

Candidates tailor campaigns to turn out student vote

By JEAN LUTES
Assistant University Editor

The "college vote" will be crucial in determining the outcome of today's Senate and House races, and relating campaign issues to students makes them more likely to vote, state party representatives said Monday.

Candidates target college students specifically in their campaigns, said Andy Frazier, executive director of the state Republican party. The votes of college students can potentially change an election's outcome, he said. "If it's a close election, any group can make a difference."

Officials agreed that more college

students would vote if they felt campaign issues directly affected them. Students need to be approached directly by candidates so they feel involved in the campaigns, said Ann Hubbard, Democratic party spokeswoman.

"In recent years, we've seen a resurgence in interest on college campuses," Hubbard said. "A lot of it comes from Live Aid, Farm Aid, concern about apartheid, and other issues which have aroused students."

"This is such a close election, and in the last few elections we've seen more young people vote Republican," she said. More students may

vote for Democrats this year because issues students are concerned about have been related to the campaigns, she said.

Successful voter registration drives on-campus were sponsored by Student Government and the Campus Y Women's Forum last month, resulting in 849 new registrations.

"The fact that student participation is so low in general makes it more likely that any increase is going to make a difference," Student Body President Bryan Hassel said. Because all 16 UNC-system schools conducted registration drives, he said

the number of new voters could be significant.

"Students have to be linked up with issues like financial aid and tuition," Hassel said. "That's why most adults vote on the issues. You've got to show students what the issues are and how they're going to be affected."

The issues vary from campus to campus, said Andrew Ragan, executive director of Students for Broyhill. Apartheid has been a bigger issue on Chapel Hill and N.C. A&T University's campuses than it has at N.C. State University, he said.

"The people at N.C. State just

haven't gotten worked up about it," Ragan said.

Because Chapel Hill is a liberal arts college and N.C. A&T is predominantly black, students there seem more likely to be concerned about racial issues, he said.

College students are more well-read and more likely to pick up newspapers than other voters, he said. Although college students are concerned about finding jobs and getting ahead like the rest of the population, they are still interested in universal issues, Ragan said.

"When folks get out of college they become more specialized," he said.

"College students have a broader spectrum of concerns. They have a wider perspective."

Because more UNC students are registered as Democrats than Republicans, their votes could cause more Democrats to be elected, according to Billie Cox, Democratic party office manager in Orange County.

"Students have the potential to change the elections," Cox said. "The question is whether or not they will vote. It's impossible to say how much difference they'll make until the results are in."

UNC groups corral votes for candidates

By CHRIS CHAPMAN
Staff Writer

In the final days of the Senate race between Terry Sanford and Jim Broyhill, student groups for both candidates are conducting intense "get-out-the-vote" efforts, according to the groups' leaders.

Members of Students for Sanford — a statewide group with its headquarters in Chapel Hill — rallied across the state Monday with Sanford and his campaign supporters. Shep Moyle, group president, said the former governor decided to focus on students in the campaign's last

Congress

said it had not been a disadvantage.

King said the incumbent's position is defensive because he has a vulnerable record. "The challenger can attack an incumbent's voting record, and cannot be counter-attacked because he has no record," he said.

President Reagan's recent visit to Raleigh to drum up support for the state's Republican candidates was centered on Broyhill, he said.

"Our support from him has been more or less peripheral," he said, adding that Reagan had made a videotape endorsing Cobey.

On Saturday, the congressman appeared in North Raleigh and at a Raleigh shopping center, once again addressing voters on a one-to-one basis. He spent the afternoon

day.

In Charlotte Monday, group members ate breakfast with Sanford and campaigned for him. Next, the Democratic candidate flew by helicopter into Greensboro for a rally. Students also attended a rally in Durham at the Durham athletic park later in the afternoon.

On the Republican side, UNC Students for Broyhill and UNC College Republicans held a rally Monday in the Pit to gather student support. Representatives spoke on behalf of both Broyhill and 4th District Rep. Bill Cobey, who is

running against Democrat David Price.

Bill Peaslee, chairman of College Republicans, told prospective voters at the rally that the Republican Party had given America a strong defense and economy. He asked them to contrast the state of the country today with its condition six years ago when President Reagan took office.

