

MATTHEWS
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paigned that I am not a politician," he said. "I am not willing to do the types of things that are commonly associated with politics."

But Matthews' particular brand of politics, he says, are indeed different from others who have captured the office. "Past student body presidents have spent too much time meeting with administrators and not students," he said.

"You can't substitute anything for that face-to-face contact."

Reaching out to students is clearly the primary pulse behind Matthews' campaign.

As a senior adviser to Student Body President Nic Heinke this year, Matthews helped develop the administration's door-to-door program, in which student leaders travel through residence halls in search of input from students about University issues.

He affectionately calls the program his "baby" and said he would extend those efforts if elected.

"This year, we are rounding the curve. Nic has provided a transition that I can finish off," he said.

But Matthews is looking to do more with the office than simply run the last leg of a race his predecessor started.

"I want to change the mentality of

student government," he said. "It needs to be exposed to different kinds of thinking."

"Students must come first."

"We should not be so arrogant to demand that students come to us; we should go to the students."

Matthews' platform is packed with a smorgasbord of ideas that he believes will contribute to the betterment of students' lives.

He is pushing for a campuswide calendar where students can stop and find out about all University events, a reformation of C-TOPS programming for incoming freshmen and free home Internet access to all students.

Matthews said his campaign had broader student appeal than that of his opponent, Erica Smiley, and believes that higher voter turnout Tuesday will snag him the race.

In the meantime, he has also emphasized the idea of running a clean campaign.

"I gave my staff strict rules - even at the risk of dismissal - to not be negative. I am not trying to tear down people in this election. I am trying to build up my vision."

Matthews, a fan of both skiing and



Brad Matthews

baseball, describes himself as a straightforward leader who wants to improve communication on campus - which, he says, is the most significant problem facing the University.

In the remaining hours before what could be a very tight Tuesday race, Matthews said he would spend most of his time going to door to door, to meet students and visiting various campus groups.

"Going to people is accessibility, not making them come to you," he said.

Smiley, too, has made accessibility a buzzword this elections season, but Matthews draws a fine line between what he and his opponent are promising to voters.

"As far as priorities, mine are more widely felt," he said. "Student government should be willing to go to bat for students when it is in the students' best interests."

Hinting at the criticism of Smiley's campaign that she is not focused enough on campus life and mainstream student issues, Matthews says, "You can't change the world in the student body presidency."

Regardless of their political differences, Matthews said he was expecting a close race Tuesday.

Reluctant to predict a win for his camp, he instead focused on creating opportunities for as many UNC students as possible.

"The office of student body president is the best way to get this stuff done."

The University Editor can be reached at udesk@unc.edu.

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from progressive students, had their shining moment when hundreds of students staged an impressive rally as the BOT ultimately passed the proposed hike.

And far away from the signs and chants that have defined UNC's six-month struggle to finalize its budgetary matters, Smiley has also raised eyebrows as a member of Student Congress.

In April, she was brought in front of the Ethics Committee for behavior unbecoming of a representative. The charges were quickly dismissed.

Smiley has also been known to utilize her political weight to push such issues as the lifting of U.S. sanctions against Iraq and putting a moratorium on the death penalty.

She is also a member of the United States Student Association, a national higher education lobbying group that many blast as leftist.

Such moves prompted criticism from student politicians who claim Smiley has too often fought for issues outside the realm of issues directly related to campus.

The heat seems to have motivated Smiley even more, as she now vies for the University's highest student office.

With extensive experience in grassroots organizing and strong name recognition from the high-profile tuition protests, Smiley says she is ready to lead campus, to open up UNC's political

gates to student issues on a state and national level and to give traditionally unheard minority voices the chance to be heard - and involved.

Promoting minority issues comprises a large portion of Smiley's platform, and she credits her campaign to bringing such issues to the forefront of discussion this election season.

"We put it out there as a talking point," said Smiley, explaining how her campaign has embraced issues pertinent to underrepresented groups such as gays, Asians and women.

Her strong belief in the inclusion of all campus groups in the UNC community has also manifested itself in the people who have become her core of presidential supporters, Smiley says.

Students who don't share her beliefs, those who are not a part of student government and even conservative students have volunteered their time for her campaign, she says.

And while Smiley, who plays classic guitar and is an avid fan of poetry, touts such inclusiveness, she is a self-described outsider when it comes to the typical Suite C movers and shakers.

"Insiders know the certain chain to go through," she said, adding that she was never exposed to the same opportunities as the typical student looking to climb the student government ladder.

Smiley attributes this exclusion to her gender and to the fact that most students who are groomed for the presidency work primarily in the executive, not legislative, branch.

Her "outside" bid for office led many



Erica Smiley

student leaders on campus to immediately suspect her campaign when a critical flier blasting student government emerged anonymously a week ago.

"We were nervous at first because we knew people would throw that in our direction," she said, adding vehemently that her campaign had no role in the creation or mysterious distribution of the poster.

But being on the defensive is probably nothing new to Smiley.

Throughout the campaign, she has had to fend off worries from critics that her "radical" political ties and eccentric appearance would damage her credibility with administrators.

While her wild hairdo and '60s-style clothing certainly make her stand out, Smiley is quick to reassure assailants that she could fit the bill as UNC's president. "I am not a typical schmoozer," she said. "But it doesn't change the fact that I've gotten stuff done."


Smiley said she would "clean up her act" if elected and would show higher ups in the UNC bureaucracy respect and her ability to compromise - but not at the risk of losing her passion.

