

# State and Local

## Negative ads expected to increase

Political debates center around personal issues

Associated Press

The most negative political advertising campaign ever is likely this fall from two presidential candidates who are close in the polls, close on the issues and far from shy about going on the offensive.

Students of political advertising say media drives by the George Bush and Michael Dukakis campaigns are likely to begin on an upbeat note.

But viewers shouldn't expect sunshine and roses on the air.

Critical ads ranging from mild comparisons to outright blasts are planned by independent groups and the two parties.

The candidates are expected to follow suit closer to November with their own critical ads.

Ultimately, the race will be the most negative in the history of TV, predicted Kathleen Jamieson, a University of Texas professor and author of two books on political communications.

Democrat Dukakis and Republican Bush both scheduled traditional Labor Day week media assaults, with at least one of them employing a soft

sell as the campaign season formally begins.

"Our plan is to be on the air with ads about Michael Dukakis' record," Dukakis spokesman Leslie Dach, said. "The major thrust of the first wave will be cutting taxes, balancing budgets, putting people to work, cutting crime and taking charge of our economic future. Those are ads that George Bush can't make."

The Bush campaign is more close-mouthed about its plans, although it has been reported that a three-week, \$1 million TV campaign will start this week in California.

"We're firm about not discussing any media buying strategy or any creative strategy," Sig Rogich, Bush's director of advertising operations, said.

Rogich refused to comment on a report from campaign sources that media adviser Roger Ailes has taped ads attacking Dukakis' defense ideas and interviewing a Maryland couple victimized by Willie Horton, a Massachusetts prisoner furloughed under a Dukakis program.

At least one independent group plans a \$540,000 assault on Dukakis

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— Leslie Dach  
spokesman

via national cable networks starting Tuesday, according to the *Washington Post*.

The two 30-second ads produced for Americans for Bush charge that Dukakis is soft on crime and criminals. One cites the weekend prisoner furlough program and Dukakis' opposition to the death penalty; the other focuses on Horton.

Dach says Dukakis plans to counter such attacks with ads touting his effective crime-cutting record in Massachusetts.

But he said plans could change, depending on what comes out of the Republican camp.

Some relatively negative ads are coming from the Democrat and Republican national committees, which are running multimillion-dollar

generic media campaigns designed to promote party themes and accomplishments.

The GOP just completed a \$4 million TV ad campaign that involved three spots running for two weeks in every state.

The ads claim Americans have known only peace and prosperity under Republicans, so why change?

The DNC, financially equipped to run its first major generic campaign this year, bought \$75,000 worth of Texas airtime for a quick counterpunch to the initial GOP ads and this week embarks on a \$1 million-plus generic ad campaign in seven to 12 swing states likely to include California, Illinois, Ohio, Pennsylvania, Missouri, New Jersey, Iowa, Wisconsin and Texas.

By the time the Bush-Dukakis campaign ends, Jamieson said, negative TV advertising should surpass the high-water mark set during the bitter 1964 Johnson-Goldwater battle, the most negative to date.

Observers cite a number of factors in explaining why they expect a nasty TV campaign:

- Attack ads were a major feature of both party's primary contests this year, providing both precedent and raw material.

- Bush and to some extent Dukakis are already giving very tough speeches, and advertising traditionally is more negative than speeches.

- The candidates are neck-and-neck in the polls, giving them both an incentive to go negative.

- Neither candidate is particularly well-defined, making it imperative that every attack be answered by a counter-attack lest voters get and keep the wrong idea.

- Both candidates are relatively centrist, with few significant differences on issues. "If you don't have broad issue disagreements, then you concentrate on the personal," said Larry Sabato, a University of Virginia professor specializing in election media, polling and direct mail.

### Death count now includes two students

Associated Press

Two Baylor University students killed early Sunday when their motorcycle collided with a car are among 13 fatalities in the long Labor Day holiday weekend traffic death count conducted by the Texas Department of Public Safety, officials said Sunday.

Baylor student Ronald Hugh Morris, 21, of Conway, Ark., and Elizabeth Lynn Munson, 20, of Houston, were killed on Loop 340 about 1 1/2 miles east of Robinson in McLennan County, said Tom Mobley, spokesman for the Texas Department of Public Safety.

Morris and Munson were riding on a motorcycle about 1:15 a.m. Sunday and changed lanes in front of a passing car and got run over, he said.

The DPS has estimated that as many as 35 lives will be lost before the fatality count ends at midnight Monday.

