

Profs say Helms won on undecided voters

By RACHEL STIFFLER
Staff Writer

Senator Jesse Helms' victory over former Gov. Jim Hunt in the 1980 North Carolina Senate race was a result of Helms' ability to attract undecided voters, connect his campaign to Ronald Reagan and develop a hard-hitting, fast-moving campaign strategy, according to three UNC professors.

During a luncheon colloquy Tuesday, Seth Finn, assistant professor of RTVMP, Merle Black, associate professor of political science, and Thad Beyle, professor of political science, gave their observations of various research that had been done on the 1980 campaign.

Finn began the talk by introducing results of a research study conducted among UNC students during the last five weeks of the campaign. The study was designed to measure changes in the students' level of commitment to each candidate.

At the beginning of the five-week period, the UNC students "overwhelmingly supported Hunt" 54 to 34 percent, Finn said. By the end of the race, however, Helms had achieved a 43 to 44 percent level of support from the students. "Helms built his following from the uncommitted voters," he said. Twenty-nine of 78 students changed their preference during the Senate campaign, and interpersonal communication and the print and broadcast media were influential in their opinions, Finn said.

According to Finn, certain types of information sources in the campaign were more biased than others. "Interpersonal information (information from friends and family) was judged to be biased," he said. "Print media were judged impartial, but the majority of (information received from) the broadcast media was biased," he said.

Black said research showed an important factor in the Helms victory as well as the Reagan and Martin victories in North Carolina. It was the Republican stronghold in 12 counties in the state where Helms garnered at least 5,000 more votes than Hunt.

"The counties the Republicans were taking accounted for 47 percent of the vote, whereas the counties the Democrats were taking accounted for only 11 percent," he said.

Helms' strategy of capitalizing on

Reagan's popularity was an effective tool in his campaign, Black said. "In the first Helms-Hunt debate, Helms did terrible. But in the second debate, Helms made the connection between the Senate race and the presidential race more clear," he said.

Helms managed to stigmatize Hunt's candidacy by equating it with that of presidential hopeful Walter Mondale, Black said. "Helms was saying, 'If you're a Mondale Liberal, vote for Jim Hunt,'" he said.

Beyle said that since 1970 North Carolina politics has been dominated by two political machines — the Congressional Club and the Democratic Party machine. But with the rise of Jim Hunt, the Democratic machine became more of a "Jim Hunt Machine," with its energies centered around the personal advancement of Hunt instead of the future of the party.

Beyle said that unlike the old days of party machinery, the advancement of Hunt from the governorship to the senate race left no strong Democrat eligible to claim the governor's office.

Beyle also criticized the Hunt organization for not utilizing the influence of Eddie Knox, whom he defeated in the Democratic primary, in the large metropolitan areas of the state, where Hunt made a weak showing in November.

He said the aggressive strategy of Jesse Helms and the Congressional Club helped Helms win.

"As soon as the Congressional Club wins one victory, they start sending out letters to the voters again, keeping the contingency going," Beyle said. "They are able to raise big money in small amounts — \$20 or \$30 at a time."

Beyle said the Helms-Hunt race was decided months before the November election, a reflection of the differing campaign strategies.

Campus Calendar

The Carolina Student Fund/DTH Campus Calendar will appear daily. Announcements to be run in the expanded version on Mondays and Thursdays must be placed in the box outside the Daily Tar Heel office, Room 104 of the Student Union, by 1 p.m. Friday and 1 p.m. Wednesday, respectively. The deadlines for the limited editions will be noon one day before the announcement is to run. Only announcements from University recognized and campus organizations will be printed.

Wednesday

4:00 p.m. Industrial Relations Association hosting Ron McCord, Director of Human Resources at Glaxo, Inc., in the Union. All welcome.

5:00 p.m. Campus Community Link holding a mandatory meeting in the Campus Y Lounge.

