

# Presenting political candidates through the media

By JACKIE DOUGLAS  
Staff Writer

Modern day media — it can be a blessing or a curse when a person must face a confusing array of campaigning techniques before election day. But when the voter understands that each group is only trying to package its candidate in the best possible way, he may be able to get through the campaigning hype and examine the real issues.

"When talking about the media's presentation of political candidates, you are not only talking about reporters, but also about the people behind the scenes who run a candidate's campaign," said John Sweeney, assistant professor in the

School of Journalism.

A political candidate has advisers who handle the media aspect of the campaign. The advisers design commercials, send out direct mail; in effect, they create a candidate's public image. "There is a huge number of people who are involved in creating this persona," Sweeney said.

Reporters have a difficult job, Sweeney said. "They want a balance between what a candidate wants the public to know and what they think the voter needs to know."

Reporters sometimes find it necessary to investigate the personal lives of candidates, Sweeney said. "The question involved here is whether or not a past or present action will affect the person's performance in

office, which is something that is controversial itself," he said. "If the reporter thinks it's in the national interest, then it's the public's business to know."

Tripp Jones, press aide for the Dukakis-Bentsen national campaign, said there are a variety of methods advisers use to present their candidates. "Through rallies, public speeches, meetings, and TV and radio commercials, we are able to present Governor Dukakis and the ideas he believes in strongly," he said.

"We also have relations with the press," Jones said. "It is our job to give them information that will facilitate their ability to write knowledgeable articles about Governor Dukakis' ideas, values and positions."

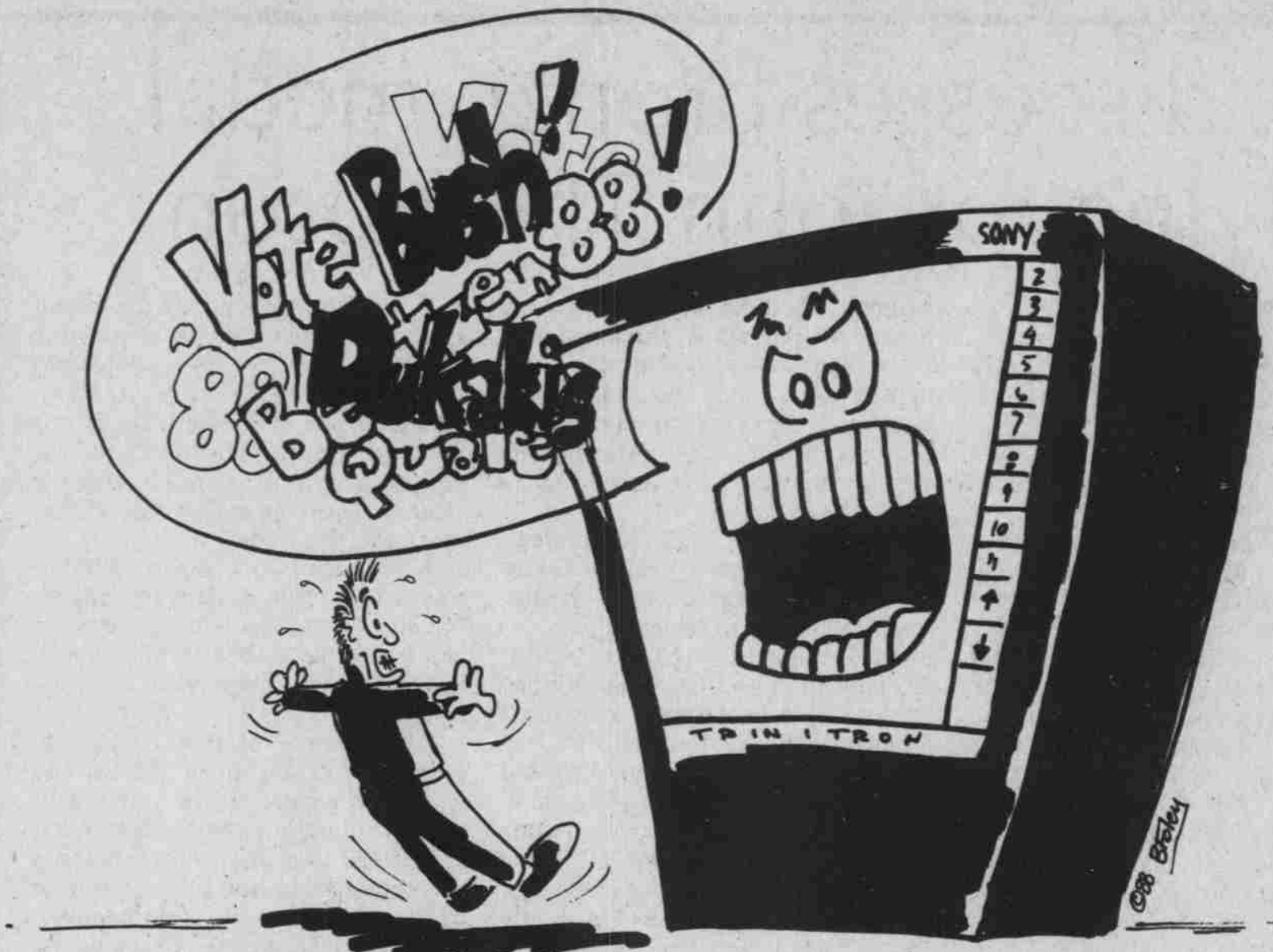
Negative campaigning often results from an effort to distinguish between different candidates' ideas and positions, according to Jones. "Sometimes pointing out the differences is perceived as being negative campaigning."

