

Meredith Herald

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Editorial Policy

The *Meredith Herald* is published weekly by the students of Meredith College during the academic year. The paper is funded by the college and through advertising. The *Herald* will not print material containing personal attacks, insults, ridicule or libelous statements. All letters to the editor must be signed unless discussed with the editor.

The opinions expressed on the editorial page do not necessarily reflect those of the college administration, faculty or student body.

The *Herald* welcomes criticism and will respond promptly to any submitted in writing and signed by the writer.

Submission Policy

The *Meredith Herald* welcome articles and letters to the editor from any student, faculty member or administrator. We will print articles and letters, but we adhere to these guidelines:

1. We require all articles/letters to be in the *Herald* drop box located in 114 Heilman by noon on Fridays.
 2. We require all articles/letters to be signed by the writer and to include his/her title, if representing an organization. This should be in the upper right hand corner of the first page.
 3. We require all articles/letters to be neatly written or typed and double-spaced on a 55 space line.
 4. We require all writers to count the number of words in the article/letter and place it on the first page.
 5. We reserve the right not to print material that:
 - (a) functions as advertisement;
 - (b) does not those of the college administration, faculty or student body.
- The *Herald* welcomes criticism and will respond promptly to any submitted in writing and signed by the writer.

editorial

A Campaign of Merit: A thing of the past

"Jim Broyhill: Take a closer look," asks Gov. Terry Sanford in a commercial blasting his opponent's voting record in Congress. "It's the big lie technique," says Democratic Sen. Alan Cranston of California, responding to the ads his challenger, Republican Rep. Edwin V. W. Zschan, has been running on his votes on terrorism and drugs.

It is all around — negative advertising being used more and more these days by political candidates as a means of getting elected to office.

Negative advertising is obtaining the use of air time to denounce an opponent's character or voting record, etc. During the last decade 'mud slinging' advertisement use in campaigns has surged and has caused various changes in the way elections are perceived.

When Senator Jesse Helms and former Gov. Jim Hunt squared off during the last senatorial campaign in North Carolina, it was one of the most expensive races for the Senate in history.

Most of the money spent was on television commercials. These air spots were not used by the candidates to tell of their platform or character, but were used to tell the public of their opponent's faults. Both candidates developed a media strategy designed to case doubt and skepticism upon the other.

It is now 1986 and again we are in the midst of another heavily contested sena-

torial campaign between Senator Jim Broyhill and former Governor Terry Sanford. Their race overall has been relatively quiet, but now in the final weeks of the campaign negative television advertising has been coming out of the woodworks.

Why is television such a dynamic force in elections and why does negative advertising seem to have mass appeal to the viewers?

Pollsters and media consultants for political candidates have done research and found that it works in their favor to attack their opponent on the air.

There has also been conclusive evidence which shows that people are more inclined to remember negative advertising, even if they disliked the ad. Why? According to Ed Mellman, a Democratic pollster, whether the viewer can appreciate the ad is not the question, the only thing that matters is that the information is absorbed.

In another congressional campaign, Democrat David E. Price began broadcasting two 30-second ads last week that criticized votes taken by his opponent, Rep. William W. Cobey, on farm credit and Social Security. Price has used Cobey's voting record before in his press conferences, but he feels that television makes the message sharper.

Negative advertising doesn't always work to the advantage of the candidate.

Some feel that negative advertising

could cause voters to lose interest in political campaigns altogether.

Curtis Gans, director of the Committee for the Study of the American Electorate, believes that negative advertisement is to blame for the 12 percent decline in primary turnout for the last midterm elections, in 1982 which he predicts will probably happen again this year.

Negative advertising has also altered thinking in the minds of some voters. According to an editorial in *The Washington Post*, "There used to be a saying in our business [media] that you would never find anyone who would tell you they liked a negative ad. This year for the first time, we're finding people who are saying, 'Hey, that's interesting.' It's the positive ads they're more cynical about."

I think what's happening to our system of elections with the implementation of negative advertising is really sad. Whatever became of straight campaigning on the issues affecting our nation, states, cities, and so on?

I wish we could turn back the hands of time where candidates blew their own horn and allowed their opponent to blow his.

I am more interested in finding out where each candidate stands rather than how creative he is in criticizing his opponent.

Vanessa Goodman
Editor

letters to editor

Who has time for spirit?

Dear Editor,

After reading your editorial (October 23, 1986), I was outraged at your opinion of us, the student body. I don't know about anyone else, but I came to Meredith first and foremost, for an education. If it offends you that I miss certain activities to finish my homework or get some well-needed sleep, then I'm sorry. Do you think that my teachers will take it into consideration that I'm failing my classes because I'm showing some school spirit? I understand that there should be an equal balance between schoolwork and extracurricular activities. However, when it comes down to a choice between the two — and it usually does — then I choose

schoolwork.

I'm not getting on a soapbox by saying that I have so much work to do — everyone does. What I'm saying is that Meredith is an educational institution, and the extracurricular activities are a choice for us. You make it sound like it is a requirement that we get involved, and we lack school spirit if we don't. Has it ever occurred to you that maybe, after a full day of classes, we are too tired or have too much work to do to participate?

Allison Hilton

To All Meredith students and faculty

It's that time of year again — time for the Cornhuskin' Spirit Competition sponsored by the Astros for the Multiple Sclerosis Society. This year, we would like to invite Meredith's faculty to participate. Beginning Monday, November 3, jars will be in the cafeteria for each class along with a new jar for our faculty. Donate pennies and greenbacks to your class' jar to add points and donate silver to other jars to subtract from their total score. It's always a stiff competition so START SAVING YOUR PENNIES NOW!!! Help us raise money for Multiple Sclerosis and make this the best competition ever!!! The competition will end on WEDNESDAY, NOV. 5 at 6:15 pm.

Thanks,
The ASTROS

SGA OFFICE HOURS

Donna Wilson, President
9-10 MWF 2-3 TH

Bettie Shipp, Vice President
2-3 MW 11-12 TH

The office is located on the second floor of Cate Center.

MEREDITH ENTERTAINMENT ASSOCIATION

Doreas Hostetler, President
Elizabeth Hornthal, Vice President
Julie Hicks, Secretary
Jennifer Steifel, Treasurer

Office Hours 9 a.m. - 5 p.m. weekly.
Office Phone 829-8599

MRA OFFICE HOURS

Monday: 9:00-10:00 - Beth C.
10:00-12:00 - Kelly
12:30- 1:30 - Reid
1:30- 3:00 - Beth K.
3:00- 4:30 - Aileen

Tuesday: 9:30-11:00 - Mary Kathryn
11:00- 1:00 - Aileen
1:00- 2:00 - Gladys
3:00- 4:30 - Aileen

Wednesday: 9:00-10:00 - Lisa
10:00-11:00 - CLOSED
FOR WORSHIP

11:00-12:00 - Kay
12:30- 1:30 - Reid
2:00- 3:00 - Sherry
3:00- 4:30 -

Thursday: 9:30-11:00 - Mary Kathryn
11:00- 1:00 - Aileen
1:00- 2:00 - Gladys
2:00- 3:00 -
3:00- 4:00 - Lisa
4:00- 4:30 - Aileen

Friday: 9:00-10:00 - Mary Kathryn
10:00-11:00 - Joan
11:00-12:00 - Kay