

## What the Democrats Need to Do to Win the Upcoming Election

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While President Bush raises capital for the upcoming 2004 election, the democrats are scrambling to find a suitable candidate. So far they have eight men and one woman (Edwards, Kerry, Dean, Gephardt, Lieberman, Graham, Sharpton, Braun, and Kucinich) vying for the job. Regardless of which candidate gets it, there are a number of fundamental things that the Democrats must do in 2004:

Cooperate. Internal rivalries are one of the Democrats main downfalls now. The party lacks clear leadership. If the squabbling lasts past the primary, the party will never get

the votes it needs from the center; American elections are won and lost on the parties' ability to coerce the non-politically affiliated to vote for them or against their opponent.

Clinton won because he was the "New Democrat;" it seems that the party is drifting more left with every passing day. While this may be a temporary phenomenon, history has shown that the Democrats cannot always get their act together by election time.

Make the party line clear. The party must stand for something; if not, then why bother to change the status quo? If the Democrats are serious about winning, then they must adopt a stance on every issue, and stand by it.

Play on Bush's weaknesses. If the Democrats would come out in opposition to the war in Iraq, and argue against it at every turn, pointing out the fact that no Weapons of Mass Destruction have been found, then the American people would feel that Bush has lied to them.

On a related note, the Democrats must point out that the economy has suffered under Bush's presidency. The main way to win elections is to hit people where it hurts: in the pocketbook.

Raise money. Elections are won and lost by the budget of the party.

All in all, the Democrats will have a difficult time winning the presidential election

of 2004. However, if the Democrats will play on Bush's weaknesses and find ways to raise capital, they will at least have a chance.

Note: This is the first in a series dealing with the upcoming 2004 Presidential election. The next in the series is "What Bush Needs to Do to Win the Election!"



<http://udel.edu/stu-org/democrats/kicker2.jpg>

## Steve and Bill's Method of Madness for the PC

"Steve and Bill" from Front Page

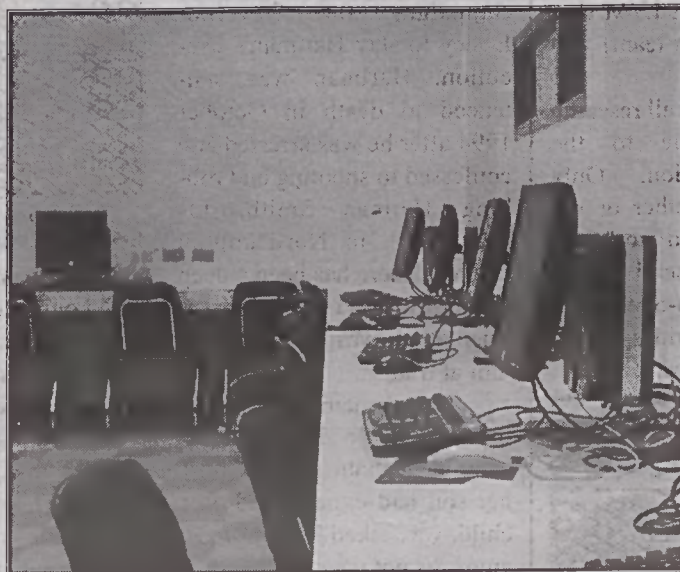
primarily responsible for his entrance into the realm of the super-rich): the licensing of software. Gates told IBM that Microsoft had written an operating system custom-tailored to run on the IBM PC, a Disk Operating System (DOS) that could be used to access and maintain all of the IBM machine's functions and applications with ease. He also informed the company that they would be allowed to use DOS, but not buy it: if IBM was to sell their PC using Gates' OS, they would have to pay royalties to Microsoft for every box sold. IBM agreed to the deal, believing that the market for DOS would be small and that the men at Microsoft were digging their own graves.

