 27599.

Financial Aid

Several scholarships are available for journalism students who show academic attainment and financial need. Loan funds, University scholarships, and jobs are described in the Undergraduate Bulletin. Students in the School may apply for these general scholarships as well as for those limited to journalism students. Information about scholarships, loans, and part-time jobs may be obtained by writing the Director of Student Financial Aid or the Dean of the School. Applications are available in the Dean's office, and the deadline is Feb. 1 for the next academic year.

Scholarships Awarded by the School of Journalism

The School of Journalism awards several scholarships each year to students who will be journalism majors the following year. Applications may be picked up in the School

office after Dec. 1 and must be completed and turned in no later than the following Feb. 1. Winners are announced in April at the School's annual awards convocation. A single application makes a student eligible for all scholarships, provided that the student meets the minimum grade-point average required for scholarships (2.2). Applicants are also advised to submit a Financial Aid Form to the College Scholarship Service of the Educational Testing Service.

Students who plan to transfer from another campus or institution to the School of Journalism may apply for scholarships. But the School will not award scholarships to such students until it has official notification of the students' acceptance as transfer students.

Scholarships are awarded on the basis of academic performance, financial need, and potential for journalism and communication careers. Winners of the distinguished scholarships are selected from among the top applicants who are interviewed by faculty members and representatives of the School of Journalism Foundation.

Some scholarships are for certain amounts each year; amounts may vary from year to year for other scholarships. Winners receive half of their scholarship funds at the beginning of the fall semester and the other half at the beginning of the spring semester. Scholarship checks are distributed by the University's Student Aid Office. Certain scholarships are designated for minority students. The following permanent scholarships are given annually:

L. C. Gifford Distinguished Journalism Scholarships. Established in 1967. \$2,000 annually, \$1,000 each semester. These prestigious scholarships are given in honor of the late L. C. Gifford, publisher of the *Hickory Daily Record*. Over the years, the Gifford family has provided scholarships for many UNC-CH students and has enthusiastically supported the journalism program at Hickory High School. The Gifford family also provided funds for the Sara Lee Gifford Courtyard (between Howell Hall and Davie Hall) in memory of one of their daughters.

Knight Foundation Distinguished Journalism Scholarships. Established in 1967. \$1,000 annually, \$500 each semester. Four of these are awarded each year by the School of Journalism with special support from the Knight Foundation and Knight-Ridder newspapers, publishers of *The Charlotte Observer* and many other newspapers.

Quincy Sharpe Mills Scholarship. Established in 1956 by the late Mrs. Nancy Sharpe Mills in memory of her son, who was killed in France in World War I.

O. J. Coffin Scholarship. Established in 1957. Honors the memory of O. J. "Skipper" Coffin, who served as professor and head of the journalism program from 1926 to 1953.

Gerald W. Johnson Scholarship. Established in 1961. Honors the memory of Gerald W. Johnson, who was named professor of journalism when the Department of Journalism was formed in 1924.

Louis Graves Scholarship. Established in 1962. Honors the memory of Louis Graves, who became professor of journalism in the Department of English and director of the UNC News Bureau in 1921. He was also the publisher of *The Chapel Hill Weekly*.

Beatrice Cobb Scholarship. Established in 1963. Given in memory of the former publisher of the *Morganton News Herald*.

Carl C. Council Scholarship. Established in 1968 by Mrs. Carl C. Council and her daughter, Mrs. Mary Frances White, to honor the memory of the former publisher of the *Durham Morning Herald* and *The Durham Sun*.

Holt McPherson Scholarship. Established in 1971. Honors the memory of the first president of the School of Journalism Foundation and the former editor of the *High Point Enterprise*.

Pete Ivey Scholarship. Established in 1976. Honors the memory of the director of the UNC News Bureau from 1955 to 1975.

Walter Spearman Scholarship. Established in 1977. Honors a former faculty member who taught in the School of Journalism for more than 40 years before retiring.

Harvey Laffoon Memorial Scholarship. Established in 1981. Honors the memory of the former publisher of the *Elkin Tribune*.

R. C. Rivers Memorial Scholarship. Established in 1981. Honors the memory of the former publisher of the *Watauga Democrat* in Boone, N.C.

Henry Dennis Memorial Scholarship. Established in 1981. Honors the memory of the former editor of the *Henderson Daily Dispatch*.

A. W. Huckle Memorial Scholarship. Established in 1981. Honors the memory of the former publisher of the *Concord Tribune*.

Roy Wilkins Scholarship. Established in 1981. For minority students. Honors the memory of the former journalist who was executive secretary of the National Association for the Advancement of Colored People (NAACP).

Jonathan Daniels Scholarship. Established in 1982. Honors the memory of the former editor of the *Raleigh News and Observer*.

Elkin Tribune-Thomas J. Fleming Scholarship. Established in 1982. Honors the memory of the former editor of the *Elkin Tribune*.

Julius C. Hubbard Scholarship. Established in 1982. Honors the memory of the former publisher of *The Journal-Patriot* in North Wilkesboro.

C. A. "Pete" McKnight Scholarship. Established in 1982. \$3,500 annually, \$1,750 each semester. Honors a former editor of *The Charlotte Observer* and *The Charlotte News* and an inaugural honoree in the North Carolina Journalism Hall of Fame.

Henry Lockwood Phillips Scholarship. Established in 1982. Honors the memory of the former publisher of the *Carteret County News-Times* in Morehead City.

Reader's Digest Magazine Writing Scholarship. Established in 1982. Given annually to a student with a strong interest in a career in magazine journalism.

David Julian Whichard Scholarships. Established in 1982. Two awards given annually. Designated for news-editorial students from North Carolina. Made possible with an endowment from the Whichard family, which owns *The Daily Reflector* in Greenville, N.C.

Freedom Newspapers Scholarship. Established in 1983 by Freedom Newspapers, Inc., which owns newspapers in Gastonia, Burlington, Jacksonville, and Kinston.

Bob Quincy Scholarship. Established in 1984 and funded by an endowment of more than \$50,000. \$3,500 annually, \$1,750 each semester. Honors the memory of Quincy, who died in 1984 after a 37-year career in sports journalism, most of it at *The Charlotte Observer* and *The Charlotte News*. He was a 1947 graduate of the School.

Mark Ethridge Scholarship. Established in 1985. Honors the memory of the former publisher of *The Louisville Courier-Journal* and *The Louisville Times* and former School of Journalism faculty member.

John W. Harden Scholarship. Established in 1985. Honors the memory of the man who was known as "the father of public relations in North Carolina," and who was the inaugural honoree posthumously in the North Carolina Public Relations Hall of Fame.

North Carolina Press Women Scholarship. Established in 1985 to encourage graduate study in journalism.

Deborah Brotherton Sykes Scholarship. Established in 1985. Honors the memory of a School of Journalism graduate who was murdered in 1984 while on her way to work at *The Sentinel* in Winston-Salem. It is awarded each year to a worthy student of good character who has expertise in copyediting and motivation for excellence in newspaper work.

Mildred Gifford Scholarship. Established in 1986. Honors the memory of the former publisher of the *Hickory Daily Record* who was a strong supporter of journalism students at UNC-CH and at Hickory High School.

Roy Rabon Scholarship. Established in 1986. Honors the memory of the former editor of *The Leader* in Research Triangle Park.

Steed Rollins Scholarship. Established in 1986. Honors the memory of the former publisher of the *Durham Morning Herald* and *The Durham Sun*.

Triangle Advertising Federation Scholarship. Established in 1986. It goes to an undergraduate journalism major in the advertising sequence and is based on academic accomplishments, participation in University and community activities, and evidence of need.

Charles R. Price Scholarship. Established in 1987. \$5,000 annually, \$2,500 each semester. Honors the founder and chairman of the board of Price/McNabb, an Asheville advertising agency, who was the inaugural honoree in the North Carolina Advertising Hall of Fame.

Alexander Morisey Scholarships. Established in 1987. Two \$1,000 annual awards to freshman minority students. Honors the black North Carolina native who had an outstanding career in newspapers and public relations.

Vivian Edmonds Scholarships. Established in 1987. Two \$1,000 annual awards to sophomore minority students. Honors Mrs. Edmonds, publisher of *The Carolina Times* in Durham who in 1988 became the first black honoree in the North Carolina Journalism Hall of Fame.

Edward Heywood Megson Scholarship. Established in 1988. \$500 annually. Honors the memory of a member of the class of 1940 who was killed in the South Pacific in 1944.

Graduate Program

The School of Journalism, through the Graduate School, offers a program leading to the Master of Arts degree. It is also the administrative center for the Ph.D. in Mass Communication Research. Its graduate courses may also be used as minor or supplementary courses for the M.A. and Ph.D. in other fields.

Admissions

Application packets are available from Graduate School Admissions, CB# 4010 Bynum Hall, Chapel Hill, NC 27599-4010. Completed forms are submitted to the Graduate School, whose admissions decisions are based largely on recommendations from the School of Journalism. The minimum criteria for admission to a graduate program in journalism are:

1. A recognized undergraduate degree (or equivalent credential from a foreign university).
2. An undergraduate GPA of at least 3.0 (A = 4.0) for the last two years of study.
3. Graduate Record Examination (GRE) scores of at least 1,000 on the verbal and quantitative sections combined, with at least 500 on the verbal test.
4. Three letters of recommendation (forms are provided in the application packet).
5. A statement of career intent, indicating how the applicant intends to use graduate education in journalism and mass communication.

Applicants should be aware that the number of applications far exceeds the number of spaces available and that many qualified applicants must be rejected because of limited space in the program.

Applicants for fall admission who apply for University financial aid must have all materials to the Graduate School by February 1. All applicants are encouraged to meet the same deadline because the admissions quota is reached soon after this date.

