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Ceteris Paribus

Ralph Anderson speaks out

By MARK RANKIN

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The following is an interview with the famous consumer advocate and investigative reporter, Ralph Anderson. Conducting the interview is ace reporter, Probing Interviewer. Probing Interviewer: "Mr. Anderson, you are generally considered to be the nation's top consumer advocate and investigative reporter. Just exactly what do you do?"

Ralph Anderson: "I advocate consumers and investigate reports."

PI: "I see. Who are these consumers that you advocate?

RA: "All consumers. PI: "Even those who are known to be closet producers?

RA: "Only when they are consum-

PI: "It is well known that the presi-dent of Exxon sometimes consumes: do you represent him?"

Slouch

one associated with the Big Oil Companies." PI: "Then you only represent some consumers." RA: "They would boycott it." PI: "They would demand less of it?" RA: "Of course."

RA: "Let's just say that I represent PI: "If the price were allowed to consumers with incomes under rise, then, producers would supply \$20,000 a year. PI: "Would you mind telling us your

income?' RA: "Yes." would make more profit. PI: "Why are you so suspicious of PI: "How do you know?"

the Big Oil Companies?' RA: "They refuse to supply enough

oil and gas.

PI: "I see. Why do you suppose they would do such a thing?" RA: "They are holding back until

the price goes up nigher price

RA: "That's what they want us to RA: "That's correct." think PI: "You seem to know about con-

RA: "No. I will not represent any- sumers, what would they do if the

nore and consumers would demand RA: "But the Big Oil Companies

RA: "If the price goes up they have

to make greater profit." PI: "But they would be selling less." RA: "Only the price matters." PI: "We have established that pro-

ducers will supply more oil at higher prices and that low prices are PI: "So they would supply more at a all that matter from the consumers point of view.

PI: "Then the consumer is happiest PI: "I see.

when the price of oil is zero.' RA: "That is also correct." PI: "Even if there is no oil supplied at a zero price.

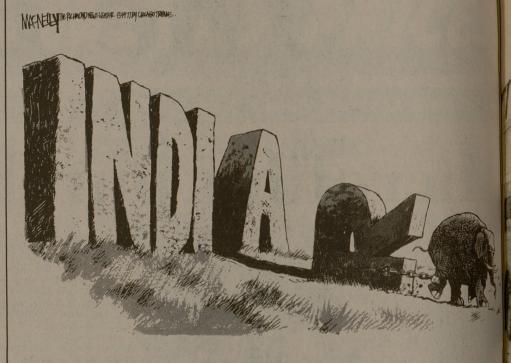
RA: "Let's move on to another sub-ject, my time is valuable." PI: "I see that your new book, Un-safe At Any Atomic Weight, has hit the bookstores. You are rather critical of nuclear power.

RA: "The nuclear physicists are con-

spiring to blow us up." PI: "And the Big Oil Companies are conspiring to freeze us to death?" RA: "That's right.

PI: "Would you like everyone to read your books?' "Everyone should read my RA:

books PI: "Why don't you give them away?" RA: "That's ridiculous."



President Carter masters mass by Jim Earle WASHINGTON - In his first Carter, as this aide noted, has said. "There's no longer any ques-

two months as President, Jimmy Carter has achieved a triumph of communications in the arena of public opinion. He has not reduced un-employment, curbed inflation, simplified government or done most of the other marvelous things he promised in his campaign. But he has transformed himself from the very shaky winner of a bungled campaign into a very popular Presi-dent, whose mastery of the mass media has given him real leverage with which to govern.

His success in projecting his per-sonality on television and radio since he entered the White House has been as conspicuous as was his failure in the same media last fall. And if you ask those most intimately involved in the transformation of Carter-the-communicator what has done caused the turnabout, you get some very interesting answers.

"He's in command now," says Jerry Rafshoon, the Atlanta-based

achieved his communications triumph without any notable skills as an orator. His language lacks any literary grace, and his delivery of his lines is indifferent. Number of the state of th text. Now that he's been seen as a or thrown off-balance

Not one really memorable phrase has yet been uttered by the President, who has instructed his speechwriters that he wants every sentence to be comprehensible to the average ninth-grader.

What comes through, as this aide sees it, is much more important — a picture of "a very intelligent, sin-cere, unartificed man, who doesn't need to prove himself, and doesn't tion and, therefore, more relaxed about himself. seem to be putting a move on you. Ask the question about Carter's new communications prowess of Jody Powell, the White House press secretary and chief polisher of the Carter image, and you get a slightly different answer.

"He' getting a different type of coverage now as President than he did as candidate Carter," Powell said. "It's the other side of what we were complaining about in the cam-paign." The press now focuses on Castar and Carter's policy views, his answers to substantive questions — not the lust that may lie in his heart or the tooth-count of his smile, Powell

But then Powell, too, like the others, comes back to the change in Carter himself. "He's a lot looser than he was in the campaign," he

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issues, it's easier to keep the light him

What all three of these aides are

saying, it seems to me, is that Car-

ter is communicating better to the

public because he is more confident

now, more in command of his situa-

touches in context.

President dealing with substantive can fail him, and his ins

But there's also a sin

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relations drive shows is

politicians have always

don't have an opponen

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lot easier to campaign

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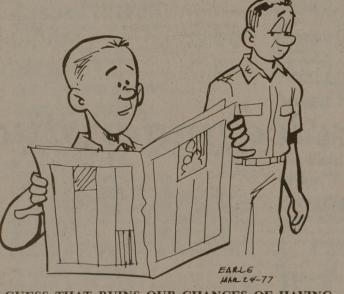
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advertising man who has been Car-ter's television adviser. "He knows he's running things, and that's what

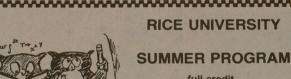
he likes. He didn't really enjoy campaigning, going out asking for votes. He's a lousy supplicant. He really doesn't like to have to beg people for support. He's much bet-ter when he's just telling them what

he thinks is going to have to be "It's ironic," Rafshoon concluded,

'but when he's not trying to please people, he pleases them." Another White House staff

member who plays a key role in the Carter communications process, this one preferring anonymity, draws the contrast this way: "During the (general election) campaign, there was a sense that he was cap-tain of a sinking ship. Whatever he did, the polls kept dropping. He got

short-tempered and kind of strident. So far, everything he's tried in the White House has worked, so there's a kind of buoyancy."



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