The tally began at 6 p.m. Friday.

## Community gets computer for cerebral palsy victim

PALESTINE (AP) — Lori Campbell is a straight-A student. She does her homework as soon as she gets home from school. She's already talking about college. Her classmates and teachers adore her.

The difference is that Lori, 9, can't walk or talk because she has cerebral palsy, a condition resulting from loss of oxygen to the brain.

Despite her disability, Lori has overcome a lot of odds. When she was eight months old, one doctor said she would never be able to do anything.

"The first therapist that we were seeing in Tyler told me 'She'll never crawl. She'll never be able to use her hands and she'll never be able to use her feet,'" Lori's mother, Pam Jones of Elkhart, said.

After the pessimistic prognosis, Jones

took Lori to a neurologist she had worked for before Lori was born.

"He told me not to let anybody put a stopping point on her," she said.

The family took his advice and Lori has exceeded all expectations.

"She learned how to crawl," Jones said. "She learned how to sit. She can feed herself. She can dress herself, and she can go to the bathroom by herself."

"As far as any limitations in her future, I don't see any because she's just going to make progress. She's very hard-headed, determined and independent. She tries anything she thinks anybody else will try."

The community helped Lori jump her last hurdle: a sophisticated computer to help her communicate and do schoolwork. Her family is not poor, but could not afford

the \$4,500 communication aid that therapists recommended.

The Palestine Kiwanis Club donated \$1,000 and set up a special bank account, encouraging individuals to round out the balance.

Palestine firefighters and police officers raised almost \$700 for the fund in a charity basketball game earlier this summer.

Less than a month after the account was opened, it contained almost \$2,500. Then a miracle happened. Tammy Mays, a computer consultant living in Elkhart, offered to donate the Word Plus Equalizer. The \$2,500 already raised was designated for badly needed software and a printer.

Kiwanis Club president Dick Terry organized the Lori Campbell Fund and said he was concerned at first about reaching her

goal.

"I think this is a demonstration of what can be done in a small town when everyone pulls together," Terry said.

Jones recalls surprise and excitement in the family when Terry told her the computer had been donated.

"I couldn't believe it and I still can't because it's a godsend — an answer to all our prayers," she said.

Lori and her sister, Amy Jones, 6, were excited too. "Lori was giggling. Me and her were," Amy recalled.

Lori's father is Bobby Campbell of Frankston. Her stepfather, Joe A. Jones, works for Bill Hardy Tractor Sales in Slocum.

Lori had started out four years ago with a less-sophisticated lapboard that she has now

outgrown. Her new computer has changeable software that can advance along with technology.

Lori uses the computer to communicate and do homework. While mother and daughter have a special communication and do not always need assistance, if someone were to meet Lori for the first time, they probably would not understand her unless she "talked" via computer.

The new computer, equipped with a soft-spoken child's voice, has a voice synthesizer and a viewing screen so she can see what she writes before it is printed.

Jones said a speech therapist had told her after Lori got her first computer that most kids with cerebral palsy don't learn to read above the second-grade level because they can't pronounce the words.

### Rudolf Nureyev will dance just a few places in America this year.



One of them is right here.

Rudolf Nureyev is one of the greatest, and certainly most famous ballet dancers of all time. Since his world-rocking "leap to freedom" from the Soviet Union in 1961, he has electrified the world of dance. He has danced with all the world's great companies, including the Paris Opera Ballet, which he now directs.

MSC OPAS 16 will present Rudolf Nureyev and Friends, the Paris Opera Ballet, as just one of the seven great performances on this season's Music Series. In addition to his performance here, he will host an informal reception after the MSC OPAS performance.

Only OPAS 16 season ticket holders will be guaranteed tickets to this sure sell-out. Don't wait for single tickets and miss this rare opportunity. OPAS 16 season tickets are now on sale for the Music Series, and for the Theater Series, which will bring six hit Broadway performances including 'My One and Only' and 'A View From The Bridge'. Order yours today.

Tickets on sale at the MSC Box Office, Rudder Center, Credit card order by phone 845-1234.

**OPAS 16**

This season we bring you the world.

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### Dillard's is pleased to announce the formation of the Fall '88 College Advisory Board



The Dillard's College Advisory Board is being formed with the intention of developing a direct communication link with the Texas A&M University student body. Our goal is to use this feedback in a constructive manner to better serve the student customer.

Applications are available for college men and women at Customer Service and are due Sept. 13. Contact Pam Johnsen at 764-0014

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