Fellowships and Assistantships

In 1980 Dow Jones & Co., Inc., gave the School of Journalism a \$150,000 grant in honor of Vermont Connecticut Royster, William Rand Kenan Jr. Professor of Journalism and Public Affairs and former editor of *The Wall Street Journal*. The School raised \$50,000 from other sources, and income from this \$200,000 endowment finances Royster-Dow Jones fellowships and assistantships for graduate students. Each stipend is at least \$6,400 for the academic year.

The School also awards a number of research assistantships for at least \$3,200 a semester. Funds for these assistantships come from research grants to the School and from the School of Journalism Foundation. Students appointed to the assistantships work a set number of hours a week on research projects supervised by faculty members, and their course load is limited to a maximum of 12 credit hours a semester. Other assistantships with smaller stipends are occasionally available with reduced hours of service.

University fellowships, each with a stipend of \$6,400 or more for the academic year, are available on a competitive basis to a limited number of graduate students. Appointments to fellowships are handled by the Graduate School after the student has been nominated by the graduate faculty of the School.

The Minority Presence Grant Program for Doctoral Study provides stipends of up to \$9,000 for the academic year, with an option of \$600 in additional support for study in the summer session, for black residents of North Carolina who are selected to participate. Recipients must be full-time students pursuing doctoral degrees at The University of North Carolina at Chapel Hill.

Master of Arts Program

The M.A. program has two major purposes. One is to provide students with an opportunity to acquire skills and knowledge necessary to work in the mass media and related fields. These include newspaper and magazine journalism, photojournalism, public relations, organizational communication and advertising. The other is to educate students in communication studies and techniques appropriate for teaching and research. All aspects of the program include a critical appreciation of the role of mass communication in society.

The M.A. program offers four distinct sequences. Three are related to specific areas of professional journalism — news-editorial, advertising and public relations. The fourth — mass communication — is designed for students interested in academic or professional research about mass communication and is particularly appropriate for students intending to pursue a doctoral degree.

The M.A. is designed to meet the needs of: 1) holders of the bachelor's degree in fields other than journalism who wish to enter the communications field, 2) journalists who want more education in a specialized field, 3) experienced journalists who wish to prepare themselves for journalism teaching, 4) individuals primarily interested in education for media research, and 5) journalism graduates who wish to continue their education and career development.

All sequences consist of at least 30 credit hours in courses numbered 100 or above. A minimum of six courses (including thesis or optional project) must be numbered 200 or above. In addition, students are required to demonstrate competency in basic skills related to their specific sequence. This may involve additional coursework. Course requirements for the M.A. in journalism are:

Basic Competencies (3 Courses)

These courses represent skills students must have for graduate-level study in journalism. For the news-editorial and public relations sequences, competency must be demonstrated in Jour 53 (Newswriting), 54 (Reporting), and 57 (News Editing); for the advertising sequence, the competency courses are Jour 170 (Principles of Advertising), 171 (Advertising Copy and Communication) and 172 (Advertising Media); for the mass communication sequence, the competency courses must be appropriate to the student's research emphasis. Skills associated with Jour 53, 54 and 57 may be acquired either by taking those courses with grades of at least B while enrolled in the M.A. program or by passing exemption exams offered each semester.

Students must be able to type well before beginning Jour 53 (Newswriting).

Students who took these courses as undergraduates at UNC-CH but earned less than B must retake them or pass the exemption exams. Skills associated with Jour 170, 171 and 172 may be acquired by taking the courses while enrolled in the M.A. program and earning grades of at least P, by presenting evidence that equivalent courses were completed at other institutions with grades of at least B or by demonstrating that the skills were acquired through professional experience.

Skills required for the communications sequence derive from substantive and research courses appropriate to the research program and may be taken while in the graduate program or applied from an undergraduate or other graduate program.

Core Courses (2 Courses)

Jour 251 (Mass Communication Research Methods) and Jour 264 (Mass Communication Law and Ethics) represent the core of the graduate-level study of mass communication and are required of all students.

Path Courses (3 to 5 Courses)

These courses, together with courses outside the School of Journalism, define the specific focus of each student's program and will vary according to his or her interests and career objectives. In the three professional sequences, students have the option of writing a traditional research thesis or presenting a professional-quality series of articles, advertising campaign or public relations project. The articles, campaign and project require the same effort and professionalism as the thesis. In addition to the professional product itself, this option must include an extensive review of the literature and statement of methodology.

Students in the news-editorial sequence writing the articles must also take Jour 262 (Specialized Reporting), at least one 100-level skills course – Jour 154 (Advanced Reporting), 156 (Magazine Writing and Editing), 157 (Advanced Editing), 180 (Advanced Photojournalism) or 181 (Color Photojournalism) – and a 300-level seminar. Students in the news-editorial sequence writing a thesis must take a 300-level seminar appropriate to their thesis.

Students in the advertising sequence must take Busi 160 (Principles of Marketing) and Busi 263 (Advertising Management) as outside courses. Students choosing the campaign-option must take Jour 173 (Advertising Campaigns). All students in the advertising sequence must take Jour 370 (Seminar in Social and Economic Problems of Advertising) and Jour 379 (Seminar in Advertising Research).

Students in the public relations sequence must take Jour 130 (Business and Organizational Communication) and Jour 131 (Case Studies in Public Relations). Busi 150 (Organizational Behavior), Busi 160 (Principles of Marketing) and Spch 185 (Communication in Organizations) are recommended as outside courses.

Students in the mass communication sequence must define a coherent program comprising courses in the School of Journalism and outside the School appropriate to their thesis.

Outside Courses (2 to 4 Courses)

These courses may be taken in any other department or school of the University and must be at the 100-, 200- or 300-level. They should be selected to complement journalism courses and should be pertinent to the thesis or professional option.

Thesis, Articles, Campaign or Project (1 Course)

Students enroll in Jour 393 (Master's Thesis) for three credits in the semester in which they write the thesis or the professional equivalent. If additional time is needed to complete the thesis or its equivalent, they should enroll in Jour 400 (General Registration) for zero credits. A maximum of three thesis credits can be counted toward the 30 credits required for the M.A.

Finally, the following Graduate School rules apply to the M.A. program: At least six of the 10 courses must be at the 200-level or above; no more than six credits of graduate-level work earned outside of the program can be applied to the degree requirements.

In addition to the course requirements, M.A. students must also:

1. Pass the School's spelling and grammar examination in their first semester of residence. Students in the mass communication sequence are exempted from this requirement.

2. Select a committee to supervise the M.A. program. The committee consists of an adviser who is a member of the graduate journalism faculty, a second member of the graduate journalism faculty and a representative from the outside field.

3. Pass two examinations. One is a written general examination taken at the completion of coursework; the second is an oral defense of the thesis or professional project before the supervisory committee.

4. Complete the M.A. within five years of admission to the program.

There is no foreign-language requirement for the M.A. in journalism.

Students with an appropriate undergraduate degree should expect to take at least three semesters to get the M.A. Those who have to take additional courses need longer.

Ph.D. Program

The Ph.D. program in mass communication research is designed to meet the needs of outstanding graduate students who wish to prepare for teaching and research positions in colleges and universities or to prepare for research careers in industry, business or government. The program is small and highly selective; normally four or five students are admitted each year.

The doctoral program is tailored to the interests and needs of each student. It requires 48 credits beyond the master's degree (of which no more than six credits can be applied from a master's program or from other sources). The credits are arrayed into two substantive areas and a supporting methodology. The substantive areas are defined individually but are drawn from mass communication history, mass communication law, mass media and society, advertising, international communication or communication theory. The research methodology must be appropriate to the core of each student's program and is considered a key part of the program. The goal of the program is to produce a small number of outstanding scholars who are highly knowledgeable about mass communication and highly skilled as researchers.

For admission, students must hold a master's degree from an accredited university. Admissions procedures and requirements are the same as for the M.A. program. Graduate School requirements for the doctorate are:

1. At least four semesters in residence with a minimum of two semesters in continuous study at UNC-CH. With rare exceptions, a doctorate cannot be earned by part-time enrollment.

2. A written and oral comprehensive examination at the end of the coursework; the examination is administered by a supervisory committee of five graduate faculty members.

3. An oral defense of the dissertation before the supervisory committee.



Billie Nagelschmidt (left), the School's business manager, and two students — Rhonda Erwin and Terri Robinson — look over internship and job listings on Ms. Nagelschmidt's well-known office door. Each year hundreds of students interview with scores of visitors from newspapers and other mass media and organizations from North Carolina and over the country.

Description of Courses

The School makes every effort to offer courses in the semesters indicated, but circumstances sometimes make this impossible.

Virtually all journalism courses are restricted to journalism majors and pre-journalism majors.

Permission of the School is required for Journalism 53 and 171.

Permission of the instructor is required for Journalism 55 and 176.

Journalism 53, 54, 56, 80, 85, 101, 120, 140, 141, 146, 164, and 170 may be taken by sophomores.

Courses for Undergraduates

Newswriting JOUR 53 **4 credits, fall and spring**
Prerequisites: sophomore standing, passing grade on School's spelling and grammar examination, ability to type. Study of elements of news stories, writing of leads, organization and writing of various types of news stories. Staff

Reporting JOUR 54 **3 credits, fall and spring**
Prerequisite: Journalism 53. Exercise in news gathering, interviews and writing news for print media. Staff.

Mass Communication Practicum JOUR 55 **3 credits, fall and spring**
Prerequisites: Journalism 53, Journalism 54 or 154. Students work with area media and advertising and public relations firms and meet weekly for consultation and evaluation by the faculty adviser. May be taken Pass-Fail only. Shumaker.

Feature Writing JOUR 56 **3 credits, fall and spring**
Prerequisite: Journalism 53. Instruction and practice in writing feature articles for newspapers and magazines. Staff.

News Editing JOUR 57 **3 credits, fall and spring**
Prerequisite: Journalism 53. Study and practice in copyreading, headline writing, proofreading, etc., with attention given to printing terminology, page makeup, type structure, computer use in editing, and analysis of newspapers. Blanchard, Cloud, Mann, Sentman, Walden.

