

Opinion

Candidates need the kamikaze touch to win in 1988

It's not easy to be a presidential candidate in 1988, the year of the smorgasbord campaign. With the plethora of opponents, candidates need a unique touch.



Tracy Staton

One candidate has come up with an idea that could change the nature of this campaign. This wonderful technique is the campaign slogan. But not just any slogan. It has to be a catchy phrase that the public will repeat for days after hearing it.

It's not a terribly new idea, nor is it very original. Advertisers have been using it for years. They plant slogans in our brains and watch them niggle away until we fly the friendly skies while we're having a Coke and a smile.

Sen. Bob Dole of Kansas has taken the advertising slogan off the tube and into the towns of Iowa. And with considerable success. His campaign officials are optimistic about the slogan's effects, and informal polls show Dole with a sizeable lead over George Bush in the

state. And I'm sure you all want to know what the mystery saying is. "He's one of us."

Yes, that's it. It's the catch phrase that the *Dallas Morning News* reported Tuesday and is being parroted by people who attend Dole's campaign appearances. Pollsters say people answer their questions with, "I'm for the one who's one of us."

Dole's reaction? The *Dallas Morning News* said Dole knows his slogan's popularity irritates his opponents but said, "I can't help it if they're not one of us." Hmmm.

I can't help but picture hundreds of people sitting in a banquet hall repeating "he's one of us" over and over while Dole thumbs his nose at his fellow Republican candidates.

"Nanny nanny boo boo, I've got a better slogan than you do," Dole says in my delirious dream. Then he laughs all the way out the door while the people follow dazedly behind, still muttering, "he's one of us." Faintly reminiscent of the Pied Piper of Hamelin. Scary.

I don't know if Dole's opponents are as stressed about this scenario as I am.

They should be. They need to jump on the trend now while it's hot.

Just so they won't feel left out of the race I've compiled a list of slogans for some of the other presidential candidates. To test their effectiveness read them aloud at least 20 times each. Then look in the mirror to see if your pupils are dilated. If they are, write a letter to the candidate and recommend that he adopt this slogan. You will be doing him a favor.

George Bush — This former "wimp" may have shed his lightfooted image by taking on Dan Rather singlehandedly. I recommend that he focus on this side of his personality and use the slogan: "I'll slug it out for America."

The slogan could appear with red-white-and-blue boxing gloves.

Alexander Haig — Haig has been controversial in the past because of his "I'm in charge" statement when Ronald Reagan was shot in 1981. To reverse this overbearing image, Haig should whisper:

"May I be in charge, pleeeeeeze?"

Haig should carry a teddy bear to his appearances to further soften his tough guy persona.

Gary Hart — Hart has been nailed

for adultery, and he has lived to deny it. Nothing can shake this playboy image, so he should capitalize on it and say:

"Come sail away with me."

It might also be helpful if Hart dressed like Don Johnson.

Paul Simon — The public remembers Simon because a singer shares his name and because the candidate wears a bow tie. Combining these two characteristics into a jingle would be most effective for Simon.

(Sing to the tune of "Slip Sliding Away")

**I'm your next president,
I'm your next president,
I know I wear a bow tie,
But I know I'd be a great president.**

Simon needs a good singing voice for this one. But if he can't carry a tune, he could hire Paul Simon (the other one) to sing the jingle while Simon the politician lip-synched.

Pat Robertson — People strongly identify Robertson with television evangelism. Since it worked for him in the TV ministry it can work for him in the presidential campaign. But he should mimic one of his more financially successful colleagues, Oral Roberts, and plea for votes by saying:

God says I will die if you don't for me.

Robertson should conjure up a sweat and babble about visions of God to make this slogan more effective.

Jesse Jackson — Since Jackson shares his surname with the ever-popular Jackson Five, he should hire Michael Jackson to sing a jingle for him:

**A-B-C
It's easy to vote for me,
Simple as do-re-mi
A-B-C, 1-2-3
Baby, vote for me.**

It could cost quite a lot of money to hire Michael Jackson, but if Jesse Jackson promised to dance in Michael's video, they may be able to work out a trade of some kind.

My advice to the candidates — let of Bob Dole have an unfair advantage in this race. Adopt a catch phrase ASAP. Kamikaze tactics are necessary this "you can't win if you don't" campaign.

Tracy Staton is a senior journalism major, a staff writer and a columnist for The Battalion.

Mail Call

Support your local basketball team

EDITOR:

As staunch Aggie basketball fans we were very disappointed in the crowd, yell leaders, and band's participation in Saturday night's game.

