

# Media dominate politics, Britt says

By Michele Lashley  
Editor

Robin Britt, North Carolina's 6th District Democratic Congressional candidate, brought his campaign to the Elon College campus last Thursday. He attended the Collee Coffee and then went on to speak in Ray Johnson's Politics in the Mass Media class. Johnson is an associate professor of communications and the coordinator for television services.

Britt's discussion in the upper level mass communications class focused on the media's role in politics. "You could almost say that the media is politics," said Britt. "In a district of over half a million people you can't see everybody. That means you have to rely on the press for exposure," he explained.

The candidate told of his plan to gain exposure during his 1982 campaign. "I was unknown, had never held office and didn't have much money," said Britt. He came up with the idea of "workdays" where he worked in a variety of occupations including, farming, construction, teaching and police work. It was a media event that gave him free press coverage on the nightly news, he said. The idea worked, earning Britt a seat in the U.S. Congress.

Britt said that the "workdays" were something that he took seriously, and they gave him a focal point of activity where he "could get free press." He spent a total of \$180,000 during the entire campaign, compared to an estimated \$400,000 for this year's congressional race. This is due to the fact that he will be using "more paid media this time. "Over half of my budget will be spent just on television." He added that a candidate can win an election with "just grassroots or just

media, but it's best to combine both."

When asked about the Hunt-Helms senatorial race, Britt said, "When you go out with starkly negative ads about your opponent, you hurt yourself and the system." He added that he becomes "upset with those who think politics is a dirty business. We need to find people with the best vision and integrity to hold office."

Britt explained what qualities most politicians like to find in journalists.

"If you are assigned to a campaign, be responsible for it and be open--don't try to set someone up," he said. Other advice he gave included staying on top of what the candidate is doing and getting the facts straight. "Integrity is the most important thing," he added.

Time was allowed at the end of Britt's discussion for questioning by the students in the class. One of the issues that was brought up was how he voted on aid to the Contra rebels in Nicaragua. "I voted against it because there's popular support for them or the Sandinistas," he said.

Also discussed was his opinion of the Reagan administration's war on drugs. He said that he was more impressed by the First Lady because she was the first to speak out and has been more consistent than the President. "The only solution to drug use is early education. We have to go after the supply as well as the demand," he said.

Britt also discussed how the Democrats are planning to sway the national support back to their side in the 1988 campaign. He said that his party will try to stress that "this is the first generation where kids have done worse than their parents. I think people will realize this."

# Alpha Omicron Pi to become fifth sorority at Elon this term

By Laura Keller  
Staff Writer

Alpha Omicron Pi, a National Panhellenic Council sorority, is beginning colonization at Elon. It will be the fifth sorority to be included in the Greek system here and the first new sorority on campus since 1981.

Founded in 1897 at Barnard College of Columbia University in New York, Alpha Omicron Pi has installed 136 collegiate chapters and over 200 alumni chapters. It now has over 70,000 members.

Rexanne Ayers, Panhellenic president, is very optimistic about the group. "I feel that this is a super opportunity for the Greek system," she said. Ayers explained that the addition of the new sorority will give more girls a chance to pledge. "I see no reason why any girl who wants to pledge shouldn't find a sorority she likes with five to choose from," she added.

Jane Vondy, the alumni advisor for Elon's colony of Alpha Omicron Pi, said that an alumni

chapter has been formed to help support the group. "We will be able to draw on about 70-80 alumni members who are located in the Triad area," she said. Vondy added that the group will have "strong national backing. We're not a fly-by-night group."

Colleen Emory, a Chapter Consultant for Alpha Omicron Pi, will be living on campus Oct. 7-Nov. 18 to help the group get started. She actively served her own collegiate chapter at the University of Washington as vice president/pledge educator and Informal Rush chairman.

An Alumni Advisory Committee has also been formed. It is made up of six people who will oversee the group and aid in scholarships, financial planning and other matters. Also, a national group located in Nashville, Tenn., will send a representative each month to work with the group. Karen Thompson is the faculty staff advisor for the new colony.

Ayers said that "the pledges must have 12 credit hours here at Elon and must be willing to work



Colleen Emory

hard to pull the group together. She added that "making their own image will be hard work, but the unity Alpha Omicron Pi will provide will be well worth the wish them luck."

An Information Party will be held Oct. 8 at 6:30 p.m. in the Large Lounge in Long Student Center. Girls from the University of Tennessee chapter of the sorority will present a Rush interview. Interviews will be held on Oct. 8 from 8:30 a.m. - 3:30 p.m. The party will be extended at 5 p.m. and a Colonization Party will be held at 7 p.m.

## Parents

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Many parents felt the weekend went well and almost all of them complimented college officials on the cleanness of the campus. Some commented on the dead, brown grass, which looked unattractive, due to the college's efforts to reseed the lawn.

Dr. Tom Arcaro, an Elon sociology professor, who met some of his students' parents in the library Saturday morning, said he liked the earlier timing of Parents Weekend this year. "At this time I can't say whether or not my students are failing. They are all 'A' students at this point," Arcaro said.

A new member of the faculty, broadcasting professor George Rasmussen, said he likes the way Elon promotes an awareness of parental concern.

"The parents want to know what the people look like who are teaching their kids," Rasmussen said.

The weekend also gives the teacher the opportunity to meet parents and hear their concerns, he said. "This has some effect on how I run my classes," Rasmussen said.

In perhaps the most grueling experience of the weekend, Elon beat Carson-Newman 15-12 as the players labored on the 100-degree playing field.

During the game, an ice truck ran constantly around the track, trying to maintain a supply of ice and water to the players.

Parents and students watched the game in humid 93-degree heat. In the distance the skies threatened with repeated thunder, but the clouds never spilled a drop to relieve the baking spectators.

The last play of the game reflected the general feeling of exhaustion brought on by the heat as Elon quarterback Craig Taylor simply fell on the ball at the Eagles' 2 yard line instead of trying to score a last touchdown from about 10 yards out.

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