Editorial Writing JOUR 58 **3 credits, fall and spring**
Practice in writing editorials for daily and nondaily newspapers. Shumaker.

The Black Press JOUR 68 (AFAM 68) **3 credits, spring**
History of black press in the United States since 1827. Special focus on key figures who have helped to institutionalize the black press and on key issues addressed during critical eras in the black experience. Staff.

Broadcast Journalism JOUR 73 (RTVM 73) **3 credits, fall and spring**
Prerequisites: Journalism 53 and RTVM 30. Analysis of broadcast journalism; theory and practice in communicating news in oral and visual modes. Staff.



Sylvia Willis and Dennis Lockard, students in Journalism 85, "The World of Graphic Design," discuss use of the dominant photo on a section front with Jay Anthony, assistant professor. The course, one of the School's newest, teaches how to design advertising, public relations and news-editorial publications.

- Beginning Photojournalism** JOUR 80 3 credits, fall and spring
Prerequisite: Journalism 53. Students photograph general news events, sports, features and other standard newspaper subjects while learning the basic visual and technical aspects of photojournalism. Beckman, staff.
- The World of Graphic Design** JOUR 85 3 credits, fall and spring
Principles and practices of design, topography, graphics, and production for visual communication for print and electronic media. Computer graphics and pagination. Anthony.
- Individual Study** JOUR 97 3 credits, fall and spring
An individual readings and problems course to be directed by the faculty member in whose field of interest the subject matter lies.
- Introductory Honors Course** JOUR 98 3 credits, fall
Required of all students reading for honors in journalism. Staff.
- Honors Essay Course** JOUR 99 3 credits, spring
Required of all students reading for honors in journalism. Staff.

Courses for Graduates and Advanced Undergraduates

- The Mass Media and U.S. History** JOUR 101 3 credits, fall
An examination of the development of the mass media in the context of U.S. history. Emphasis is on major developments and trends within a chronological framework. Shaw, Blanchard.
- Journalism Education in High School** JOUR 102 3 credits, on demand
Prerequisite: graduate standing. Readings, discussion, projects fostering excellence in teaching journalism-mass communication in the high school, from philosophy and practice to professional skills. Staff.
- Community Journalism** JOUR 120 3 credits, spring
Detailed study of the community press in North Carolina, including policies, procedures, and problems of the entire operation of community newspapers. Shumaker.
- Principles of Public Relations** JOUR 130 3 credits, fall and spring
Prerequisite: Journalism 53. Internal and external public relations concepts and practices for business and other organizations, with emphasis on identification and analysis of their publics and design, execution and assessment of appropriate communication as strategies. Reuss, staff.
- Case Studies in Public Relations** JOUR 131 3 credits, fall
Prerequisite: Journalism 130. Analysis of public relations practices, including planning, communication, evaluation exercises; management responsibilities. Reuss, staff.
- Current Issues in Mass Communication** JOUR 140 3 credits, fall
Prerequisite: junior standing. Analysis of the interrelationships between United States mass media and the society that they serve. Sherard, staff.
- Professional Problems and Ethics** JOUR 141 3 credits, spring
Prerequisite: junior standing. Intensive study of professional and ethical issues and problems facing the mass media and their employees in relation to modern society. Meyer, staff.
- International Communication and Comparative Journalism**
JOUR 146 (Political Science 146) (RTVM 146) 3 credits, spring
Development of international communication; the flow of news and international propaganda; the role of communication in international relations; communication in developing nations; comparison of press systems. Stevenson.

Introduction to Mass Communication Research Methods

JOUR 151 (RTVM 151)

3 credits, fall

Prerequisite: junior standing. Introduction to mass communication research (experiment, survey, content analysis and historiography), including computer applications, statistics, theory development, and trends in the published literature. Stevenson, Brown.

Advanced Reporting JOUR 154

3 credits, fall and spring

Prerequisites: Journalism 53 and 54. Rigorous, in-depth instruction and critiques of students' news and feature assignments done with different reporting methodologies: interviewing, official records, direct and participant observation, and survey research (the Carolina Poll). Meyer.

Magazine Writing and Editing JOUR 156

3 credits, fall

Prerequisites: Journalism 53 and 57. Instruction and practice in planning, writing, and editing copy for magazines. Reuss.

Advanced Editing JOUR 157

3 credits, spring

Prerequisite: Journalism 57. Concentration on the editing and display of complex news and feature stories and other print media content with a significant emphasis on newspaper design and graphics. Cloud, staff.

Freedom of Expression in the United States JOUR 160

3 credits, fall

An examination of the development of freedom of expression in the United States within the context of the nation's history. Blanchard.

Introduction to Mass Communication Law and Ethics JOUR 164

3 credits, fall and spring

Introduction to press freedom and the First Amendment, including libel, privacy, access to information, free press-fair trial, advertising and broadcast regulation, journalistic privilege, prior restraint. Walden, Packer.

Process and Effects of Mass Communication JOUR 165

3 credits, fall

Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. To acquaint students with factors in message construction, dissemination, and reception by audiences. Shaw, Brown.

Principles of Advertising JOUR 170

3 credits, fall and spring

A survey of the economics, psychology, philosophy, and history of advertising, with particular reference to research bases, copy, layout, media planning, production, and testing of advertisements. Bowers, Sentman, Sweeney, Biocca.

Advertising Copy and Communication JOUR 171

3 credits, fall and spring

Prerequisites: Journalism 170 or equivalent and passage of School's spelling and grammar examination. Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for mass media; research in copy testing. Sweeney, Lauterborn, Biocca.

Advertising Media JOUR 172

3 credits, fall and spring

Prerequisite: Journalism 170 or equivalent. The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis. Bowers, Sentman.

Advertising Campaigns JOUR 173

3 credits, fall and spring

Prerequisite: Journalism 171 or 172. Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society. Lauterborn.

Advanced Broadcast News Reporting JOUR 174 3 credits, spring
(RTVM 174)

Prerequisite: RTVM 73. Examination and application of in-depth broadcast news reporting techniques, especially investigative reporting, special events coverage, and the documentary. Students film and produce radio and television programs of actual news events. Staff.

Advanced Advertising Copywriting JOUR 176 3 credits, spring

Prerequisites: Journalism 170 or equivalent and 171. Rigorous, in-depth instruction and critiques of student advertising writing. Sweeney.

Retail Advertising JOUR 178 3 credits, spring

Prerequisite: Journalism 170 or equivalent. Principles and practices of retail advertising in all media, with emphasis on selling, writing, and layout of retail advertising for the print media. Bowers, Sentman.

Advertising Research JOUR 179 3 credits, fall

Prerequisite: Journalism 170 or equivalent. Detailed study and application of advertising research methods, including focus groups, copy-testing, audience research, and evaluation. Bowers, Sherard, Biocca.

Advanced Photojournalism JOUR 180 3 credits, fall

Prerequisite: Journalism 80. Advanced course in black and white photojournalism concentrating on the newspaper and magazine picture story, advanced camera and darkroom techniques, and picture editing. Beckman.

Color Photojournalism JOUR 181 3 credits, spring

Prerequisite: Journalism 80. Study of lighting and shooting techniques used by photojournalists; preparation of color photojournalism portfolio. Beckman.

Proseminar in Contemporary Mass Communication JOUR 191 1-3 credits, fall and spring

Journalism seniors and graduate students only. Small classes on various aspects of journalism and mass communication with subjects and instructors varying each semester. Staff.

Courses for Graduates

Mass Communication Research Methods JOUR 251 3 credits, spring
(RTVM 251)

Prerequisite: graduate standing. Intensive study of mass communication research methods (experiment, survey, content analysis, and historiography), including computer applications, statistics, theory development, and trends in the published literature. Stevenson, Brown.

Specialized Reporting JOUR 262 3 credits, fall

Prerequisite: graduate standing. Reporting of complicated topics, using in-depth backgrounding, investigative reporting techniques, story conferences and documents and other research data. Blanchard, staff.

Mass Communication Law and Ethics JOUR 264 3 credits, fall

Prerequisites: graduate standing and permission of instructor. Intensive study of press freedom and the First Amendment, including libel, privacy, access to information, free press-fair trial, advertising and broadcast regulation, journalistic privilege, prior restraints. Walden, Packer.

Executive Management of News Operations JOUR 281 3 credits, fall

Prerequisite: graduate standing. Planning and policy functions of senior management in the news-editorial department, including problems of budgeting, personnel manage-

ment, and labor relations. The course also covers management coordination among advertising, circulation, and production functions. Meyer, staff.

Seminar in Mass Communication History JOUR 301 3 credits, fall
Prerequisite: graduate standing. Readings, discussion, and projects in mass communication history. Shaw, Blanchard.

Seminar in Mass Communication and Society Perspectives JOUR 311 3 credits, spring
Prerequisites: graduate standing and permission of instructor. Readings, discussion, and papers on the roles and responsibilities of mass communication in society. Reuss, staff.

Seminar in Media Analysis JOUR 340 3 credits, spring
Prerequisite: graduate standing in journalism, psychology, sociology, or anthropology. Students participate in the design and execution of a media research project. Staff.

Reading and Research JOUR 345 3 credits, fall and spring
Prerequisite: graduate standing. Advanced reading or research in a selected field. Staff.

Seminar in International Communication JOUR 346 3 credits, on demand
(Political Science 346)
Prerequisites: graduate standing and Journalism 146, or permission of the instructor. Cole, Stevenson.

Seminar In Mass Communication Research Methods JOUR 351 3 credits, fall
Prerequisites: Journalism 251 or equivalent and permission of instructor. Advanced work in quantitative data analysis and research preparation. Stevenson, Brown.

Seminar in Development of First Amendment Freedoms JOUR 360 3 credits, spring
Prerequisites: graduate standing and permission of instructor. Readings and discussion about development of and interrelationships among the First Amendment freedoms of speech, press, assembly, petition, association, and religion. Blanchard.