Jim Wooten, chairman of Students for Broyhill, said the two groups worked together throughout the campaign. He said most of the group's efforts had been focused on getting out the vote. The group

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at the Farmer's Market, drumming up support from North Carolina farmers. Friday evening, he rallied in Randolph County, a longtime Republican stronghold.

Senate

individual precincts.

Andy Frazier, executive director of the N.C. Republican Party, said Republicans were spending \$500,000 to \$600,000 on phone banks and direct-mail efforts. The phone bank will target Republican households in the state in an effort to get out the vote for Broyhill and congressional candidates. Frazier said the phone effort followed a direct telegram from President Reagan several

Price has also made appearances over the weekend in the state capitol area. He rallied Friday night in Orange County, an area of strong Democratic support.

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weeks ago. The calls are being made by volunteers and paid workers.

The Democrats implemented similar statewide tactics Monday, said Ed Turlington, N.C. Democratic Party executive director. The party ran phone banks in 70 to 80 of North Carolina's 100 counties, he said.

The Associated Press contributed to this story.

conducted a mock election, asking students to select a candidate, at the beginning of the year. Members also helped coordinate absentee ballots and worked with the main Broyhill campaign office to operate phone banks and post signs across the district, he said.

Peaslee said the group's main project was a recent door-to-door campus canvassing effort that sought to identify students' party preferences.

This sort of political trenchwork by student groups is vital to a campaign, he said. "In 1984, Ronald Reagan won by 3,000 votes in Massachusetts. The College Republicans got 12,000 absentee ballots out," he said. "That's an example of the impact students can have."

Both Moyle and Peaslee agreed that the student vote is especially vital to the race, affecting the outcome with a big turnout.

Students for Sanford had several items planned for the last few days of the campaign. On Thursday, a commercial excerpt from a music video the group had made premiered on "Late Night With David Letterman." On Halloween, the group operated under a "Trick or Treat for Terry" theme, attempting to bewitch undecided voters.

The group spent part of October working with a "10,000 For Terry" objective, in which 10,000 signatures were collected in 10 days, Moyle said.

Control of Senate at stake as GOP tries to retain seats

From staff and wire reports

The 1986 congressional elections may signal the end of the Republican-dominated era in the Senate if projected Democratic favorites win across the nation.

The current breakdown is 53 Republicans and 47 Democrats, but 22 of the races involve Republican incumbents or are for the seats of retiring Republicans.

Many of the Republican candidates were elected by slim majorities on the coattails of Reagan's landslide in 1980. "They won with small margins, and they started with a weak basis," said Merle Black, UNC political science professor.

"If they (Republicans) win, they will have shown some ability of independent strength," he said.

For Democrats to regain control of the Senate, they would have to win four more seats than they currently have.

Black said he would give the Democrats about a 50-50 chance of taking control of the Senate. If that happened, the Democrats would regain the chairmanships of the Senate Committees they lost in 1980.

In North Carolina, Republican Sen. Jim Broyhill has made an effort to evoke Reagan's name and policies during speeches and commercials. Reagan has appeared in Raleigh twice to lend support to the Broyhill campaign. Broyhill is running neck-and-neck with Democratic former Gov. Terry Sanford.

In the House, Democrats are expected to gain as many as 10 seats in the body where they already hold a 253-180 majority.

Democratic incumbents are uncontested in 53 districts nationwide and are rated as solid favorites in at least 184 others, which would automatically put them well over the 218 seats needed for control of the House.

Sixteen Republicans have free rides to re-election, and GOP candidates are likely victors in another 112 districts.

With so many officeholders secure, the focus is largely on the 43 open seats where there are no incumbents seeking re-election; an unusually high number are rated as toss-ups.

The eyes of both parties are particularly on the South, which Democrats regard as a continuing stronghold for themselves and where Republicans see the potential for a long-sought realignment of political power.

"It's the key region," said Mark Johnson, spokesman for the Democratic campaign organization. "It's the target for both parties."

Of 116 congressional districts in the South, Democrats now enjoy a 73 to 43 edge, Johnson said. But Republicans made significant gains in the South in 1984, particularly in Texas and North Carolina, propelled by Reagan's re-election landslide in 1984.

