

Congressional Elections '86

Broyhill, Sanford adopt hard-hitting strategies

By JEANNIE FARIS
Staff Writer

The campaign trail ends Nov. 4 for U.S. Senate candidates Terry Sanford and Sen. Jim Broyhill, who have recently begun vigorous campaigning to pick up the momentum of this slow-paced race and make their final appeals for voter support.

A poll published in The (Raleigh) News and Observer Sunday indicated that Sanford, a Democrat, is ahead of Broyhill, a Republican, by seven percentage points. The results showed that 49.8 percent of those polled preferred Sanford and 42.6 percent preferred Broyhill, with 7.6 percent undecided.

The candidates' campaign strategies have varied considerably since Gov. Jim Martin appointed Broyhill in July to fill the late Sen. John East's seat.

Broyhill, a 24-year congressman from Lenoir before his Senate appointment, relied on his new image as the responsible senator working in Washington to represent his constituents.

Sanford, former N.C. governor from 1961-1965, embarked upon a highly publicized tour of all 100 counties of the state. He visited the counties for three months between the May primaries and Labor Day, after Broyhill declined his challenge to debate at all 100 stops.

"He wanted to touch bases with the entire state, and not just Democrats, but Republicans and Independents also," said Tom Lawton, Sanford's press secretary. "This grass roots tour let the people hear him and let him listen to the people and work from the bottom up for support."

Lawton attributes Sanford's slight lead in the polls to the solid base of support that the tour of the counties established. "We've got momentum from the grass roots work in the summer so that we can charge ahead. Things are going our way," he said.

Sanford also conducted an airborne tour of statewide community and technical colleges, which he has been instrumental in establishing.

Broyhill has visited all 100 counties of the state during the campaign, but has done so gradually, without the publicity of Sanford's tour, said Lisa Brewer, Broyhill's press secretary.

"While Jim Broyhill has been working overtime as senator, he has also been campaigning hard," Brewer said. "I think that if you put Jim Broyhill's schedule next to Terry Sanford's, you'll see who has been working the hardest in this election."

Broyhill conducted a two-day train tour in October from Asheville to Raleigh, with 14 stops along the way for speeches and fund-raisers.

Issues	Jim Broyhill	Terry Sanford
 Deficit	Favors the Gramm-Rudman-Hollings Act and reduced federal spending.	Favors reduced federal spending without across the board cuts of Gramm-Rudman-Hollings.
 South Africa	Thinks the United States should protest apartheid through limited economic sanctions.	Thinks the United States should protest apartheid through a full economic sanctions package approved by Congress.
 'Star Wars'	Strongly favors research, development and deployment of the system.	Favors research to determine the financial and technological feasibility of the system.
 Contras	Supported the financial aid by voting for the \$100 million aid package approved by Congress.	Supports the \$100 million aid package approved by Congress only as a last resort.
 Drug Testing	Strongly favors mandatory drug testing for federal intelligence employees.	Favors mandatory drug testing only for federal employees with critical positions.
 Financial Aid	Favors providing aid; has supported legislation to ensure that more student aid goes to the students who show the greatest need.	Strongly favors providing aid; has been strong advocate of improving the state's university and community college system.
 Taxes	Voted for the tax revision package that lowered the tax rate for all citizens.	Favored the tax revision; believes its effects should be closely monitored over next tax year.
 Farming	Supported the 1985 Farm Bill and a resolution that the Farm Credit System restructure delinquent loans to farmers.	Strongly favored the 1985 Farm Bill; believes the nation's farm program should be restructured to help farmers in financial trouble.
 Textiles	Encouraged the Reagan administration to reconsider U.S. trade policies and to approve the textile protection bill.	Believes Japanese export markets should be opened to North Carolina textiles and imports should be strictly regulated.
 Nuclear Power	Supports its development as an important energy source of the future.	Supports its development as an energy source, only if the construction and licensing of nuclear power plants are closely monitored.

The Broyhill campaign also sponsored what it called the \$1 Million Weekend in September, with four days of fund-raising events and special guests, including television evangelist Pat Robertson, Secretary of Energy Donald Hodel and Sen. Strom Thurmond, R-S.C.

The Republican Senatorial Committee helped Broyhill organize visits of special guests and also provided campaign contributions, said Jennifer Duffy, committee press spokeswoman. Although she could not specify the

amount of money contributed, Duffy said the committee stayed within limits of the law, which prohibits contributions in excess of \$424,561.

The Republican Senatorial Committee acted as a liaison between the Broyhill campaign and the White House when the committee organized President Reagan's visit to Raleigh in October to endorse the Republican candidate, Duffy said.

David Balmer, statewide chairman of Students for Broyhill, said that Reagan's Raleigh appearance would help Broyhill.

"It will have a very positive impact on the campaign and encourage supporters for Broyhill," as well as influence undecided voters, he said.

Although Sanford has brought some southern Democratic senators to the state to speak on his behalf, campaign manager Sam Poole said he did not think that Reagan's visit to endorse Broyhill would sway voters' opinions in the voting booth.