"Generally speaking, I think the media is fair. They have a very difficult job, and that is to tell the story as it is and be as objective as possible," Jones said.

David Sandor, assistant press secretary for the Bush-Quayle campaign, agreed that negative campaigning often is the result of two candidates' different views on an issue. "A large part of any campaign is to contrast a candidate's belief on an issue with the opposition," he said.

Direct mail, radio, TV, speeches and surrogate speeches are the main sources used in the Bush-Quayle campaign, according to Sandor.

The job of the press is to cover both sides of the issue for the public, Sandor said. "However, at times, news coverage is negative toward a certain candidate because he is



wrong in his position on an issue, or he has something in his past that isn't positive.

"In the situation surrounding the Republican vice-presidential nomination of Dan Quayle, there was a great deal of negative journalism," Sandor said. "Here, I think the media went way beyond journalistic objectivity."

Bill Taylor, chairman of the UNC College Republicans said the media in this country was not fair in how it presented certain candidates. "The major news media sources are very liberally biased."

For campaigning, Taylor said his group used bumper stickers, posters, pens, buttons and other political

paraphernalia that they obtained through the local or state campaign headquarters.

"Our job is to promote any Republican, whether on the local, state, or national level, who wants to be promoted and supports Republican ideals and philosophies," Taylor said.

Wayne Goodwin, chairman of the UNC Young Democrats, said they use flyers, buttons, posters and bumper stickers to support candidates from every level of government.

"We try to accentuate the positive side of a campaign by telling what our party and candidate can do," Goodwin said. "No one likes a nega-

tive campaign.

"Television is the most used source of information to the public," he said. "Because there is only a limited amount of time in a news-cast, the news has become like entertainment. It's geared to keep people's attention, so it sometimes stresses the negative side of a candidate or an issue. Also, the news may seem biased because people don't watch it as closely as they should."

The election is only a few weeks away, and voters have to rely mainly on the media to inform them about the candidates. But with a little more understanding of the purpose of today's media, they can examine the real issues more closely.

## UNC Library Schedule

Walter Royal Davis Library  
Fall Recess Schedule

Friday, Oct. 7	8 a.m. - 6 p.m.
Saturday, Oct. 8	10 a.m. - 6 p.m.
Sunday, Oct. 9	1 p.m. - 5 p.m.
Monday, Oct. 10	8 a.m. - 6 p.m.
Tuesday, Oct. 11	Resume regular schedule

## Contact lenses now available in disposable version

By CRAIG ALLEN  
Staff Writer

As the alarm clock screams in your ear, you become aware of a stinging sensation in your eyes. You scramble down the ladder of your loft, and the sting becomes an intense, burning pain.

You realize, with a sinking heart, that you forgot to clean your contact lenses.

If you wear contacts, especially those of the extended-wear variety, you may have had an experience like this one. Disposable contact lenses, a new product recently introduced by Johnson & Johnson, will help solve this type of problem.

A major advantage of the new lenses is convenience, said Dr. Judith McKenna. Lens wearers no longer have to worry about cleaning solutions. And losing lenses is no longer a problem because there will be extras available.

There is no loss of visual acuity or sharpness when people try the disposable lenses, according to optician Jeff Bright, owner of Optometric Eye Care and Eye Care SuperOptics. The lenses can be fitted to almost anyone that wears contacts.