Pre-Dent/Pre-Med Advising Office sponsoring a recruitment meeting for East Carolina Medical School admissions and summer opportunities for minority students interested in health fields, in 208 Union.

6:30 p.m. Campus Christian Fellowship holding a Bible study at the Campus Christian Fellowship House at 204 Glenburnie Street. Call 942-8952 for information.

7:00 p.m. UNC Gaming Society meeting in 208 Union. Dungeons and Dragons instruction.

University Career Planning and Placement Services sponsoring a Career Panel featuring "Computer Science," in 210 Hanes.

7:30 p.m. UNC Collegiate 4-H Club meeting until 8:30 p.m. in 204 Union. Sociedad Hispanica Carolinesa sponsoring "Noche Hispanica,"

an evening of culture, in the Toy Lounge on 4th floor Dey. Small admission fee. All welcome.

8:00 p.m. Students International Meditation Society sponsoring "Transcendental Meditation Program," an introductory lecture in 218 Union.

STAND hosting Dietrich Schroeder to lecture on the "Comprehensive Test Ban," in 105 Berryhill.

10:00 p.m. Anglican Student Fellowship invites all to celebrate the Eucharist at the Chapel of the Cross.

GO FROM COLLEGE TO THE ARMY WITHOUT MISSING A BEAT.

The hardest thing about breaking into professional music is — well, breaking into professional music. So if you're looking for an opportunity to turn your musical talent into a full-time performing career, take a good look at the Army.

It's not all parades and John Philip Sousa. Army bands rock, waltz and boogie as well as march, and they perform before concert audiences as well as spectators. With an average

of 40 performances a month, there's also the opportunity for travel — not only across America, but possibly abroad.

Most important, you can

expect a first-rate professional environment from your instructors, facilities and fellow musicians. The Army has educational programs that can help you pay for off-duty instruction, and if you qualify, even help you repay your

federally-insured student loans. If you can sight-

read music, performing in the Army could be your big break. Write: Chief, Army Bands Office, Fort Benjamin Harrison, IN 46216-5005. Or call toll free 1-800-USA-ARMY.



ARMY BAND. BE ALL YOU CAN BE.

If Elizabeth Barrett and Robert Browning had AT&T's 60% and 40% discounts, it would have been a terrible loss for English literature.



And of course, she wouldn't have had to restrict her feelings to a mere sonnet's length, either.

After all, you can always think of one more way to tell someone you love them when you're on the phone.

Let us count the ways you can save. Just call weekends till 5pm Sundays, or from 11pm to 8am, Sunday through Friday, and you'll save 60% off AT&T's Day Rate

on your state-to-state calls.

Call between 5pm and 11pm, Sunday through Friday, and you'll save 40% on your state-to-state calls.

So when you're asked to choose a long distance company, choose AT&T. Because with AT&T's 60% and 40% discounts, you can satisfy your heart's desire without exhausting your means.

Reach out and touch someone.®

AT&T
The right choice.

No one faces cancer alone.

AMERICAN CANCER SOCIETY

Royal Park
Kingswood
Estes Park
Booker Creek
UNIVERSITY LAKE

Avoid the lottery blues. Apply now! All apartments on the bus line to UNC. Fantastic Social Program. Call today for full information. 967-2231 or 967-2234. In North Carolina call toll-free 1-800-672-1678. Nationwide, call toll-free 1-800-334-1656. The Apartment People

PREPARE FOR:

MCAT

Stanley H. KAPLAN EDUCATIONAL CENTER LTD.

TEST PREPARATION SPECIALISTS SINCE 1938
Call Days, Even & Weekends
2634 Chapel Hill Blvd.
Suite 112
Durham, N.C. 27707

919-489-8720; 489-2348

Permanent Centers in More Than 125 Major U.S. Cities & Abroad



SIGN UP NOW

Get a team together to compete in the quickest question and answer contest on campus.

Information and Forms at Union Desk
Deadline: October 16th