"It won't help him that much. It probably even hurt him because it showed he is a go-along senator who will do the biddings

of someone else. He has no agenda of his own," Poole said.

Broyhill probably benefited more from his appointment as interim senator than from the endorsements he received, Lawton said.

The Democratic Senatorial Committee has also been in touch with the Sanford campaign, said Diane Dewhurst, committee press spokeswoman. "It's very important that North Carolina have Terry Sanford as a senator," she said.

The Democratic Senatorial Committee worked with Sanford to bring in Sen. Sam Nunn of Georgia, Rep. Claude Pepper of Florida and Sen. Al Gore of West Virginia.

The committee has contributed the maximum limit of \$424,561 to the Sanford campaign, which has spent about \$3 million since January. Meanwhile, Sanford has campaigned for the support of labor unions and small private contributors.

The Sanford campaign has attacked Broyhill for accepting nearly \$1 million in contributions from special interests represented by political action committees. Poole said that if Broyhill wins the election, he will be indebted to the national petrochemical and utilities companies that have made substantial contributions to his \$3.5 million campaign fund.

"But with labor union contributions, you're talking about North Carolina's interests, representing working people," Poole said, adding that, although unions are based throughout the country, they have chapters in North Carolina.

Brewer said the business contributions to Broyhill's campaign were as justifiable as labor union contributions to Sanford's campaign.

"This is something Terry Sanford has attacked, and we make no apologies for receiving money from businesses. They represent the constituents of the state," she said. "PACs represent thousands of individuals who get involved by making a financial commitment to protect their interests."

The candidates spent a great deal of their campaign funds on television advertising, which Broyhill began in August. The ads were limited in summer, but became more frequent and aggressive as the campaign progressed.

"There has been more aggression on both sides. The plan all along was to step things up in the fall when people are listening," Balmer said.

Brewer agreed that increased aggression is part of the game of politics. "There has been more aggression because there has been an increased interest on the part of the media and the voters," she said.

Cobey, Price neck-and-neck in final leg of race

By DONNA LEINWAND
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Pledges to avoid negative campaigning and labeling and to focus on issues prefaced the 4th District congressional race between Republican Rep. Bill Cobey and Democratic challenger David Price.

Cobey, who is seeking his second term in the U.S. House of Representatives, served as UNC athletic director and was president of a consulting firm in Chapel Hill. Price has been a political science professor at Duke University since 1973 and served as the N.C. Democratic Party Chairman in 1983.

After Price emerged as the winner in a close Democratic primary race between Price, Kirsten Nyrop, William Woodward "Woody" Webb, and Wilma Woodard, the Democratic Party united behind Price, said press secretary Margaret Lawton.

As election day approaches, neither Cobey nor Price has been labeled the front-runner.

"They're running neck-and-neck," said Dave McSweeney, issues coordinator for Cobey.

Both campaigns, however, claim there is other labeling going on.

"(Price) is distorting Bill Cobey's record," McSweeney said. "We see who the real negative campaigner is."

Accusing Cobey of negative campaigning and attacking Cobey's voting record in Congress is a "desperation attempt by the Price people," McSweeney said.

The votes of an incumbent congressman are part of public record and demonstrate where someone stands on an issue, Lawton said.

Price said talking about the votes is not negative campaigning.

"Those votes are as plain as the nose on your face," he said. "I'm sure that Mr. Cobey would prefer that I not talk about them."

Price said Cobey had distorted his positions on tax reform and the Strategic Defense Initiative, or "Star Wars," and had "been quick to label me things like liberal, Mondale."

In early September Cobey mailed a letter questioning Price's religious principles. In the letter, addressed "Dear Christian Friend," Cobey called himself an "ambassador for Christ" and said his mission in Congress is to be an "encourager" and a "Christian example." Cobey called for more Christians to be involved in the campaign and requested help for the Christian cause.

"Will you help me so our voice will not be silenced and then replaced by someone who is not willing to take a strong stand for the principles outlined in the Word of God?" he wrote.

McSweeney said Cobey had called Price and apologized. He said Cobey did not intend to bring religion into the race.

"It's a minimal issue," he said. "People make mistakes. We think people are smart enough to realize there are real issues in