Only 2,900 people showed up at the ladies game, of which approximately 1,600 were very vocal t.u. fans. We were drowned out in our own G. Rollie White Coliseum.

Students not show up in large numbers for the game, and only one yell leader was there firing up the students against the number five team in the nation who is also our arch rival. Where were the other four?

As for the Pulse of Aggie land, which insists on good seats at the men's games, it also was not present for the game when the whole student side was wearing orange.

Every Aggie should feel bad about getting out-supported by the usually classless t-sips in our own gym.

One final thought. As we left G. Rollie on Sunday, we were in shock by the lack of attendance for the MEN'S game. Come on Ags! Only 4,400 for the t.u. game? Let's start showing support for something other than football.

Daron Moore '89
Clay Hopkins '89

A never-ending quest for box scores

EDITOR:

As avid sports fans, we have enjoyed watching A&M win their fair share of games over the past two or three years. However, our never ending quest for sport statistics is not being satisfied by your present sports section. While your accounts of games are sufficient, they leave out the essential box score.

The box score gives stats that tell exactly how the game was played. Currently, we are forced to seek box scores in other newspapers. However, since the primary goal of the other paper may not be to cover A&M sports, the information is occasionally omitted or inadequate.

Maybe if *The Battalion* were to include complete box scores, with periodic team statistics, student interest in baseball and basketball would increase. It would be nice to know such things as shooting percentage, steals, rebounds, turnovers, etc. for a basketball game. Also baseball stats would help us to appreciate the accomplishments of our baseball team. For instance, we were not aware of A&M's record setting stats in baseball last year.

The little space occupied by the box score is well worth the information provided. These two sports fans would greatly appreciate it.

Sterling Fischer '89
Steve Dickerson '90

Sick of people slamming Mr. Frederick

EDITOR:

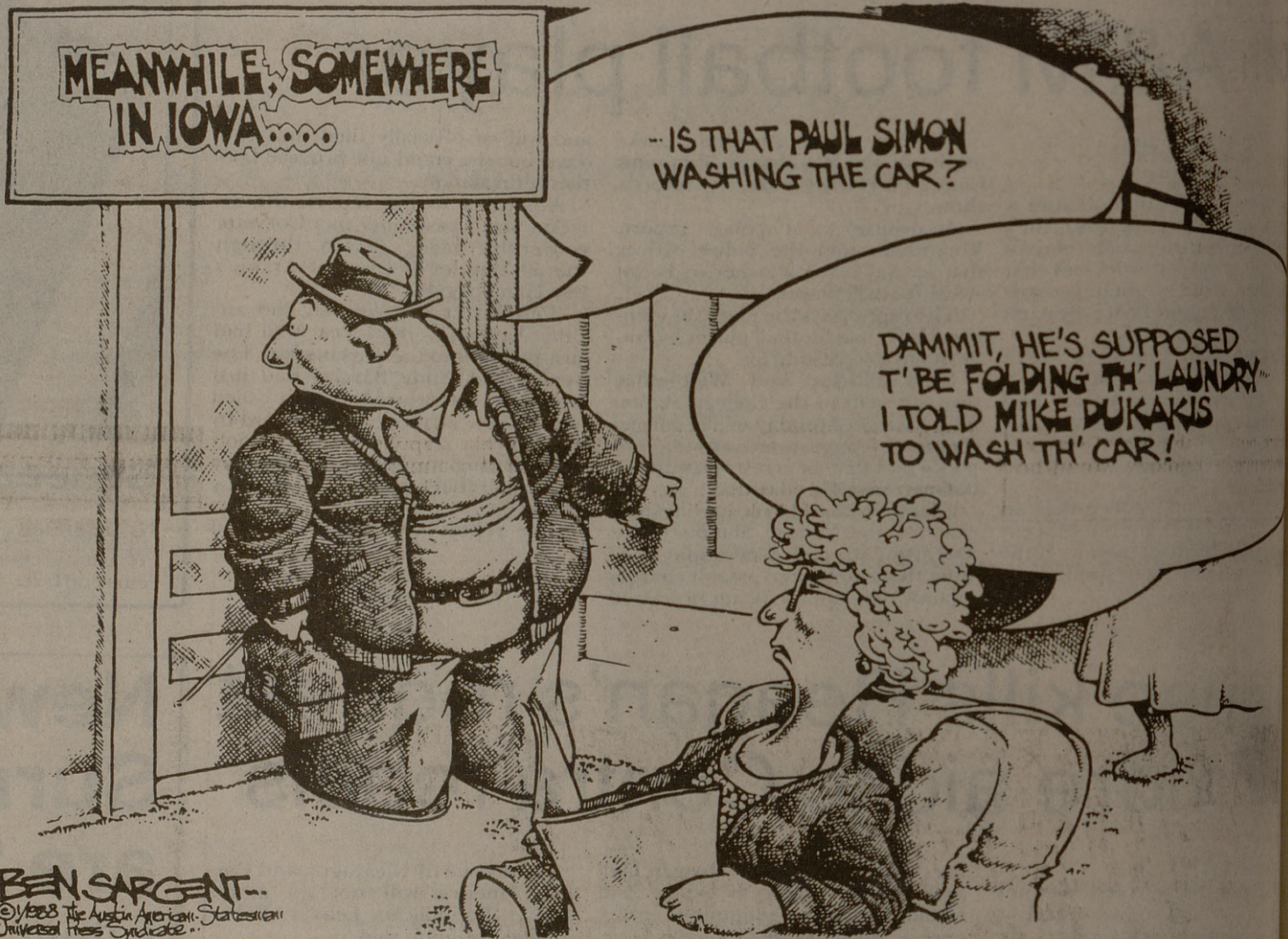
I guess that I may be the only person on this campus who enjoyed and agreed with Brian Frederick's "Honor" column. I felt it hit the nail squarely on the head. It is hard for me to conceive that so many people took offense at it, and I am sick and tired of reading letters in *The Battalion* slamming Mr. Frederick.

