

# Joe Johnson Finds Quality Campaign Manager In Ellen Atkins

GREENSBORO — Open the door to the Joe Johnson for Insurance Commissioner campaign headquarters here and ask for the campaign manager. Then prepare yourself for the surprise of your life.

Especially if you're thinking of campaign managers in the traditional political mold: As men, exclusively, as they've always been in the past and are today. Except for one overwhelmingly successful exception:

Ellen Atkins. The head scheduler, do-this-do-that person, massager of bruised egos and overall manager of the Joe Johnson campaign for state insurance commissioner. The campaign manager, no doubt about it, only she's a female (decidedly), which in this role, surprises almost everyone.

the candidate. "I asked Ellen to be my campaign manager," says the UNC-G business administration professor, "because I was looking for a capable individual who had the enthusiasm and the ability. Even though I was advised that a woman would have some difficulty with prejudice, I felt that ability, interest and dedication were much more important. I believe that people should be hired solely on the basis of their ability to get the job done."

A Greensboro native, Ellen Atkins looks the sort of woman most often described as "pert," a term she dislikes. It is no facade, this pertness. For she is nothing if not attractive and with a strong dash of vivaciousness. But beneath these good looks and a disarming smile, is a determined dedicated

person, one given to long, longer, longest hours of dogged, most-to-the-grindstone hard work.

A regular dynamo, the 28-year-old Ellen is on the go from sometimes before daylight to always past dark. "Sixty, 80, even 90-hour weeks are the norm it seems for this job," she says. But why this sort of dedication for what must surely be just a token salary? "Because for this sort of work, you have to believe very much in the candidate and you have to have tremendous faith in our political system."

"A lot of people out our political system down, but it is the best possible means of governance the world has seen. Everyone has a voice," she says.

"There's no doubt that politics affects every individual's life. So you either participate in the

system to help influence those decisions which affect your life, or you step meekly aside and let others decide for you. I believe in participating," she says emphatically.

"As for believing in the candidate, I've always thought the best person for the job is the one who is most qualified. I believe Joe Johnson's entire life has been spent in preparation for him to become commissioner of insurance. I know he hasn't consciously planned for it — and if the incumbent was doing a professional job, I don't think Joe would be running for office — but Joe is undoubtedly the best qualified candidate. And I also believe that as commissioner, he will make objective decisions in the best interests of all the consumers of North Carolina."

And her credentials for managing a statewide race? "The same as any campaign manager — male or female," says Johnson. "A sense of organization that would be the envy of Army generals; an amazing ability to ask and get a 110 per cent effort from everyone; and, probably most important, a level-headedness that keeps everything — and everyone — on an even keel."

She was on the staff of Rep. Nick Galifianakis during his 1972 senatorial race against B. Everett Jordan and Sen. Jesse Helms, so she's no newcomer to the North Carolina political scene. "But women still are very new in politics, particularly on a managerial level," she says. "And being new we tend to approach things in a little different manner. For instance, we try to 'sell' the candidate to the people on his merits instead of 'selling' him to the power brokers and hoping their influence can carry the election."

Her contemporary approach to politics has already had a noticeable effect: A thoroughly professional campaign headquarters has been established in Greensboro; a staff has been hired and put to work; meetings scheduled; a fund-raising committee has been formed; the campaign has appointed county campaign managers; an advertising campaign has been planned and executed; and to get the Joe Johnson message across to all the people, numerous mailings have been made. But still, she says with a sign and a shrug of her shoulders, "My biggest problem — and until society's attitudes change about a woman's role in the world, it probably always will be my biggest problem — is my credibility as a campaign manager. And it's simply because I'm a woman; has nothing to do with the kind of job I'm doing. So I'm plunging ahead as best I can, hoping to effect some change in attitudes by doing a first-rate job."

"There's little doubt that this campaign takes away a

lot of precious time that I could be spending with my husband and two sons," she says. "But I've always felt that if something was important to me I could explain it to my family and they would support me."

"I sat down with them and explained how much this job — and Joe's winning this campaign — meant to me. I asked for their support and they gave it. We decided we would concentrate on spending the time we have together as well as we could. Sometimes, my eight-year-old son helps me when I take envelopes home to be stuffed. He gets a big kick out of getting involved in activities that interest his father and me."

"Of course, I'm very cautious about whom my children are with when I'm away. But I also believe it is very important that my children learn from adults other than their parents. I believe everyone has experiences a child can benefit from."

"Lane and I are busy, active people and we both know how important it has been for us to interact with others. We want our children to be just as active and busy as we are."

