

FEATURES



Staff photo by Matt Cooper

Scott Norberg defines his role as politician

UNC Student leader Scott Norberg: A classic politician in action

By KEITH KING

Politician has become a dirty word, except when applied to UNC Student Body President Scott Norberg. He is a classical politician, a person who combines people and ideas.

"Scott is a very sincere person. He'll shoot straight with you," said Executive Assistant Danny McKeithen, whom Norberg calls "the brains behind my operation."

"He (Norberg) is a good politician with none of the negative connotations," said McKeithen.

When Norberg talks about his job, he

does not talk about a particular program or issue.

"I'm most effective not when I'm opposing or pushing something, but when I'm coming up with ideas that will make things run better for students," Norberg said.

He has set up his administration to delegate authority, with a committee to handle each area of student interest. But along with the staff's authority comes responsibility.

"Scott gives people the benefit of the doubt," McKeithen said. "He'll let them go with an idea from the beginning. But one of the things that makes Scott mad is when people don't follow through with things they've committed themselves to."

"I get quickly disinterested with details," Norberg said from behind his uncluttered desk. "I don't like being in the office. I leave the day-to-day management to my staff. The most important way for me to do my job is to be in the chancellor's office or at dorm meetings asking for ideas."

However, the job has put many demands on him. "There are a lot of times when I could be out drinking with my friends when instead I have to be on the phone talking for a couple of hours to people about an upcoming meeting," he said. "At any official university function I'm expected to—and like to—give a speech."

Norberg said he preferred the election campaign to the office itself, but admits it would have been difficult to accept a loss.

"It would have been hard to take. You invest a lot of time and energy and thought into a campaign," he said.

Then there are the rumours that typically follow any politician. Did he really wear blue jeans to a sorority formal and a banquet that UNC President William C. Friday attended?

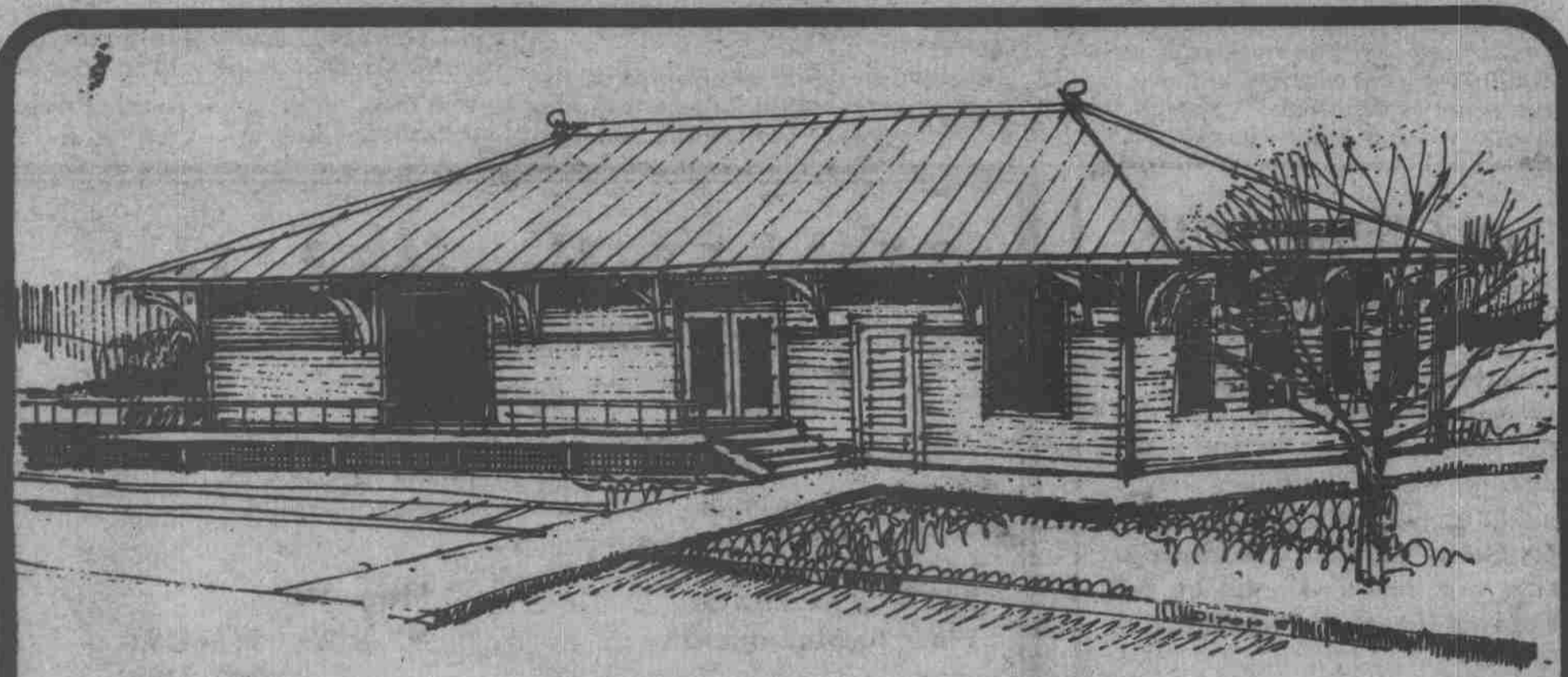
"I might have worn them (blue jeans) to the formal, but not to a banquet," Norberg said. "I have one pair of good pants so when they are at the cleaners, the rest I have to wear are blue jeans and corduroys."

Is he still going to formals and parties to fulfill campaign promises?

"I just about promised by soul to a couple of dorms, but not really. I get invited to a lot of parties, but never too many. I can't get enough," he said.

Aside from parties and trips (he often returns home to Washington, D.C.), Norberg reads books by American authors and poetry by William Wordsworth and Alfred Lord Tennyson.

"There's no one way to sum Scott up," McKeithen said. "He's just a good politician."



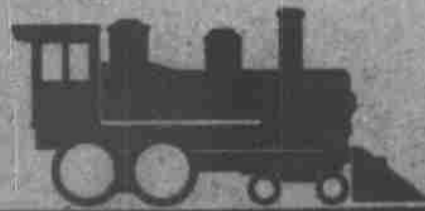
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