An earlier letter was more than I could bear. I have read the "honor" column several times, and unless I am terribly mistaken, I can find no mention of returning to the "good old days" of witch hunts, slavery, and rigid sex roles. Also conspicuously absent from the column are any ideas about limiting anyone's civil rights or individualism.

I respect the other writer's right to have and express his or her opinion, but please do it when it has relevance to an issue.

Jason L. Chamberlain '91

Letters to the editor should not exceed 300 words in length. The editorial staff reserves the right to edit letters for style and length, but will make every effort to maintain the author's intent. Each letter must be signed and must include the classification, address and telephone number of the writer.



Skiing just isn't worth the bother

I used to go skiing about this time each year, despite the fact that natives of the Deep South know their way around snow much the same as a rhinoceros knows its way around roller skates. It used to cost me quite a bit of money to go skiing. After buying ski pants and ski jackets and ski sweaters and ski underwear, I still had to buy a plane ticket that would fly me 2,000 miles to some expensive ski resort out West.



Lewis Grizzard

Then, I had to rent skis and boots and buy lift tickets. All this to have the opportunity to stand atop a mountain in sub-zero temperatures trembling in fear as I tried to thaw out without killing or maiming myself, to not mention what might happen to others who came intomy path.

It would have been simpler, and cheaper, to have gotten a root canal. I could have had the same amount of fun.

The reason I began skiing in the first place is I am gullible.

My friend said, "Why don't you go skiing with me? You'll love it."

I believed him. I really believed I would go skiing and fall in love with it and become a great skier and change my name to Lars Earl. (You know how Southerners like double first names.)

I didn't love skiing after I tried it once, but I have continued to ski because I thought it would get easier and more comfortable.

Wrong again. The hassle factor in the sport of skiing never eased for me.

First there were the boots. Ski boots weigh approximately the same as a Honda.

It takes the better part of an hour to get them on because of the number of straps and buckles that have to be fastened.

Walking in a pair of ski boots is another matter. The next time you watch "Cool Hand Luke" notice how easily the prisoner move with a ball and chain and you will know what it is like to attempt to walk in a pair of ski boots.

Then comes the lift, which is what

you ride to the top of the mountain order to ski back down it.

There is always a long line waiting the lift. And I always got on with some body who weighed 600 pounds and made the lift chair lean dangerously.

Once I tried to get off a lift with 400-pound ski bunny sitting next to me. She fell during her dismount and landed on top of me.

Big Foot lives.

Skiing can be embarrassing, too. never fell when I was skiing alone. when I was off on some distant run, I ways fell either in the lift line or directly under the lift so I always had an audience, which inevitably included some children, from places like Utah and Colorado, who would point and laugh at me.

All this to say I'm not going to return to the slopes as usual this winter. As matter of fact, I'm never going skiing again.

The bother isn't worth it. And so ain't my style.

Of' Lars Earl here has hung up his boots for good.

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The Battalion

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