But even though convenience may seem to be the best reason to wear the new lenses, safety is also a benefit, Bright said. He said the risk of infection due to bacteria buildup was greatly reduced with

disposable lenses.

"People don't always clean extended-wear lenses properly," Bright said. "Bacteria buildup begins, and that's where infection begins."

Because extended-wear lenses must be cleaned often, lack of time and laziness sometimes keeps the lenses dirty. And this lack of cleanliness can sometimes lead to serious health problems for the eyes. But the possibility of these problems is eliminated with the new disposable lenses, McKenna said.

"One of the biggest problems (with extended-wear lenses) is compliance, getting people to use their solutions properly," McKenna said. "This (the new lenses) goes right past the problem of cleaning of lenses because you start with a fresh pair every week."

So you may be wondering if the cost of the new lenses is outrageous. Not really, McKenna said, when compared with all the solutions and replacement costs of conventional extended-wear lenses, which must be replaced every six to nine months.

Bright offers the lenses at \$175 for the initial fitting and \$75 for each additional three-month supply.

So, if you don't want the wise, bespectacled look, but you don't want the hassle of extended-wear lenses either, you may want to try the new disposable contacts.

By ANDREW THOMPSON  
Science Writer

At first glance the disciplines of geography and medicine seem unrelated. However, recent geographical research at UNC has helped medical researchers understand one of the possible causes of prostate cancer.

The relationship between geography and medicine is not new. In 1854, British doctor John Snow used maps of London to track down the cause of an outbreak of cholera in the city.

By pinpointing all the incidents of cholera on a map, he discovered that they were localized in a district around Soho. From this, he deduced that the water supply in this area was spreading the disease. He saved lives by closing down the contaminated water pump. The new knowledge that water transmitted the disease also averted future epidemics.

Today, the threat from cholera to the people of Western countries is negligible. Now, we are more at risk from degenerative diseases such as cancer.

Cancer of the prostate, a small gland that is part of the male sex organs, is the second-leading cause of cancer death in males after lung cancer. This year in the United States an estimated 28,000 men will die from the disease.

At present the cause of prostate cancer remains obscure. However, there are two traits which increase the chance of a man getting the cancer — age and race. The cancer almost always strikes older men, aged 50 and over, and is much more common among black men than white men.

A clue about another factor that might influence prostate cancer came from research on other cancers. Vitamin D was found to slow the growth of tumors in the skin of mice as well as colon cancer in humans. This year two researchers in UNC's epidemiology department, Gary

## Science Report

Schwartz and Barbara Hulka, proposed that vitamin D could inhibit the growth of tumor cells in the prostate gland. Conversely, a lack of vitamin D could increase the likelihood of getting the cancer.

How could this hypothesis be tested? The answer was in the way we obtain vitamin D.

A small part of our vitamin D requirements is obtained from foods such as milk and fish oils. However, most of our vitamin D is produced by our skin when exposed to ultraviolet (UV) light. UV light is an invisible band of the light spectrum from the sun. When UV light reaches the dermis layer of the skin, it starts a complex series of chemical reactions, which produce vitamin D.

The vitamin D is then transported to the kidney, where the active component of vitamin D is formed. The vitamin D can then carry out its hormonal functions of building bones and the day-to-day running of cells.

Schwartz and Hulka reckoned that if their vitamin D hypothesis was correct, people exposed to more UV

light would have fewer cases of prostate cancer and vice versa. Schwartz approached a member of the geography department, Carol Hanchette, who was willing to carry out the necessary study as her master's thesis.

Hanchette's method was to compare the level of UV light reaching the 3,073 U.S. counties with the number of deaths from prostate cancer in each of the counties.

Direct measures of UV light were not available so mathematical models were used to estimate the UV level. The major influence on a county's UV light level is its latitude. The farther south the location, the greater amount of direct sunlight and UV light it receives. Less important is the elevation of the county above sea level — in the mountains there is more UV light. Cloud cover was also taken into account, as clouds can block some of the UV light.

The results of several statistical tests supported Schwartz and Hulka's hypothesis. As the estimated UV light levels increased, the number of deaths from prostate cancer dropped.

This result was most apparent with a geographical statistic known as "trend surface analysis." It compared

the counties along a north-south axis. The rates of prostate cancer were highest in the counties of the Northeast and lowest in the sunny Southwest.