Seminar in Mass Communication Law and Ethics JOUR 364 3 credits, fall
Prerequisite: Journalism 264 or permission of instructor. Readings, discussion, and projects in major issues of mass communication law, including libel, privacy, access, court-press relations, the First Amendment, and regulation of telecommunications. Walden.

Seminar in Theories of Communication JOUR 365 3 credits, fall
Prerequisites: Journalism 165 or course in social psychology and permission of instructor. Students will prepare analytical papers on theories of communication based on extensive review of behavioral science literature. Brown, Stevenson, staff.

Seminar in Social and Economic Problems in Advertising JOUR 370 3 credits, spring
Prerequisites: graduate standing and permission of instructor. Readings, discussion and papers on advertising as a social and economic force in contemporary society. Sentman.

Seminar in Advertising Research JOUR 379 3 credits, fall
Prerequisites: graduate standing and permission of instructor. Readings and discussion examining theories underlying advertising and the testing of those theories through research projects. Staff.

Master's Thesis JOUR 393 3 credits, fall and spring
Staff.

Doctoral Dissertation JOUR 394 3 credits, fall and spring
Staff.

General Registration JOUR 400 0 credits



Cannon Singleton (left), John Heeden and Matt Long review a group campaign during John Sweeney's Journalism 170 class. "Principles of Advertising" is the first course that advertising students take. About half the students in the School are in advertising.

THE UNIVERSITY OF NORTH CAROLINA

Sixteen Constituent Institutions

C. D. Spangler, Jr., B.S., M.B.A., D.H.L., LL.D., President

Raymond H. Dawson, B.A., M.A., Ph.D., Vice President – Academic Affairs

L. Felix Joyner, A.B., Vice President – Finance

Roy Carroll, B.A., M.A., Ph.D., Vice President – Planning

Nathan F. Simms, Jr., B.S., M.S., Ph.D., Vice President – Student Services and Special Programs

Jasper D. Memory, B.S., Ph.D., Vice President – Research and Public Service

Wyndham Robertson, A.B., Vice President – Communications

Jay M. Robinson, B.S., M.A., Ed.D., Vice President – Public Affairs

David G. Martin, Jr., B.A., LL.B., Secretary of the University

Richard H. Robinson, Jr., A.B., LL.B., Assistant to the President

John W. Dunlop, B.A., Director, The University of North Carolina Center for Public Television

History of the University

The University of North Carolina is composed of all the public institutions of higher education in North Carolina that confer degrees at the baccalaureate level or higher. The University was authorized by the State Constitution in 1776, and it was chartered in 1789 by the General Assembly.

The University of North Carolina opened its doors to students at Chapel Hill in 1795. Thereafter, beginning in the latter part of the nineteenth century, the General Assembly of North Carolina has established and supported fifteen other public senior institutions in keeping with Article IX, Section 8, of the Constitution of North Carolina which provides that the "General Assembly shall maintain a public system of higher education, comprising The University of North Carolina and such other institutions of higher education as the General Assembly may deem wise."

By 1969 The University of North Carolina included six constituent institutions, governed by a single Board of Trustees. This multicampus University had its beginnings in legislation enacted in 1931 that defined The University of North Carolina to include The University of North Carolina at Chapel Hill, North Carolina State University at Raleigh, and The University of North Carolina at Greensboro. In the 1960s three additional campuses were added: The University of North Carolina at Charlotte, The University of North Carolina at Asheville, and The University of North Carolina at Wilmington.

Beginning in 1877, the General Assembly of North Carolina established or acquired ten additional separately governed state-supported senior institutions of higher education. They are: Appalachian State University, East Carolina University, Elizabeth City State University, Fayetteville State University, North Carolina Agricultural and Technical State University,

North Carolina Central University, North Carolina School of the Arts, Pembroke State University, Western Carolina University, and Winston-Salem State University. Then, in 1971, the General Assembly redefined The University of North Carolina, and under the terms of that legislation all sixteen public senior institutions became constituent institutions of The University of North Carolina.

The constitutionally authorized Board of Trustees of the six-campus University of North Carolina was designated the Board of Governors and this body is by law The University of North Carolina. The Board of Governors consists of thirty-two members elected by the General Assembly, and it is charged with "the general determination, control, supervision, management, and governance of all affairs of the constituent institutions." The chief executive officer of the University is the President.

Each constituent institution also has a board of trustees composed of thirteen members: eight elected by the Board of Governors, four appointed by the Governor, and the elected president of the student body *ex officio*. (The School of the Arts has two additional *ex officio* trustees). The principal powers of these institutional boards are exercised under a delegation of authority from the Board of Governors.

UNIVERSITY CALENDAR, 1988-1990

FALL SEMESTER, 1988

August 24, Wednesday
August 27, Saturday

August 28, Sunday

August 29, Monday
August 29-31,
Monday-Wednesday
September 1, Thursday

September 5, Monday
September 8, Thursday

September 15, Thursday

October 6, Thursday
October 11, Tuesday
October 12, Wednesday
October 12, Wednesday
October 13, Thursday

October 14, Friday

November 2, Wednesday

October 31-November 4,
Monday-Friday
November 12, Saturday

November 23, Wednesday
November 28, Monday
November 30, Wednesday
December 2, Friday

December 9, Friday
December 12, Monday
December 13, Tuesday
December 21, Wednesday

Fall Semester opens.

Residence halls open for freshman and undergraduate transfer students.

Orientation of all new freshman and undergraduate transfer students according to schedule to be announced.

Residence halls open for returning students.
Registration according to schedule to be announced.

Classes begin for all students. Late registration begins. Fee charged for late registration.

Holiday, Labor Day.

End of late registration and change in schedules.
No registration accepted after this date.

Last day to drop a course for credit on student's financial account.

Fall Recess - Instruction ends 5 P.M.

Instruction resumes 8 A.M.

University Day.

Progress Reports for freshmen due.

Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.

Last day for both graduates and undergraduates to file for degree to be awarded in December.

Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).

Pre-registration for Spring Semester.

Written examinations for master's candidates for December graduation may not be taken after this date.

Thanksgiving Recess - Instruction ends 1 P.M.
Instruction resumes 8 A.M.

Last day for graduate students to drop a course.

Final signed copies of doctoral dissertations and master's theses for candidates for the December graduation must be filed in the Graduate School by this date.

Fall Semester classes end.

Reading day.

Fall Semester examinations begin.

Fall Semester examinations end.

SPRING SEMESTER, 1989

January 11, Wednesday	Spring Semester opens.
January 11 (noon), Wednesday	Residence halls open for new students.
January 12, Thursday	Residence halls open for returning students.
January 12-13, Thursday-Friday	Registration/schedule changes.
January 16, Monday	Holiday, Martin Luther King Day.
January 17, Tuesday	Classes begin for all students. Late registration begins. Fee charged for late registration.
January 23, Monday	End of late registration and change in schedules. No registration accepted after this date.
January 30, Monday	Last day to drop a course for credit on student's financial account.
February 8, Wednesday	Last day for both graduates and undergraduates to file for degree to be awarded in May (undergraduates).
February 27, Monday	Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.
March 10, Friday	Spring Recess – Instruction ends 5 P.M.
March 20, Monday	Instruction resumes 8 A.M.
March 20, Monday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).
March 24, Friday	Holiday, Good Friday.
March 25, Saturday	Written examinations for master's candidates for May graduation may not be taken after this date.
April 3-7, Monday-Friday	Pre-registration for summer and fall.
April 14, Friday	Last day for graduate students to drop a course.
April 27, Thursday	Spring Semester classes end.
April 28, Friday	Final signed copies of doctoral dissertations and master's theses for candidates for the May graduation must be filed in the Graduate School by this date.
April 28, Friday	Reading day.
May 1, Monday	Spring Semester examinations begin.
May 9, Tuesday	Spring Semester examinations end.
May 14, Sunday	Commencement.

SUMMER SCHOOL, 1989

First Session

May 22, Monday	Registration.
May 23, Tuesday	First day of classes.
May 24, Wednesday	Last day for late registration.
May 29, Monday	Holiday, Memorial Day.
May 30, Tuesday	Last day to drop a course for credit on student's financial account.
June 5, Monday	Last day to drop courses (undergraduates).
June 12, Monday	Last day to withdraw for credit on student's financial account.

June 19, Monday
June 23, Friday
June 26-27,
Monday-Tuesday

Last day to drop courses (graduates).
Last day of classes.
Final examinations.

Second Session

June 29, Thursday
June 30, Friday
July 3, Monday
July 4, Tuesday
July 7, Friday

Registration.
First day of classes.
Last day for late registration.
Holiday, Independence Day.
Last day to drop a course for credit on student's financial account.

July 12, Wednesday
July 20, Thursday

Last day to drop courses (undergraduates).
Last day to withdraw for credit on student's financial account.

July 27, Thursday
August 2, Wednesday
August 3-4,
Thursday-Friday

Last day to drop courses (graduates).
Last day of classes.
Final examinations.

FALL SEMESTER, 1989

August 23, Wednesday
August 26, Saturday

Fall Semester opens.
Residence halls open for freshman and undergraduate transfer students.

August 27, Sunday

Orientation of all new freshman and undergraduate transfer students according to schedule to be announced.

August 28, Monday
August 28-30,
Monday-Wednesday
August 31, Thursday

Residence halls open for returning students.
Registration according to schedule to be announced.

September 4, Monday
September 7, Thursday

Classes begin for all students. Late registration begins. Fee charged for late registration.

September 14, Thursday

Holiday, Labor Day.
End of late registration and change in schedules.
No registration accepted after this date.

October 11, Wednesday

Last day to drop a course for credit on student's financial account.

October 12, Thursday
October 13, Friday

Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.

October 20, Friday
October 25, Wednesday
October 25, Wednesday
October 30-November 3,
Monday-Friday

University Day.
Last day for both graduates and undergraduates to file for degree to be awarded in December.

November 1, Wednesday

Fall Recess - Instruction ends 5 P.M.
Instruction resumes 8 A.M.
Progress Reports for freshmen due.
Pre-registration for Spring Semester.

Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).

November 11, Saturday	Written examinations for master's candidates for December graduation may not be taken after this date.
November 22, Wednesday	Thanksgiving Recess – Instruction ends 1 P.M.
November 27, Monday	Instruction resumes 8 A.M.
November 29, Wednesday	Last day for graduate students to drop a course.
December 1, Friday	Final signed copies of doctoral dissertations and master's theses for candidates for the December graduation must be filed in the Graduate School by this date.
December 8, Friday	Fall Semester classes end.
December 11, Monday	Reading day.
December 12, Tuesday	Fall Semester examinations begin.
December 20, Wednesday	Fall Semester examinations end.

SPRING SEMESTER, 1990

January 10, Wednesday	Spring Semester opens.
January 10 (noon), Wednesday	Residence halls open for new students.
January 11, Thursday	Residence halls open for returning students.
January 11-12, Thursday-Friday	Registration/schedule changes.
January 15, Monday	Holiday, Martin Luther King Day.
January 16, Tuesday	Classes begin for all students. Late registration begins. Fee charged for late registration.
January 22, Monday	End of late registration and change in schedules. No registration accepted after this date.
January 29, Monday	Last day to drop a course for credit on student's financial account.
February 7, Wednesday	Last day for both graduates and undergraduates to file for degree to be awarded in May.
February 26, Monday	Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.
March 9, Friday	Spring Recess – Instruction ends 5 P.M.
March 19, Monday	Instruction resumes 8 A.M.
March 19, Monday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).
March 24, Saturday	Written examinations for master's candidates for May graduation may not be taken after this date.
April 2-6, Monday-Friday	Pre-registration for summer and fall.
April 13, Friday	Holiday, Good Friday.
April 17, Tuesday	Last day for graduate students to drop a course.
April 26, Thursday	Spring Semester classes end.
April 27, Friday	Final signed copies of doctoral dissertations and master's theses for candidates for the May graduation must be filed in the Graduate School by this date.
April 27, Friday	Reading day.
April 30, Monday	Spring Semester examinations begin.
May 8, Tuesday	Spring Semester examinations end.
May 13, Sunday	Commencement.

Appendix A

RESIDENCE STATUS FOR TUITION PURPOSES¹

The following sections summarize important aspects of the residency law. A complete explanation of the Statute and the procedures under the Statute is contained in *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*. This *Manual* and other information concerning the application of this law are available for inspection in the Admissions Offices of the University. Copies of the *Manual* are also on reserve at the Robert B. House Undergraduate Library. All students are responsible for knowledge of the contents of the Statute and the *Manual*.

Every applicant for admission is required to make a statement as to his or her length of residence in North Carolina. A person who qualifies as a resident for tuition purposes under North Carolina law pays a lower rate of tuition than a nonresident. To qualify for in-state tuition, a legal resident must have been domiciled in North Carolina for at least twelve months immediately prior to the beginning of the term for which classification as a resident for tuition purposes is sought. The student must also establish that his or her presence in the State during such twelve-month period was for purposes of maintaining a bona fide domicile rather than for purposes of maintaining a mere temporary residence incident to enrollment in an institution of higher education. "Domicile" means one's permanent dwelling place of indefinite duration, as distinguished from a temporary place of abode; it is synonymous with "legal residence."

Procedural Information

General. A student admitted to initial enrollment in an institution (or permitted to re-enroll following an absence from the institutional program which involved a formal withdrawal from enrollment) is classified by the admitting institution either as a resident or as a nonresident for tuition purposes prior to actual matriculation. In the absence of a current and final determination of the student's residence prior to matriculation, the student is classified a nonresident for tuition purposes. The institution will thereafter reach a final determination of the student's residence status. Unless a person supplies enough information to allow the admissions officer to classify him or her as a resident for tuition purposes, the person will be classified a nonresident for tuition purposes. A residence classification once assigned (and confirmed pursuant to any appellate process invoked) may be changed thereafter (with a corresponding change in billing rates) only at intervals corresponding with the established primary divisions of the academic calendar.

Transfer Students. When a student transfers from one North Carolina public institution of higher education to another, he or she is required to be treated as a new student by the institution to which he or she is transferring and must be assigned an initial residence classification for tuition purposes. The residence classification of a student by one institution is not binding on another institution. The North Carolina institutions of higher education will assist each other by supplying residency information and classification records concerning a student to another classifying institution upon request.

The transfer into or admission to a different component of the same institution (e.g., from an undergraduate to a graduate or professional program) is not construed as a transfer from one institution to another and thus does not by itself require a reclassification inquiry unless (1) the affected student requests a reclassification inquiry or (2) the transfer or enrollment occurs following the lapse of more than one quarter, semester, or term during which the individual was not enrolled as a student.

Responsibility of Students and Prospective Students. Any student or prospective student in doubt concerning his or her residence status bears the responsibility for securing a ruling by completing an application for resident status and filing it with the admissions officer. The student who, due to subsequent events, becomes eligible for a change in classification, whether from out-of-state to in-state or the reverse, has the responsibility of immediately informing the Office of Admissions of these circumstances in writing. Failure to give complete and correct information regarding residence constitutes grounds for disciplinary action.

¹The information in this section comes from three sources: (i) North Carolina General Statutes, §116-143.1, (ii) *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*, Revised September 1985, (iii) Chancellor's Rules and Procedures for Residence Classification of Students for Tuition Purposes.

Application Process. A person may obtain an application for resident status from his or her admissions office. Applicants for admission who claim eligibility for the in-state tuition rate customarily complete a two-page residency application as a part of the admissions application packet. Some applicants for admission will thereafter be required to complete a further, four-page, residency application. Enrolled students seeking a change from nonresident to resident status are required to complete a four-page residency application. All applications for resident status must be filed with the proper admissions office before the end of the term for which resident status for tuition purposes is sought. The last day of the final examination period is considered the last day of the term.

After filing a resident status application, a person may receive a letter from his or her admissions office requesting more information in connection with that application. When a student receives such a request before the end of the term for which classification is sought, he or she must respond to that request no later than three weeks after the end of the term. If the student receives the request for supplemental information after the end of the term in question, he or she must supply the requested information within three weeks after receipt of the request. Failure to supply the requested information within the specified time limit will result in a continuation of the student's nonresident classification unless good cause is shown for such failure.

The admissions office may require an applicant for admission to file a residency application, or respond to a request for more information, more quickly when residence status is a factor in the admissions decision.

The pamphlet "Information About Resident Status for Tuition Purposes" contains more details about the residency application process and is available at all admissions offices.

Fraudulent Applications. If a student is classified a resident for tuition purposes after submitting falsified residency information or after knowingly withholding residency information, the student's application for in-state tuition status is fraudulent. The institution may re-examine any application suspected of being fraudulent and, if warranted, will change the student's residence status retroactively to the beginning of the term with respect to which the student originally made the fraudulent application. If this occurs the student must pay the out-of-state tuition differential for all the enrolled terms intervening between the fraudulent application and its discovery. Further, knowing falsification of responses on a resident status application may subject the applicant to disciplinary consequences, including dismissal from the institution.

Burden of Proof and Statutory Prima Facie Evidence. A person has the burden of establishing facts which justify his or her classification as a resident for tuition purposes. The balancing of all the evidence must produce a preponderance of evidence supporting the assertion of in-state residence. Under the Statute proof of resident status is controlled initially by one of two evidentiary beginning points which are stated in terms of prima facie evidence.

a. Even if the person is an adult, if his or her parents (or court-appointed guardian in the case of some minors) are not legal residents of North Carolina, this is prima facie evidence that the person is not a legal resident of North Carolina unless he or she has lived in this state the five consecutive years prior to enrolling or re-registering. To overcome this prima facie showing of nonresidence, a person must produce evidence that he or she is a North Carolina domiciliary despite the parents' nonresident status.

b. Conversely, if the person's parents are domiciliaries of North Carolina under the Statute, this fact constitutes prima facie evidence that the person is a domiciliary of North Carolina. This prima facie showing may also be overcome by other evidence to the contrary. If a person has neither living parents nor legal guardian, the prescribed prima facie evidence rule cannot and does not apply.

Erroneous Notices Concerning Classification. If a student, who has been found to be a nonresident for tuition purposes, receives an erroneous notice from an institutional officer identifying the student as a resident for tuition purposes, the student is not responsible for paying the out-of-state tuition differential for any enrolled term beginning before the classifying institution notifies the student that the prior notice was erroneous.

Grace Period. If a student has been properly classified as a North Carolina resident for tuition purposes and, thereafter, his or her state of legal residence changes while he or she is enrolled in a North Carolina public institution of higher education, the statute provides for a grace period during which the student is allowed to pay tuition at the in-state rate despite the fact that the student is no longer a North Carolina legal resident. This grace period extends for a minimum of twelve months from the date of change in legal residence, and if the twelve-month period ends during a semester or academic term in which the student is enrolled, the grace period extends also to the end of that semester or academic term.

Reacquisition of Resident Tuition Status. The prescribed twelve-month period of legal residence may be shortened if the person seeking to be classified as a resident for tuition purposes was formerly classified a North Carolina resident for tuition purposes, abandoned North Carolina domicile, and reestablished North Carolina domicile within twelve months after abandoning it. Interested persons should consult their admissions offices for a detailed explanation of the conditions which must be met to qualify under this section.

Appeals. A student appeal of a classification decision made by any admissions officer must be in writing and signed by the student and must be filed by the student with that officer within fifteen working days after the student receives notice of the classification decision. The appeal is transmitted to the Residence Status Committee by that officer, who does not vote in that Committee on the disposition of such appeal. The student is notified of the date set for consideration of the appeal, and, on request of the student, he or she is afforded the opportunity to appear and be heard by the Committee. Any student desiring to appeal a decision of the Residence Status Committee must give notice in writing of that fact, within ten days of receipt by the student of the Committee's decision, to the Chairman of the Residence Status Committee, and the Chairman promptly processes the appeal for transmittal to the State Residence Committee.