Issues	Bill Cobey	David Price
 Deficit	Does not favor a tax increase. Supports reducing growth of federal spending.	Against automatic cutting of the Gramm-Rudman act. Supports systematic cuts in both domestic and military spending.
 South Africa	Opposed to sanctions as they will limit economic opportunity for blacks.	Favors sanctions against new investment in South Africa and requiring American companies to adhere to Sullivan principles, codes of racial equality.
 'Star Wars'	Supports SDI and thinks it should not be used as a bargaining chip.	Supports a steady, sustainable level of funding for SDI research.
 Contras	Supported \$14 million in military aid to draw Nicaragua toward a more pluralistic government.	Opposes aid to the Contras because it solidifies the influence of the Soviet Union in the country.
 Drug Testing	Opposes sweeping drug testing as too expensive and unnecessary. Supports it for people in security jobs.	Supports drug testing in the case of sensitive positions where the public health and safety is clearly at stake.
 Financial Aid	Supports financial aid but sees a need to reduce growth of funding.	Strongly supports student aid and helping the United States achieve educational excellence.
 Taxes	Opposed the reform bill for being anti-growth and anti-savings. Supports the Republican alternative plan.	Supports tax reform bill and a bipartisan effort to lower tax rates across the board and guarantee that corporations and individuals pay their fair share.
 Farming	Supports farm debt restructuring and aid to farmers but believes a free market approach is better in the long run.	Favors creating an equilibrium between supply and demand and rebuilding credit under rural banking. Supports the emergency farm credit bills.
 Textiles	Supports textile and apparel act and limiting imports. Opposed to protectionism.	Supports retaliation against countries who refuse to reduce unfair trade barriers and establishment of "fair play" rules through textile import legislation.
 Nuclear Power	Supports safe development of nuclear power. Favors the reauthorization of the Superfund to clean up toxic wastes.	Opposes nuclear waste dumps in highly populated areas such as Franklin and Wake counties. Supports renewal of the Superfund toxic waste cleanup plan.

the campaign." Price said he did not want to speculate on the political implications of the letter.

"I do feel like people in the district are quite properly wary of people who identify their programs with the will of God," he said.

Price is a graduate of Yale Divinity School and taught religious school at Binkley Memorial Baptist Church in Chapel Hill.

Lawton said Price has run a clear campaign based on issues, not labels.

McSweeney said the strategy of the campaign is to show that Cobey is "a hard-working, accessible congressman."

"We want to show what he's done and what he will do," he said.

Price said in a campaign letter that he would be a different voice in Congress

because he would not vote against tax reform and Ethiopian famine relief as Bill Cobey did. He also said he would not be "another voice echoing Jesse Helms or (conservative activist) Phyllis Schlafly, as Bill Cobey is."

McSweeney said Cobey did support the republican alternative tax reform and also voted for a \$600 million aid bill for African countries. He said Cobey opposed the first aid bill because the funds would be channeled through the Marxist Ethiopian government and Cobey did not have faith in that government. Cobey voted for an aid bill that would channel the funds through the United Nations, he said.

Price said the provisions for channeling the money were stricter in the first bill. He said in the first bill 80 percent of the money would be sent through private agencies, not

the government. Representatives from both campaigns said the election had significance beyond the 4th District.

McSweeney said the 4th District is a swing district, meaning the vote could easily go either way.

"It's a referendum for the future of the country," he said. "It will determine whether we'll have someone who supports the president or someone like David Price." Lawton called the election a turning point for the state.

"It's a chance for the 4th District and the state to get back on the track," she said. "It will bring Democrats back to the House and bring issue politics back to the state."

The candidates debated twice on local television stations. The debates addressed balancing the budget, nuclear power, the

Strategic Defense Initiative, apartheid, farming, education and the textile industry.

During both debates, Cobey emphasized his availability to his constituents. He said he had open office hours and helped more than 25,000 citizens "cut through bureaucratic red tape."

Price stressed straightforward debating and addressing the issues. He said he would provide "practical, balanced, open representation."

Both candidates are working with similar amounts of money.

Cobey has received more than \$500,000 in contributions, McSweeney said. He said Jesse Helms' National Congressional Club contributed about \$2,500 to the campaign but had no hand in running the election.

"We have a very broad base of support," he said. "It's one of the broadest campaigns this district has ever seen. We've gotten money from about 150 political action committees such as the North Carolina Realtors Association."

"They donated the maximum amount a political action committee can donate, \$5,000. Their average contribution from each member is about \$10. That's broad-based support."

McSweeney said Price had received more than \$100,000 from out-of-state labor unions.

About 65 percent of the contributions to Price's campaign has come from more than 4,000 individuals and 28 percent has come from political action committees, Lawton said. The net contributions as of Oct. 15 total \$467,813, and Price has spent \$521,323, she said. Price has loans totaling \$72,259 including a mortgage on his house, Lawton said.

"We've really focused on broad, diverse support," she said. "We get our money from environment groups, education, and we do have labor money. There are unions in North Carolina."

The Sierra Club, League of Conservation Voters, Raleigh-Wake Citizens Association, N.C. Association of Education, Consumer Federation of America, American Federation of Teachers, the AFL-CIO and other groups have endorsed Price, Lawton said.

Both Price and Cobey have UNC political groups backing them.

College Republicans and Students for America have campaigned in the Pit and distributed literature for Cobey.

"Bill Peaslee (chairman of College Republicans) played a big role in the campaign," McSweeney said. "He got together a lot of volunteers and helped in setting up a lot of events."

Students for David Price for Congress, led by Erika Birg, and Young Democrats, led by Jim Townsend, have been working for the Price campaign.

"We've had a wonderful organization on campus," Price said. "They have had good visibility. We're counting on good UNC support."