A campaign day begins for Ellen Atkins before most people are even thinking of waking up. And it doesn't end until long after most viewers of Johnny Carson have signed off for the night. The time is spent in an endless scheduling of meetings, conversations with people all over the state, a little of this, a lot of that, conversations with people all over the state, a little of this, a lot of that, and so on ad infinitum. The mind boggles at her task.

"One of the most difficult — but most important — things I must do," she says, "is to find some time in the schedule for the candidate to spend with his family. It's so important for a variety of reasons. And then there has to be time scheduled for him to rest — yes, actually time set aside on the schedule for 'resting the candidate.' Few people realize, I think, how very little time the candidate does rest."

With these types of problems and the other complexities of the job, the demands on her personal life, and the physically sapping pace of statewide politics, there are times when it all gets to be too much. That's when depression strikes with a capital D. Then she'll slump in her chair and run her fingers through her short, frosted hair, wondering silently if it's all worth it. But at that moment a volunteer will walk in looking for work to do, or someone calls with exciting news about increased support from Down East, or someone asks "Why should I vote for Joe Johnson?" That's when her hand goes out for a shake, the smile returns to her face, and you can tell by the gleam in her eye that yes, indeed, it is all worth it. Because, you see, Ellen Atkins long ago sunk her own bulldog grip into this very serious

combination of politics and Joe Johnson's candidacy. And she will never let go. Until, of course, she wins.

## "Rooming-In" New Option

WINSTON-SALEM — "Rooming-in" is a term describing an option now available to parents of newborn babies at North Carolina Baptist Hospital.

The concept is designed for parents who would like close contact with their babies long before going home and for those who want to learn some of the basics of caring for a baby while the help of the maternity nursing staff is close by.

Rooming-in allows the baby to be in the mother's room from 9:30 A.M. to 9:30 P.M. except during two one-hour periods when the general public visits on the maternity floor. Fathers can spend any time with mother and child from 9:30 A.M. to 9 P.M.

Mrs. Barbara Benge, administrative supervisor for the Obstetrics-Gynecology nursing service, sees rooming-in as a means for parents to forge strong bonds with an infant from the earliest possible moment.

She explained that the maternity nursing staff provides instruction on a one-to-one basis in such things as diapering, handling, feeding and hygiene. Group classes on how to bathe an infant also are offered.

By actively taking part in the baby's care, parents, especially new parents, can learn to care for an infant while the pressures of daily home life are not present and when the nursing staff is nearby to help, if a problem or question arises, she said.

According to Dr. Richard C. Proctor, professor and chairman of the Department of Psychiatry, the stroking and fondling of an infant is important in the development of a sense of security.

He added that new parents, especially mothers, can experience depression, anxiety and irritation if they leave the hospital feeling unprepared to care for a baby. And the baby will be aware of these feelings.

## FLYING FISHEYE



Downtown Toronto lakefront area is compressed into one view from Sikorsky helicopter positioning high strength low alloy (HSLA) steel antenna mast atop Canadian National railways tower as high steelworkers bolt pieces into place. Structure — at 1,815 feet — is the world's tallest and is scheduled for completion this summer. Spire will beam out radio and TV signals, and house dining sightseeing facilities at 1,150 foot level.

## Committee To Meet

ATLANTA, Ga.—The Flue-Cured Tobacco Advisory Committee will meet July 12 in Raleigh, N. C., to make recommendations on flue-cured tobacco selling schedules, announced the U. S. Department of Agriculture (USDA).

The committee will also recommend geographical boundaries and the market opening dates for Areas D and E. Last year, Area D included Northern Middle Belt markets and Area E included the North Carolina-Virginia Old Belt markets.

Marketing areas are established by creating geographic boundaries based on production. Officials of USDA's Agricultural Marketing Service (AMS) said marketing schedules and opening dates are set for each marketing area according to the time tobacco will be ready for market.

At a June 17 meeting in Raleigh, the committee recommended geographical boundaries for marketing areas A, B and C. Area A would include all Georgia-Florida markets. All South Carolina border-North Carolina markets except Fayetteville, N. C., would make up Area B, and all

Eastern North Carolina and Southern Middle Belt markets, plus Fayetteville, would comprise Area C. These recommendations have been adopted by USDA.

Recommended opening dates are July 8 for Area A, July 13 for Area B and July 20 for Area C.

The July 12 meeting is open to the public and will be held at 1 P.M. in the laboratory of AMS Tobacco Division, Room 223, Flue-Cured Tobacco Cooperative Stabilization Corporation, 1306 Annapolis Dr., Raleigh.