In North Carolina, three Democrats are running for re-election, and in the 4th District, Republican incumbent Bill Cobey is defending his seat against Democrat David Price.

Since Cobey's victory in 1984 was largely attributed to Reagan's influence, the off-year factor could play the election close.

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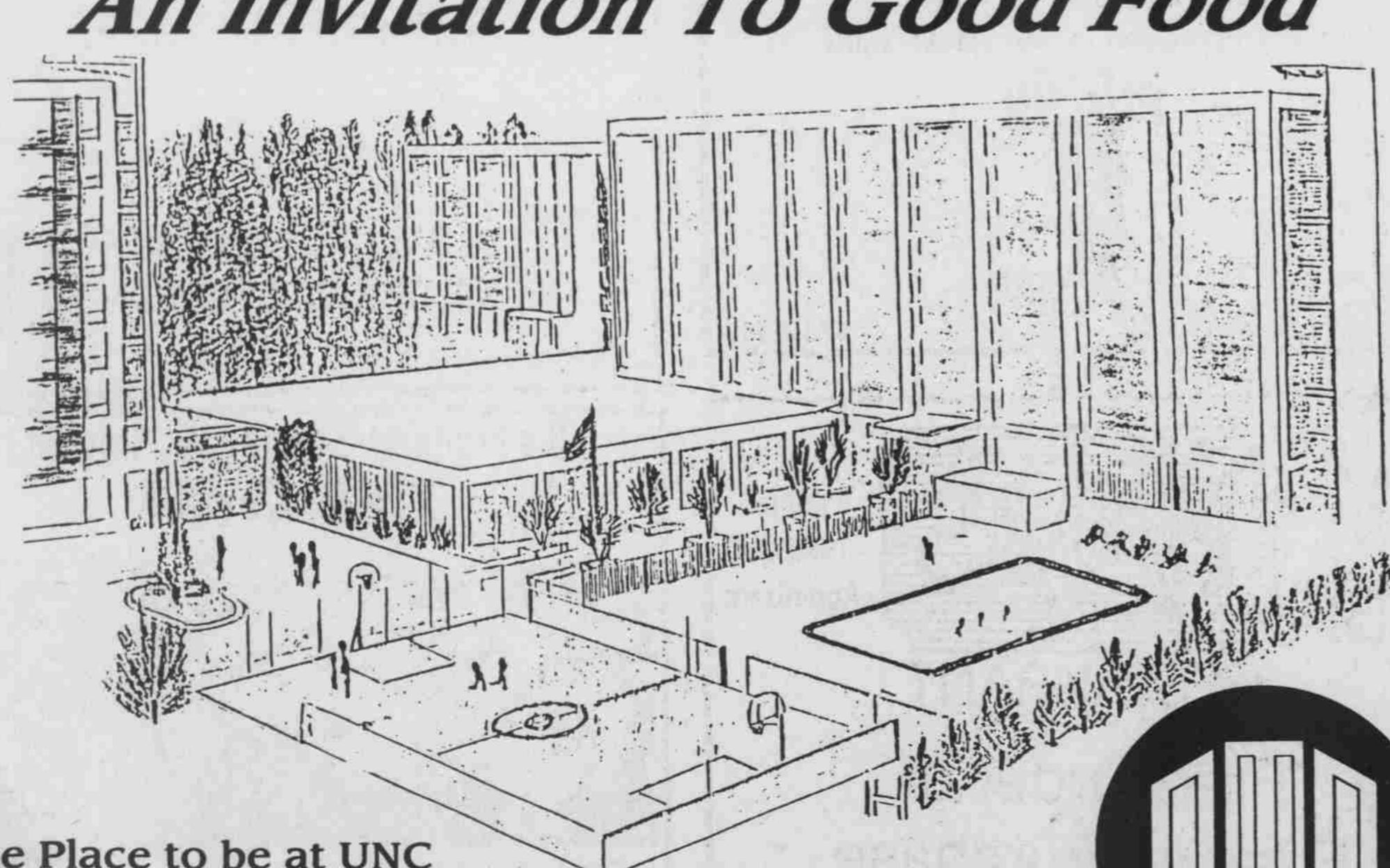
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