Although the measured relationship was quite small, it was significant in both a statistical and epidemiological sense. Because there are so many factors involved in causing cancer, even a slight relationship, as in this study, can be important.

Will this research lead directly to successful treatment of prostate cancer using vitamin D? Professor Melinda Meade of the geography department argued that finding a cure for this cancer will not be easy. "Her (Hanchette's) work is not a magic bullet. Rather, it suggests a new direction for health research."

Medical research has already started to further test the vitamin D hypothesis. Schwartz and his colleagues are measuring the level of vitamin D in the blood of 50 patients with prostate cancer and 50 control patients without the cancer.

Whatever the outcome of this and future research, Hanchette's work has shown the value of applying geographical knowledge to a medical problem.

## Asbestos

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Wilson Library, Lenoir Hall, and the School of Public Health are some buildings that have already undergone asbestos removal, said Donald Wilhoit, the director of the Health and Safety Office.

Dr. David Kaufman, a professor of pathology, said that asbestos is a carcinogen which, in concentrated amounts, affects the lung area. The chances of lung cancer are increased for people who have been exposed to asbestos, particularly if they smoke. But the most common type of cancer caused by asbestos is mesophelioma, the cancer of the lining and surface of the lungs, Kaufman said.

"It is common for people who have worked with asbestos in manufacturing to have lesions of one kind or another," he said. "It is quite uncommon for the general public."

There are two types of asbestos, friable and non-friable, Hackney said. The friable type is more dangerous because it crumbles easily and is more likely to end up in the air if it is disturbed. While friable asbestos exists in about five buildings on campus, it is only in pipe insulations which are wrapped in other materials and is not exposed, Hackney said.

The majority of the asbestos that exists on campus, including that in the Student Stores and the Union, is non-friable and therefore less of a hazard. Non-friable asbestos is found primarily in a decorative finish similar to paint. This finish contains about 5 percent to 10 percent asbestos and is present mainly in buildings constructed in the 1960s, Wilhoit said.

The Health and Safety Office discovered last spring that Hinton James had non-friable asbestos on the ceilings, Hackney said. The ceilings in James were repainted to prevent

escape of the asbestos, he said.

Melissa Finley, area director of Hinton James, said flyers were sent to every resident informing them about the asbestos and asking that they not disturb the ceilings. The Health and Safety Office also held a training program for all of the James resident assistants, educating them about the types of asbestos and its effects.

While Hinton James is the only residence hall where the substance exists anywhere other than pipe insulations, the ceiling of the Undergraduate Library has also been coated with the decorative finish which contains asbestos.

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## UNC FALL GERMANS



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**UNC Fall Germans Dance**  
Friday, October 14, 1988  
Woollen Gym  
8:00 P.M. - Midnight

Featuring the music of Bo Thorpe and his Orchestra  
Sponsored by the UNC General Alumni Association in conjunction with the Order of the Bell Tower and the Class of '89

Mark your calendars now for fun and romance this fall.  
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Student Price \$5.  
Refreshments provided  
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## Campus Calendar

The DTH Campus Calendar is a daily listing of University-related activities sponsored by academic departments, student services and student organizations officially recognized by the Division of Student Affairs. To appear in Campus Calendar, announcements must be submitted on the Campus Calendar form by NOON one business day before the announcement is to run. Saturday and Sunday events are printed in Friday's calendar and must be submitted on the Wednesday before the announcement is to run. Forms and a drop box are located outside the DTH office, 104 Union. Items of interest lists ongoing events from the same campus organizations and follows the same deadline schedule as Campus

Calendar. Please use the same form.

### Thursday

12:30 p.m. **University Career Planning and Placement Services** will have a basic informational meeting on how to use the UCPPS office for seniors and graduate students in 210 Hanes. **WXVC FM 89.3** will

play the new album from Lloyd Cole and the Commotions, "Mainstream," in its entirety with no interruptions.

### Items of Interest

**Carolina Union Gallery** presents wall sculpture in stainless steel, brass and aluminum by Lila Katzen. **College Bowl** has team appli-

cations for the on-campus tournament. The deadline is Oct. 18, and the tournament is limited to the first 64 teams.

**Graduate and Professional Student Federation** has information on obtaining in-state tuition status. See the bulletin board outside Suite D, Union for current details.

**University Registrar's Office** will be closed Oct. 10 and Oct. 11. In case of extreme emergencies, contact the Vice Chancellor's Office for University Affairs.

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