"I can still be cordial and say powerful things," she explained, adding that she would be more likely to push harder and further than "insider" student leaders.

Whether Smiley gets that chance to push rests in the hands of voters. She says she is determined to overcome some of the obstacles she has faced during the campaign and vows to maintain her work at UNC regardless of Tuesday's outcome.

"Nothing positive has ever come without some type of struggle," she said. "I am not going to disappear."

The University Editor can be reached at udesk@unc.edu.




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Because your classmate, **Greg McCoy '03**, won the **Hinton James Day basketball shooting competition**, every member of the Class of 2003 who signed the class roster at the Hinton James Day lunch has won a coupon for a **free small scoop of Ben & Jerry's ice cream**.

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CHOOSE

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The Daily Tar Heel is seeking students to serve on the panel that will choose the editor of the DTH for the 2000-2001 school year.

Applications for the seven at-large positions on the DTH Editor Selection Board are available at the DTH Office, the Carolina Union info desk kiosk.

Applicants must be available for an orientation meeting from 5-6pm Wednesday, April 5 and from approximately 8:30am-4pm Saturday, April 8 to conduct interviews and make the selection.

All students may apply for at-large positions except current DTH news staff members. If you have any questions about the process, please contact Rob Nelson (962-4086, nelson@email.unc.edu) or Janet Gallagher-Cassel (962-0520, jgcassel@email.unc.edu).



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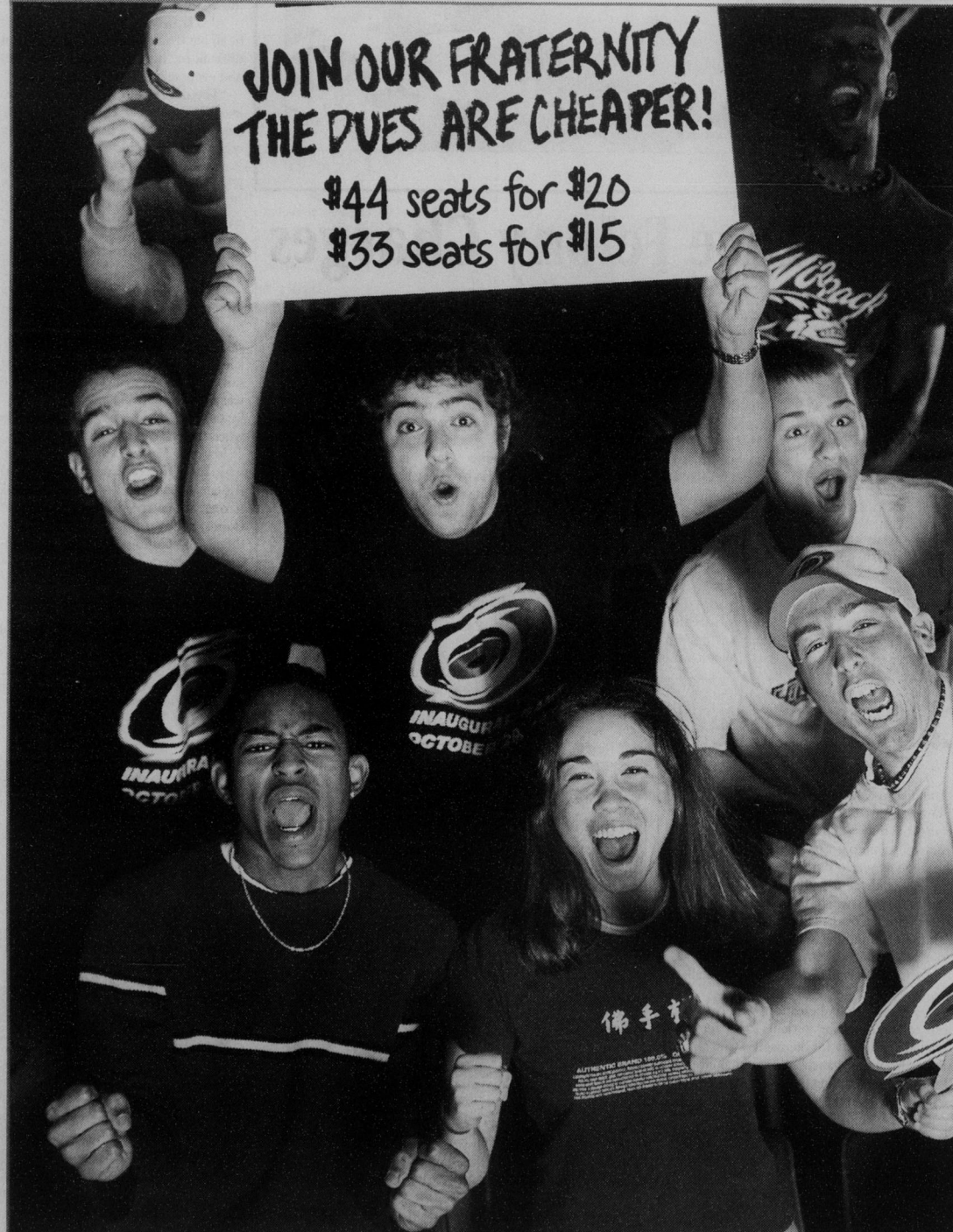
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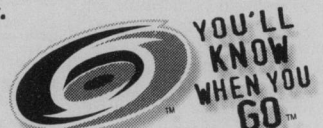
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