It is the responsibility of the student to pay tuition at the rate charged and billed while an appeal is pending. In effect, the student who is classified a nonresident at the time of tuition billing pays the nonresident rate. Conversely, if a student is classified as a resident at the time of billing, he or she pays the resident rate. Any necessary adjustments in the rate paid will be made at the conclusion of the appeal.

Application of the Law to Specific Situations

Aliens. Aliens who are permanent residents of the U.S., or who hold a visa which will permit eventual permanent residence in the U.S., are subject to the same considerations with respect to determination of legal residence as citizens. An alien abiding in the U.S. under a visa conditioned at least in part upon intent not to abandon a foreign domicile (B, F, H, and J visas) cannot be classified a resident. An alien abiding in the U.S. under a visa issued for a purpose which is so restricted as to be fundamentally incompatible with an assertion by the alien of bona fide intent to establish a legal residence (C, D, and M visas) cannot be classified a resident.

Possession of certain other immigration documents may also allow an alien to be considered for in-state tuition status. For more details aliens should consult their admissions offices and the *Manual*. Aliens must file a Residence Status Supplemental Form in addition to the forms normally required of applicants for resident status for tuition purposes.

Married Persons. The domicile of a married person, irrespective of sex, is determined by reference to all relevant evidence of domiciliary intent. No person is precluded, solely by reason of marriage to a person domiciled outside of North Carolina, from establishing or maintaining legal residence in North Carolina. No person is deemed, solely by reason of marriage to a person domiciled in North Carolina, to have established or maintained a legal residence in North Carolina. The fact of marriage and the place of the domicile of his or her spouse are deemed relevant evidence to be considered in ascertaining domiciliary intent.

If a person otherwise can demonstrate compliance with the fundamental statutory requirement that he or she be a legal resident of North Carolina before the beginning of the term for which resident status is sought, the second statutory requirement relating to duration of residence may be satisfied derivatively, in less than twelve months, by reference to the length of the legal residence of the person's spouse, if the spouse has been a legal resident of the State for the requisite twelve-month period.

Military Personnel. The domicile of a person employed by the Federal government is not necessarily affected by assignment in or reassignment out of North Carolina. Such a person may establish domicile by the usual requirements of residential act plus intent. No person loses his or her in-state resident status solely by serving in the armed forces outside of the State of North Carolina.

Minors. A minor is any person who has not reached the age of eighteen years. The domicile of a minor is presumed under the common law to be that of the father, subject to rebutting evidence. If the father is deceased, the domicile of the minor is that of the surviving mother. If the parents are divorced or legally separated, the domicile of the minor is that of the parent having custody by virtue of a court order; or, if no custody has been granted by virtue of court order, the domicile of the minor is that of the parent with whom he or she lives; or, if the minor lives with neither parent, in the absence of a custody award, the domicile of the minor is presumed to remain that of the father. If the minor lives for part of the year with each parent, in the absence of a custody award, the minor's domicile is presumed to remain that of the father. These common law presumptions control even if the minor has lived in North Carolina for five years as set forth above in **Burden of Proof and Statutory Prima Facie Evidence**, subsection a.

In determining residence status for tuition purposes, there are three exceptions to the above provisions:

1. If a minor's parents are divorced, separated, or otherwise living apart and one parent is a legal resident of North Carolina, during the time period when that parent is entitled to claim, and does claim, the minor as a dependent on the North Carolina individual income tax return, the minor is deemed to be a legal resident of North Carolina for tuition purposes, notwithstanding any judicially determined custody award with respect to the minor.

If, immediately prior to his or her eighteenth birthday, a person would have been deemed to be a North Carolina legal resident under this provision but he or she achieves majority before enrolling in an institution of higher education, that person will not lose the benefit of this provision if the following conditions are met:

- a. Upon achieving majority the person must act, as much as possible, in a manner consistent with bona fide legal residence in North Carolina; and
- b. The person must begin enrollment at a North Carolina public institution of higher education not later than the fall academic term next following completion of education prerequisite to admission at the institution.

2. If, immediately prior to beginning an enrolled term, the minor has lived in North Carolina for five or more consecutive years in the home of an adult relative (other than a parent) who is a legal resident of North Carolina, and if the adult relative, during those years, has functioned as a de facto guardian of the minor, then the minor is considered a legal resident of North Carolina for tuition purposes. If a minor qualified for resident status for tuition purposes under this provision immediately prior to his or her eighteenth birthday, then, upon becoming eighteen, he or she will be deemed to be a legal resident of North Carolina of at least twelve months' duration.

3. Even though a person is a minor, under certain circumstances the person may be treated by the law as being sufficiently independent from his or her parents as to enjoy a species of adulthood for legal purposes. If the minor marries or obtains a judicial decree of emancipation under N.C. Gen. Stat. §7A-717, et seq., he or she is emancipated. The consequence, for present purposes, of such emancipation is that the affected person is presumed to be capable of establishing a domicile independent of that of the parents; it remains for that person to demonstrate that a separate domicile has, in fact, been established.

Prisoners. There are special provisions concerning domicile of prisoners. For more information, persons to whom these provisions may apply should consult the *Manual*.

Property and Taxes. Ownership of property in or payment of taxes to the State of North Carolina apart from legal residence will not qualify one for the in-state tuition rate.

Students or prospective students who believe that they are entitled to be classified residents for tuition purposes should be aware that the processing of requests and appeals can take a considerable amount of time and that applications for classification should not be delayed until registration, when the number of applications makes accelerated handling impossible.

MILITARY TUITION BENEFIT¹

Certain members of the Armed Services, and their dependent relatives, who are not residents for tuition purposes may become eligible to be charged less than the out-of-state tuition rate under N.C. Gen. Stat. §116-143.3, the military tuition benefit provision. Any person seeking the military tuition benefit must qualify for admission to UNC-CH and must file an application for the benefit with his or her admissions office before the first day of classes of the term for which he or she initially seeks the benefit. To remain eligible to receive the military tuition benefit, he or she must file another application for the benefit before the first day of classes of the first term in which he or she is enrolled in each academic year. The burden of proving eligibility for the military tuition benefit lies with the applicant for the benefit, and the application and all required supporting affidavits must be complete and in proper order before the first day of classes of the term in question. Because of the time involved in securing the necessary affidavits from the appropriate military authorities, prospective applicants for the military tuition benefit are urged to secure application forms from their admissions offices and begin the application process several weeks before the first day of classes of the term for which they seek the benefit.

¹The information in this section comes from three sources: (i) North Carolina General Statutes, §116-143.3, (ii) *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*, Revised September 1985, (iii) Chancellor's Rules and Procedures for Residence Classification of Students for Tuition Purposes and Determination of Eligibility for the Special Military Tuition Benefit.

Eligibility of Members of the Armed Services. Eligible members of the Armed Services pay a rate of tuition computed by applying a statutory formula which is dependent, in part, on the amount of money payable by their Service employer to them or to the institution by reason of their enrollment. Application of the statutory formula yields the following results: if the service member's education is being fully funded by the Service employer, the amount of tuition owed is equal to out-of-state tuition; if the member's education is not being funded by his or her Service employer, he or she pays an amount equal to in-state tuition; and if the Service employer is providing partial educational funding, the amount of tuition owed depends on the amount of funding contributed by the Service employer.

To be eligible for this military tuition benefit, the individual must

- a. be a member of the United States Air Force, Army, Coast Guard, Marine Corps, Navy, North Carolina National Guard, or a reserve component of one of these services; and
- b. be abiding in North Carolina incident to active military duty which is performed at or from a duty station in North Carolina.

Eligibility of Dependent Relatives of Service Members. If the service member meets the conditions set forth above, his or her dependent relatives may be eligible to pay the in-state tuition rate if they share the service member's North Carolina abode and if they have complied with the requirements of the Selective Service System, if applicable.

If the service member voluntarily ceases to live in North Carolina or is involuntarily absent from the state on military orders (other than absences on routine maneuvers and temporary assignments), he or she is deemed to have moved his or her abode from North Carolina. If a dependent relative of a service member has become eligible for the military tuition benefit and, after the beginning of the term of eligibility, the service member moves his or her abode from North Carolina, the dependent relative will continue to be eligible for the military tuition benefit only for the remainder of that academic year. An academic year runs from the first day of classes of the fall semester through the last day of exams of the following summer session, second term.

For a detailed explanation of the military tuition benefit provision (including an explanation of the formula used to compute the tuition rate for service members), a complete list of categories of persons who are considered "dependent relatives" for purposes of establishing eligibility for the military tuition benefit, and information about the registration requirements of the Selective Service System, applicants should consult *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes* (as amended September 1985). This *Manual* is available for inspection in the Admissions Offices of the University. Copies of the *Manual* are also on reserve at the Robert B. House Undergraduate Library.

Appeals of Eligibility Determinations of Admissions Officers. A student appeal of an eligibility determination made by any admissions officer must be in writing and signed by the student and must be filed by the student with that officer within fifteen working days after the student receives notice of the eligibility determination. The appeal is transmitted to the Residence Status Committee by that officer, who does not vote in that Committee on the disposition of such appeal. The student is notified of the date set for consideration of the appeal, and, on request of the student, he or she is afforded an opportunity to appear and be heard by the Committee.

Any student desiring to appeal a determination of the Residence Status Committee must give notice in writing of that fact to the Chairman of the Residence Status Committee within ten days of receipt by the student of the Committee's decision. The Chairman will promptly process the appeal for transmittal to the State Residence Committee.

THE FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT

As a general rule, under the federal Family Educational Rights and Privacy Act (FERPA), personally identifiable information may not be released from a student's education records without his or her prior written consent. Exceptions to this rule are set out in the FERPA regulations and the FERPA policy of The University of North Carolina at Chapel Hill.