Notice of the meeting is scheduled to be published in the June 28 Federal Register.

**CARD OF THANKS**  
We wish to express our thanks to everyone who remembered us during the illness and death of our father with prayers, visits, flowers, cards, phone calls, food and all other expressions of love. We are especially grateful to the entire staff at the Winslow Memorial Nursing home for the love and care they gave him.

The family of Charlie Baker Boyce



FEMALE MANAGER—Standing in front of the state headquarters of Joe Johnson in uptown Greensboro, campaign manager Ellen Atkins greets a visitor. Seen decorating the window behind her is a strip of Joe Johnson For Insurance Commissioner Wallpaper.

## Army Corps Water Control Program Set

WASHINGTON, D. C.—The U. S. Army Corps of Engineers has confirmed that implementation of the second phase of a three-phase program to protect the quality of the waters of the United States against harmful discharges of dredged or fill materials will proceed as scheduled on July 1.

Phase II extends the jurisdiction of the Army Engineers to regulate disposal of dredged or fill materials to lakes with more than five surface acres, primary tributaries of inland navigable waters of the U. S., and nearby wetlands.

In the announcement the Corps of Engineers emphasized that it will continue to use moderation and a reasonable approach in the administration and enforcement of the program. General permits which provide blanket authorization for comparable activities with no significant adverse environmental impact in designated areas will be issued as much as possible to make the program more manageable and practical by reducing the number of permits required.

The first phase began last July 25th when the jurisdiction of the Corps of Engineers in this matter was limited to coastal waters, inland navigable waters of the United States and nearby wetlands. Last July the corps also announced the schedule for the second and third phases. The third phase, scheduled to start next year on the first of July, will further expand the jurisdiction of the Corps of Engineers to regulate discharges of dredged or fill material into other waters generally up to the headwaters.

The corps' permit program is being conducted as directed by the Congress under Section 404 of the Federal Water Pollution Control Act Amendments of 1972 and in accordance with the March 27, 1975, decision of the U. S. District Court for the District of Columbia.

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General Revenue Sharing provides federal funds directly to local and state governments. This report of your government's plan is published to encourage citizen participation in determining your government's decision on how the money will be spent. Note: Any complaints of discrimination in the use of these funds may be sent to the Office of Revenue Sharing, Wash., D.C. 20226.

PLANNED EXPENDITURES		
(A) CATEGORIES	(B) CAPITAL	(C) OPERATING / MAINTENANCE
1 PUBLIC SAFETY	\$	\$
2 ENVIRONMENTAL PROTECTION	\$	\$
3 PUBLIC TRANSPORTATION	\$	\$
4 HEALTH	\$	\$
5 RECREATION	\$	\$ 15,958.95
6 LIBRARIES	\$	\$
7 SOCIAL SERVICES FOR AGED OR POOR	\$	\$
8 FINANCIAL ADMINISTRATION	\$	\$
9 MULTIPURPOSE AND GENERAL GOVT.	\$ 87,707.05	\$
10 EDUCATION	\$	\$
11 SOCIAL DEVELOPMENT	\$	\$
12 HOUSING & COMMUNITY DEVELOPMENT	\$	\$
13 ECONOMIC DEVELOPMENT	\$	\$
14 OTHER (Specify)	\$	\$
15 TOTALS	\$ 87,707.05	\$ 15,958.95

THE GOVERNMENT OF CHOWAN COUNTY  
ANTICIPATING A GENERAL REVENUE SHARING PAYMENT OF \$103,666  
FOR THE SEVENTH ENTITLEMENT PERIOD, JULY 1, 1976 THROUGH DECEMBER 31, 1976, PLANS TO SPEND THESE FUNDS FOR THE PURPOSES SHOWN.  
ACCOUNT NO. 34 1 021 021  
CHOWAN COUNTY CO ACCOUNTANT EDENTON N CAROLINA 27932  
(D) Submit proposals for funding consideration by August 1, 1976 to Pansy A. Elliott, Fin. Dir. A copy of this report, and supporting documents, are open for public scrutiny at the Finance Director's Office, Co. Office B.  
(E) ASSURANCES (Refer to instruction E) I assure the Secretary of the Treasury that the non-discrimination and other statutory requirements listed in Part E of the instructions accompanying this report will be complied with by this recipient government with respect to the individuals and groups reported herein.  
Signature of Chief Executive Officer  
G. A. Phillips, Chm. County Commissioner  
Name & Title - Please Print Date