

# presidential campaign '80

# Concerts gold for political war chests

**United Press International**  
**LOS ANGELES** — It would be a case of poor eyesight to call rock star Linda Ronstadt a "political fat cat" and perhaps suicidal to pin that label on Frank Sinatra — especially in person.

But the melodic and curvaceous Ronstadt and the melodic and volatile Sinatra are just two of the dozens of entertainers who already have enlisted in the political armies of 1980 Republican and Democratic presidential candidates.

Federal election laws limit individual political contributions to \$1,000, but there is no limit on the time a person can donate to a presidential candidate.

Therefore, talent — especially the kind that can fill a 10,000-seat auditorium at prices ranging from \$20 to \$1,000 a ticket — has become a coveted political commodity.

Ronstadt, The Eagles and Chicago performed for California Gov. Edmund G. Brown Jr., and actress Jane Fonda and singer Helen Reddy are helping the Democratic governor keep his presidential campaign fiscally viable.

Sinatra teamed up with pal Dean Martin last November in Boston to raise nearly \$100,000 for Republican Ronald Reagan, who is also getting fund raising help from actors Jimmy Stewart and Michael Landon.

President Carter's campaign aides are busy trying to corner the Grand Ole Opry political market and singers Tom T. Hall and Dolly Parton and reportedly ready to perform for the president.

Carter is "more cognizant of country music than any other president," Hall said at a recent Nashville, Tenn., fundraiser that attracted about 75 Opry stars and Billy Carter, the president's brother.

Nashville musicians are not unanimous in their support for Carter. A Reagan concert Feb. 3 in Los Angeles will feature country-western favorites Mel Tillis, Marty Robbins and Rex Allen Jr. The lineup for the \$7.50-a-seat show will also include singers James Darin and Dean Martin.

Sen. Edward Kennedy, D-Mass., recently cancelled a scheduled fundraiser with a number of show business personalities when actor Warren Beatty, considered one of the best Democratic fundraisers in Hollywood, was unable to return to Los Angeles from Europe to host the affair.

Kennedy, however, spent the afternoon at the Malibu estate of sin-

ger Neil Diamond and the senator is considered the favorite among most of Hollywood's Democrats.

Political experts agree that entertainers bring glamour, media attention and money to a presidential campaign. And unlike traditional political power brokers, the stars ask very little in return.

"The most any entertainer can expect from helping a candidate is perhaps being invited to the White House someday," said a top adviser to a GOP presidential hopeful. "And most of the really big stars could probably drop in on the chief executive anyway."

Reagan and Brown called on their Hollywood connections early in their campaigns to help raise funds. Both have already held major fundraising concerts and each has received large contributions from a number of entertainers.

Brown's campaign lieutenants are familiar — though not always successful — with filling auditoriums on behalf of their candidate. The 41-year-old governor found himself on stage with a number of rock stars during his last presidential bid.

Reagan, a former actor, decided this year to use entertainers in a big way and hired 24-year-old Morgan Mason, the son of actor James Mason, to coordinate the effort.

"I think that the governor's staff realized that they had a tremendous untapped source of money," Mason said. "And, over-shadowing the money aspect of it, is the media aspect."

Mason said the media coverage of Reagan's first big concert of the campaign — a Boston extravaganza that featured Sinatra and Dean Martin — was enormous and positive.

He said the media coverage of the concert, which he called "an expensive way to make money," made up for the fact the concert netted "less than half" of the \$300,000 paid for tickets.

"There are star-studded cocktail parties and similar events where you can hold your expenses down," he said. "But then you don't get the front page of the New York Times with a cocktail party and you do — or potentially do — for a big concert."

A major advantage of gaining attention on stage with Sinatra and Martin, says Mason, is a very low risk factor.

"It's news and it's not that easy to make news without taking the risk of making a blunder," Mason said. "There's only so much news that you can get out of a speech, but there is

news value in a concert by virtue of the fact that it's unusual."

Brown's struggling presidential campaign is acutely aware of both the media and financial value of fund raising concerts.

Recent shows at the Aladdin Hotel in Las Vegas and the San Diego Sports Arena — featuring Ronstadt, Chicago, The Eagles and J. D. Souther — boosted Brown's sagging war chest and attracted a small army of reporters and photographers.

The less-than-enthusiastic response might have been anticipated since Brown campaign aides were forced at the last minute to give away \$20 tickets to the San Diego concert to fill the auditorium to capacity.

Reporters interviewed dozens of concert-goers in the hall and none expressed strong political leanings toward any of the candidates.

All the funds raised by the Allman Brothers for Carter were eligible for federal matching funds. The FEC, however, changed the rules last spring.

"There's a difference," said FEC

spokesman Fred Eiland, "between attending a function which is strictly a political function, as against entertainment, because you may just want to hear this entertainment."

Brown's criticism of what he called "fat cat" political dinners does not mean he rejects that method of raising funds.

Miss Ronstadt held a \$500-a-napkin affair in Brown's behalf at her Malibu beach house several weeks before the concerts. The Brown campaign refused to disclose the amount raised — or even the guest list to the party — and reporters who attempted to get a closer look were confronted by several stern-faced private security guards.

Reagan's campaign, meanwhile, has been exporting Hollywood personalities to fundraising cocktail parties all over the nation.

The most requested stars, says Morgan Mason, are Stewart, Landon and Efram Zimbalist Jr.

"Those are people you can bank on to make money anywhere," Mason said.



## Tech graduate is new president

**United Press International**  
**LUBBOCK** — The Texas Tech University Board of Regents Saturday named 1949 Tech graduate Dr. Lauro F. Cavazos to be president of the university, replacing Dr. Cecil Mackey, who resigned in July.

Cavazos, 53, currently dean of the Tufts University Medical School, became the 10th president in Tech's history and will serve as the third president of the medical school, the Texas Tech Health Science Center.

Cavazos is the first Tech graduate to be appointed head of the school. He received his bachelor's degree in zoology in 1949 and received his master's degree from Tech in cell

study cytology in 1951. He received his Ph.D. in physiology from Iowa State in 1954.

Cavazos was born on the King Ranch in South Texas, where his father was a foreman. He has 10 children, two of whom are currently enrolled at Tech.

Cavazos' two brothers also graduated from Tech. One is Lt. Gen. Richard E. Cavazos, commandant at Fort Hood. The other is Robert J. Cavazos, a former Tech star running back and now a rancher at Breckenridge.

Mackey resigned from Tech in July to become president at Michigan State University.

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