UNC-CH will disclose personally identifiable information from the education records of a student, without the student's prior written consent, to officials of another school or school system in which the student seeks or intends to enroll. UNC-CH will also disclose personally identifiable information from an enrolled student's education records, without the student's prior written consent, to officials of another school or school system in which the student is contemporaneously enrolled.

UNC-CH makes public certain information that has been designated as "directory information": the student's name, address, telephone listing, date and place of birth, major field of study, class, enrollment status (full-time, half-time, or part-time), participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received, and the most recent previous educational agency or institution attended by the student. Examples

of ways in which some of this information is made public include: names of students who receive honors and awards, who make the Dean's List, who hold offices, or who are members of athletic teams. The annual commencement program publishes the names of degree recipients. The University also publishes the *Campus Directory* annually, and some professional and graduate student groups publish directories of students in their departments or schools.

Students who do not wish to have any or all "directory information" made public without their prior consent, must send the Office of the University Registrar (CB# 2100, Room 105 Hanes Hall, The University of North Carolina at Chapel Hill) a signed and dated notice specifying items that are not to be published. To ensure that a listing for the student will not appear in the *Campus Directory*, this notice must be received by the Office of the University Registrar by the end of the registration period for the semester or session of first enrollment or, after an absence, of reenrollment. Such a notice will be honored until the student graduates, ceases to attend, or withdraws from the University unless the student notifies the Office of the University Registrar to the contrary in writing.

Students also have the right to inspect their "education records" as defined in the FERPA regulations. They may not inspect financial records and statements of their parents; confidential letters of recommendation placed in their education records before January 1, 1975 (with some exceptions); or confidential letters of recommendation placed in their education records after January 1, 1975, if they have waived their rights to inspect and review such letters.

A student who believes that information in his or her education records is inaccurate or misleading or violates his or her privacy or other rights may request that the institution amend the records, and, if the request is denied, he or she has the right to a hearing. If, after the hearing, the institution decides that the information is not inaccurate, misleading, or violative of privacy or other rights, the student has a right to place a statement in those records commenting on the information in question or giving the student's reasons for disagreeing with the institutional decision. The student may also place such a statement in his or her records in lieu of requesting a hearing. Complaints alleging violations of FERPA rights may also be filed with the U.S. Department of Education.

Questions about FERPA should be addressed to the Legal Adviser to the Special Assistant to the Chancellor, CB# 9150, Room 01 South Building. The text of FERPA and its regulations and the University's FERPA policy are also available for inspection in 01 South Building.

FIREARMS AND OTHER WEAPONS

The possession of any gun, rifle, pistol, dynamite cartridge, bomb, grenade, mine, explosive, bowie knife, dirk, dagger, slingshot, leaded cane, switchblade knife, blackjack, metallic knuckles, or any other weapons of like kind upon any University campus or in any University owned or operated facility is unlawful and contrary to University policy. Violation of this prohibition is a misdemeanor punishable by a fine not to exceed \$500 and/or six months' imprisonment, and may constitute a violation of the Campus Code.

IMMUNIZATION REQUIREMENT

Effective July 1, 1986, North Carolina State law requires that no person shall attend a college or university in North Carolina unless a certificate of immunization indicating that the person has received the immunizations required by the law is presented to the college or university on or before the first day of matriculation. Students enrolled at UNC-CH on July 1, 1986 are exempt from this requirement.

If the UNC-CH Medical History Form containing the certificate of immunization is not in the possession of the UNC-CH Student Health Service ten (10) days prior to the registration date, the University shall present a notice of deficiency to the person. The person shall have 30 calendar days from the first day of attendance to obtain the required immunizations. Those persons who have not complied with the immunization requirements by the end of 30 calendar days will be *administratively withdrawn* from the University.

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL POLICY ON ILLEGAL DRUGS

I. INTRODUCTION

The Board of Trustees of The University of North Carolina at Chapel Hill, in conformity with the direction of the Board of Governors of The University of North Carolina, hereby adopts this Policy on Illegal Drugs, effective August 24, 1988. It is applicable to all students, faculty members, administrators, and other employees.

II. EDUCATION, COUNSELING AND REHABILITATION

- A. The University of North Carolina at Chapel Hill has established and maintains a program of education designed to help all members of the university community avoid involvement with illegal drugs. This educational program emphasizes these subjects:
 - 1. The incompatibility of the use or sale of illegal drugs with the goals of the university;
 - 2. The legal consequences of involvement with illegal drugs;
 - 3. The medical implications of the use of illegal drugs; and
 - 4. The ways in which illegal drugs jeopardize an individual's present accomplishments and future opportunities.
- B. The University of North Carolina at Chapel Hill provides information about drug counseling and rehabilitation services available to members of the university community through campus-based programs and through community-based organizations. Persons who voluntarily avail themselves of university services are hereby assured that applicable professional standards of confidentiality will be observed.

III. ENFORCEMENT AND PENALTIES

- A. The University of North Carolina at Chapel Hill shall take all actions necessary, consistent with State and Federal law and applicable university policy, to eliminate illegal drugs from the university community. The University's Policy on Illegal Drugs is publicized in catalogues and other materials prepared for all enrolled and prospective students and in materials distributed to faculty members, administrators, and other employees.
- B. Students, faculty members, administrators, and other employees are responsible, as citizens, for knowing about and complying with the provisions of North Carolina law that make it a crime to possess, sell, deliver, or manufacture those drugs designated collectively as "controlled substances" in Article 5 of Chapter 90 of the North Carolina General Statutes. Any member of the university community who violates that law is subject both to prosecution and punishment by the civil authorities and to disciplinary proceedings by the University. It is not "double jeopardy" for both the civil authorities and the university to proceed against and punish a person for the same specified conduct. *The university will initiate its own disciplinary proceeding against a student, faculty member, administrator, or other employee when the alleged conduct is deemed to affect the interests of the university.*
- C. Penalties will be imposed by the university in accordance with procedural safeguards applicable to disciplinary actions against students, faculty members, administrators, and other employees, as required by Section 3 of the Trustee Policies and Regulations Governing Academic Tenure in The University of North Carolina at Chapel Hill, by Section III.D. of the Employment Policies for EPA Non Faculty Employees of The University of North Carolina at Chapel Hill, by regulations of the State Personnel Commission, and the Disciplinary Procedure of the Staff Personnel Administration Guides (SPAG 37), by the Instrument of Student Judicial Governance, and by all other applicable provisions of the policies and procedures of The University of North Carolina at Chapel Hill.
- D. The penalties to be imposed by the university may range from written warnings with probationary status to expulsions from enrollment and discharges from employment. However, the following minimum penalties shall be imposed for the particular offenses described.

1. *Trafficking in Illegal Drugs*

- a. For the illegal manufacture, sale or delivery, or possession with intent to manufacture, sell or deliver, of any controlled substance identified in Schedule I, N.C. General Statutes 90-89, or Schedule II, N.C. General Statutes 90-90 (including, but not limited to, heroin, mescaline, lysergic acid diethylamide, opium, cocaine, amphetamine, methaqualine), any student shall be expelled and any faculty member, administrator, or other employee shall be discharged.
- b. For a first offense involving the illegal manufacture, sale or delivery, or possession with intent to manufacture, sell or deliver, of any controlled substance identified in Schedules III through VI, N.C. General Statutes 90-91 through 90-94, (including, but not limited to, marijuana, pentobarbital, codeine), the minimum penalty shall be suspension from enrollment or from employment for a period of at least one semester or its equivalent.¹ For a second offense, any student shall be expelled and any faculty member, administrator, or other employee shall be discharged.

2. *Illegal Possession of Drugs*

- a. For a first offense involving the illegal possession of any controlled substance identified in Schedule I, N.C. General Statutes 90-89, or Schedule II, N.C. General Statutes 90-90, the minimum penalty shall be suspension from enrollment or from employment for a period of at least one semester or its equivalent.²
- b. For a first offense involving the illegal possession of any controlled substance identified in Schedules III through VI, N.C. General Statutes 90-91 through 90-94, the minimum penalty shall be probation, for a period to be determined on a case-by-case basis. A person on probation must agree to participate in a drug education and counseling program, consent to regular drug testing, and accept such other conditions and restrictions, including a program of community service, as the Chancellor or the Chancellor's designee deems appropriate. Refusal or failure to abide by the terms of probation shall result in suspension from enrollment or from employment for any unexpired balance of the prescribed period of probation.³
- c. For second or other subsequent offenses involving the illegal possession of controlled substances, progressively more severe penalties shall be imposed, including expulsion of students and discharge of faculty members, administrators, or other employees.

E. *Suspension Pending Final Disposition*

When a student, faculty member, administrator, or other employee has been charged by the university with a violation of policies concerning illegal drugs, he or she may be suspended from enrollment or employment before initiation or completion of regular disciplinary proceedings if, assuming the truth of the charges, the Chancellor, or in the Chancellor's absence, the Chancellor's designee concludes that the person's continued presence within the university community would constitute a clear and immediate danger to the health or welfare of other members of the university community; provided, that if such a suspension is imposed, an appropriate hearing of the charges against the suspended person shall be held as promptly as possible thereafter.

¹Employees subject to the State Personnel Act are governed by regulations of the State Personnel Commission. Because the minimum penalty specified in this Section and required by the Board of Governors exceeds the maximum period of suspension without pay that is permitted by State Personnel Commission regulations, the penalty for a first offense for employees subject to the State Personnel Act is discharge.

²Employees subject to the State Personnel Act are governed by regulations of the State Personnel Commission. Because the minimum penalty specified in this Section and required by the Board of Governors exceeds the maximum period of suspension without pay that is permitted by State Personnel Commission regulations, the penalty for a first offense for employees subject to the State Personnel Act is discharge.

³If this balance for an employee subject to the State Personnel Act exceeds three days, that employee shall be discharged.