Flashback to the Altair. Not surprisingly, Gates turned out to be a man of habit: at the time of the licensing, DOS didn't exist. Twice now, this entrepreneur had managed to obtain money for a product he had not yet devised. However, armed with \$20,000, Paul Allen approached another software start-up who had produced a program called QDOS (Quick & Dirty Operating System) and purchased it. Re-branded MS-DOS, this product (NOT written by our dear friend Gates) was the source of Microsoft's millions. After the IBM PC, MS-DOS rolled out to consumers on an assortment of machines, with Gates collecting cash all along the way.

During Gates' moment of glory, Jobs was running into

trouble. Apple had been unable to produce anything as successful as the Apple II (the Apple III and the Lisa machines were both total market failures). Jobs knew he needed something radical and different to keep his company alive, and salvation came with the conception of the Macintosh.

While visiting the Xerox Palo Alto Research Center, Jobs and Woz discovered the Graphical User Interface, or GUI. In MS-DOS, as well as the original Apples, users typed their commands directly into the machine with a keyboard. The GUI worked in a fundamentally different manner: users moved away from the keyboard to a "mouse," which they used to manipulate something called a "desktop" with "icons". Jobs was blown away by the friendliness of the GUI, and, with visions of the future Macintosh whirling in his



The outcome of the madness.

stunned - impressed and afraid of being left behind in the market - but he covered it well, convincing Jobs that he wanted to develop products for the Mac, and managing to leave with several prototypes to work on.

Jobs (his partner Allen having resigned and moved on to sunny beaches) approached Jobs personally in 1983, wanting to know what Apple was working on. Gates led Jobs to believe that he wanted to develop software for Apple, as he had for Altair and IBM. Jobs, not recognizing the trap, led Gates to a prototype Macintosh. Gates was

being developed by Microsoft - without any previous mentioning to Apple of its future sale. Windows was to be a GUI like Mac, only it ran like an application on top of DOS. When confronted by Jobs, Gates soothed him and claimed that Microsoft was devoted to the Mac and not copying anything Apple was doing. The Macintosh was unveiled during the famous 1984 Superbowl ad, featuring IBM as George Orwell's Big Brother and Apple as the athlete destroying the system. "You'll see why 1984 won't be like 1984." However, it wasn't

IBM that Apple had to worry about. Gates had both promised and delivered several products for the Mac, but still managed to push out Windows within a little over a year of its release in the fall of '85. Windows 1.0 looked eerily

like Mac OS 1 in both features and usability, but Jobs was unable to land a lawsuit, since Microsoft held that their interface was derived not from Apple but from Xerox. Since the Mac OS was derived from Xerox as well, Jobs would be as guilty as Gates, and thus the suit was dropped after years of legal struggle.

Gates stole the Mac's thunder quite easily; companies that were accustomed to

running DOS found it far easier to switch to Windows than to Mac OS. Apple found itself cut out of the corporate market again, though it did retain a wide following amongst home graphics users and desktop publishers. After the Mac's failure to recapture the market, Jobs left Apple under duress, whereupon he founded Pixar (maker of Toy Story, Monsters Inc., and Finding Nemo), of which he is still CEO. He returned to a nearly bankrupt Apple in 1997, and since then has returned the company to the path of success, introducing first the iMac, then the iBook, the PowerMac G4 and G5 series, as well as the iPod, the most popular mp3 player on the market today. Gates, on the other hand, became the richest man on earth, and his company is still among the most influential in the technological world.

Windows, easily the number one OS worldwide today, nevertheless faces future battles against the likes of inexpensive/free and openly available versions of Linux and the mixture of power and usability found in Apple's OS X. Apple, on the other hand, must continue to work to pull itself from the hole created through a decade of poor management and a rough reputation. Ironically, one can view the two most powerful computer companies in America and foresee an uncertain future for each. If any two men can guide the Personal Computer to its future incarnations, they are Bill Gates and Steve Jobs, of Microsoft and Apple, Inc.