IV. IMPLEMENTATION AND REPORTING

Annually, the Chancellor shall submit to the Board of Trustees a report on campus activities related to illegal drugs for the preceding year. The reports shall include, as a minimum, the following:

- (1) a listing of the major education activities conducted during the year;
- (2) a report on any illegal drug-related incidents, including any sanctions imposed;
- (3) an assessment by the Chancellor of the effectiveness of the campus program and;
- (4) any proposed changes in the Policy on Illegal Drugs.

A copy of the report shall be provided to the President, who shall confer with the Chancellor about the effectiveness of campus programs.

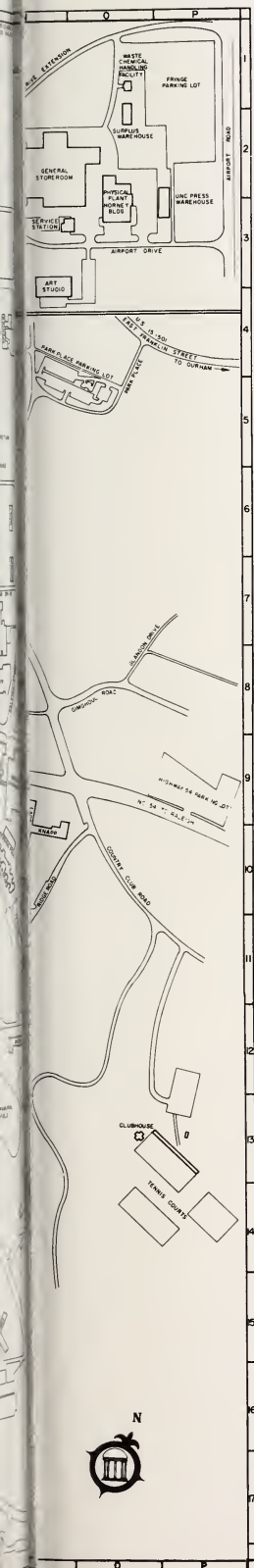
NOTES



The
UNIVERSITY of NORTH CAROLINA
at Chapel Hill



INDEX OF CAMPUS BUILDINGS



NAME	MAP REFERENCE	NAME	MAP REFERENCE
Abernethy (Extension Division)	G-5	Playmakers Theater	I-6
Ackland Museum	G-4	Police, Campus—Y Building	I-6
Alumni Hall	J-5	Power Plant	B-6
(Anthropology, Archeology)	J-5	President's House	L-4
Alumni House (Alumni Offices)	F-7	Saunders Hall (Geography, Religion)	J-6
Arboretum	K-5	Scatliff (Snack Bar)	G-5
Art Classroom	G-4	Service Station	N-3
Art Studio Building, Airport	N-3	Smith Hall (Mathematics, Statistics, Op Res. & Sys. Anal.)	H-5
Battle Hall (Personnel, Social Work)	I-4	South Building (Administration)	I-6
Bell Tower—Morehead Patterson	I-9	State Employees' Credit Union	E-8
Bennett Building (UNC Press)	H-3	Steele Building (Student Affairs, General College, Arts & Sciences Advisors)	I-6
Bingham Hall (Speech, English)	L-7	Student Activities Center	I-17
Boshamer Baseball Stadium	L-12	Student Health Services	I-6
Bowman Gray Swimming Pool (in Woollen Gym)	K-9	Student Stores—Daniels Building	J-8
Brooks Hall (UNC Press)	N-5	Student Union— Frank Porter Graham	K-8
Byrum Hall (Cashier, Graduate School, News Bureau, Research Administration)	J-6	Surplus Warehouse	O-2
Caldwell Hall (Philosophy)	J-6	Swan Hall (Radio, Television and Motion Pictures, WUNC, Photo Lab)	G-5
Carmichael Auditorium	L-9	Tennis Courts (Craigie)	I-15
Carolina Inn	F-6	(Boshamer)	M-13
Carroll Hall (Business Administration)	H-7	(Hinton James)	J-16
Celsus (Snack Bar)	D-11	(Cobb)	L-7
Chase Hall (AFROTC, Health Services Research Center, Student Union)	J-13	(Country Club Road)	O-14
Chemistry Labs	H-8	Totten Garden Center	O-20
Chiller Building (South Side)	C-14	UNC Press Office (Brooks Hall)	N-5
(NCMH)	H-12	UNC Press Office Warehouse	P-3
(North Side)	G-10	UNC Printing (in Bennett Building)	H-13
(East Side)	I-18	Vance Hall (Personnel, Student Aid)	I-4
Coker Hall (Botany)	H-8	Van Hecke Wetzach Hall (Law)	M-11
Community Service Center (Married Students Housing Office)	G-15	Venable Hall (Chemistry, Health & Safety, Curriculum of Marine Sciences)	H-7
Computer Science Building	G-6	Waste Chemical Facility	O-1
Daniels Building (Student Stores)	J-8	West House (Computer Science)	G-5
Davie Hall (Psychology)	J-5	Wilson Hall (Zoology)	G-8
Dey Hall (Modern Foreign Languages)	H-7	Woollen Gymnasium (Physical Education)	K-9
Electric Distribution Operations Center	M-3	Y Building (Traffic Office, Campus Police)	I-6
Evergreen House	G-5		
Fetzer Field	L-10		
Fetzer Gymnasium	K-9		
Forest Theatre	N-6		
Gardner Hall (Economics)	H-7		
General Storeroom	N-2		
Gerrard Hall	I-6		
Graham Memorial (Dramatic Art)	J-4		
Graham Student Union	K-8		
Greenhouse	K-5		
Greenwall Hall (English)	J-7		
Grounds Building	D-13		
Hamilton Hall (History, Political Science, Sociology, Campus Mail Center)	J-7		
Hanes Hall (Career Planning & Placement, Records and Registration)	H-6		
Hickerson House (Urban and Regional Studies)	L-4		
Hill Hall Annex (Music)	H-4		
Hill Hall (Music)	H-5		
Horney Building (Physical Plant)	O-2		
Howell Hall (Journalism)	J-5		
Indoor Track	M-10		
Institute of Government	N-9		
Intramural Fields	M-9, K-13		
Kenan Center	H-16		
Kenan Field House	J-11		
Kenan Laboratories (Chemistry)	H-8		
Kenan Stadium	I-10		
Kessing Swimming Pool	K-10		
Knapp Building (Institute of Government)	N-9		
Laundry Plant	A-6		
Law School—Van Hecke-Wetzach	M-11		
Lenoir Hall (Food Service)	J-7		
Library, Davis (Graduate)	K-7		
Library, House (Undergraduate)	J-8		
Library, Wilson (Special Collections)	I-8		
Mail Center (in Hamilton Hall)	J-7		
Manning Hall (Liberal Science, Institute for Research in Social Science)	J-7		
Married Students Housing	E-14		
Memorial Hall	H-6		
Mitchell Hall (Geology)	G-9		
Monogram Club (Undergraduate Admissions)	M-7		
Morehead Planetarium	J-4		
Morehead-Patterson Bell Tower	I-9		
Murphey Hall (Classics)	J-7		
Nash Hall (Testing & Guidance Services)	E-7		
Naval ROTC Armory	G-7		
Navy Field	L-11		
N.C. Botanical Garden	O-20		
New East Hall (City Planning)	J-5		
New West Hall (Computer Science)	H-5		
Old Administration Building (Social Work)	J-3		
Old Well	I-5		
Paul Green Theatre	N-8		
Peabody Hall (Education)	G-6		
Person Hall (Music)	H-5		
Pettigrew Hall (Personnel)	I-4		
Phillips Hall (Mathematics, Physics/Astronomy, Statistics, Computation Center)	H-6		
Phillips Hall Annex (Reading Clinic, Office Machine Repair)	H-6		
Physical Plant—Horney Building	O-2		

UNIVERSITY BUSINESS OFFICES

440 West Franklin Street Building	B-3
Accounting/Accounts Payable, Trust Funds, Travel	
Encumbrance Control	
Payroll, State Funds,	
Administrative Data Processing	
Budget	
Campus Utilities	
Contract Administration	
Purchasing	
Systems & Procedures	
134½ East Franklin Street Building	G-4
Engineering & Construction	
Facilities Planning	
Property Office	
Hill Commercial Building	
Equipment Control	
Internal Auditor	H-4

RESIDENCE HALLS

Alderman	L-4
Alexander	L-7
Avery	K-12
Aycock	L-6
Carr (University Housing Offices)	J-6
Cobb	M-7
Connor	L-8
Craigie	J-14
Ehringhaus	L-14
Everett	L-6
Graham	L-6
Grimes	K-6
Hinton James	K-15
Joyner	L-7
Kenan	L-5
Lewis	L-6
Meliver	L-5
Mangum	K-7
Manly	K-6
Morrison	J-13
Old East	I-5
Old West	I-5
Parker	K-11
Ruffin	K-7
Spencer	K-4
Stacy	M-6
Teague	K-10
Whitehead	F-7
Winston	L-8
Under Construction	K-10

HEALTH AFFAIRS

Beard Hall (Pharmacy)	F-9
Berryhill Hall (Basic Science Laboratories)	G-10
Brauer Hall (Dentistry)	E-11
Brinkhous-Bullitt (Preclinical Education)	F-10
Burnett-Womack (Clinical Sciences)	F-11
Carpentry Shop	H-12
Carrington Hall (Nursing)	F-9
Child Development Center—Biological	G-11
Dental Sciences Research	E-10
Faculty Laboratory Office Building	E-11
Gravely Building	G-12
Health Sciences Library	F-10
Hospital, N.C. Memorial	F-10
Lineberger Building (Cancer Research)	D-11
MacNider Hall (Medicine)	F-10
Med. Lab. Building "A"	D-12
Med. Lab. Building "B"	D-14
Med. Lab. Building "C"	D-13
Med. Lab. Building "D"	D-12
Medical School Wings, B, C, D, E, F	H-11
Miller Hall (Health Affairs Offices)	F-7
Rosenau Hall (Public Health)	E-9
South Wing (Psychiatric)	G-11
Swing Building (Pharmacology)	C-11

