

# Texas A&M The Battalion



**Recording the year**

Reviewer cleans out his album shelves.

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## Voters react differently to elections' outcomes

### Analysts outline reasons for negative advertising

By KATHERINE COFFEY  
Of The Battalion Staff

One explanation for negative campaigning is technological improvements and changes in television commercial production, a political science professor said Wednesday during an MSC Political Forum-sponsored program.

Dr. Patricia Hurley, an associate professor of political science, says TV commercial production took much more time 10 years ago than it does now.

"It is now so much easier to produce ads on television where the opposing candidate has enough time to produce another ad to defend themselves," Hurley said.

"The Media and the 1990 Campaigns: A Retrospective," was the title of an Insight discussion led by two Texas A&M political analysts.

The round-table discussion focused on the aftermath of the Texas political elections and how the media and negative campaigning affected voters' choices of candidates.

Hurley and Dr. Jan Leighley, assistant professor of political sci-

ence, were guest speakers and moderators of discussion among a journalism class and other A&M students.

Hurley said that before technological advances in TV production, candidates could not respond quickly to negative ads against them.

When people see a negative ad and do not respond to it, then the negative ad seems correct, she said.

Another change prevalent now in campaigns is called "soft support," which is when fewer people actually identify with certain political parties, candidates and issues, Hurley said.

"It is more difficult to make a decision leading to soft support of the candidates and the parties," Hurley said.

However, if soft support was absent, campaign ads wouldn't work as well, she said. Hurley explained voters would not be influenced by negative campaigning if they knew which candidate they wanted to choose.

"Ads are more effective when people don't have certain views on parties, which is called 'effective-negative advertising,'" she said.

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### Students relieved with end of campaigns

By KATHERINE COFFEY  
Of The Battalion Staff

After being bombarded by over-extensive campaigning and mudslinging in preparation for Tuesday's elections, many Texas A&M students seemed relieved Tuesday's elections are over.

Richards did not win, but Williams lost his race, says Jesus Pinto, a graduate student of business from Venezuela.

"But Williams didn't have the experience to lead Texas into the 20th Century, whereas Richards knew the ins and outs of Austin," Pinto says.

"I guess it (Richards' win) was the lesser of two evils."

Andy Keetch, a senior economics major from Fort Worth, says Richards worked hard and won fair but thinks Williams should have won.

"I'm disappointed the strong principles Williams was running on were overshadowed by his ineptitude as a candidate," Keetch says.

Keetch, who worked with the Republican Party's campaigns, says he thinks education is the single most important thing Texans need to worry about.

He says he thinks Richards will raise taxes, and this will not help the education system in the long-run.

"The ideals of big government spending are past their time, and in order for Texas to move forward we need new ideas such as governmental vouchers," Keetch says.

Chris Britton, a junior agricultural education major from Cleburne, says he is glad elections are over and hopes Richards can go about work-

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### Independent candidate 'disappointed' with election

By MIKE LUMAN  
Of The Battalion Staff

Texas A&M graduate student Michael Worsham, former write-in candidate for U.S. Representative, received about 500 votes in Brazos County during Tuesday's elections.

Republican incumbent Joe Barton received 67 percent of the total vote, while Democrat John Welch drew 33 percent.

Worsham does not know the total number of votes he received.

An Independent who ran on a platform of environmental issues, Worsham said Wednesday he is "disappointed" because he campaigned more in Brazos County than any of the 13 other counties in the 6th Con-

gressional District of Texas.

He said he might have lost votes because he claims Barton distributed misleading and incorrect information before the election.

The information in question is from a Barton campaign newsletter.

The newsletter said Barton's amendment to the Clean Air Act meets needs of industry and is "strong enough" to meet the terms of environmentalists.

Worsham said environmental groups are not and never were satisfied with the act.

"If people hear something that's not true coming from an incumbent congressman, they tend to believe it unless repeatedly told otherwise," he

said.

He added that his campaign lacked money for competitive advertising.

Craig Murphey, Barton's spokesman, said the congressman's amendment to the act was passed unanimously in the U.S. Senate and House. President Bush recently signed the act.

"Industry would have preferred not to have the increased regulations on hazardous waste," Murphey said. "You can't take such an extreme position that you're never satisfied."

Murphey added that the act never would have happened without Barton's initiative.

Worsham said he plans to continue working with the Texas Environmental Action Coalition.

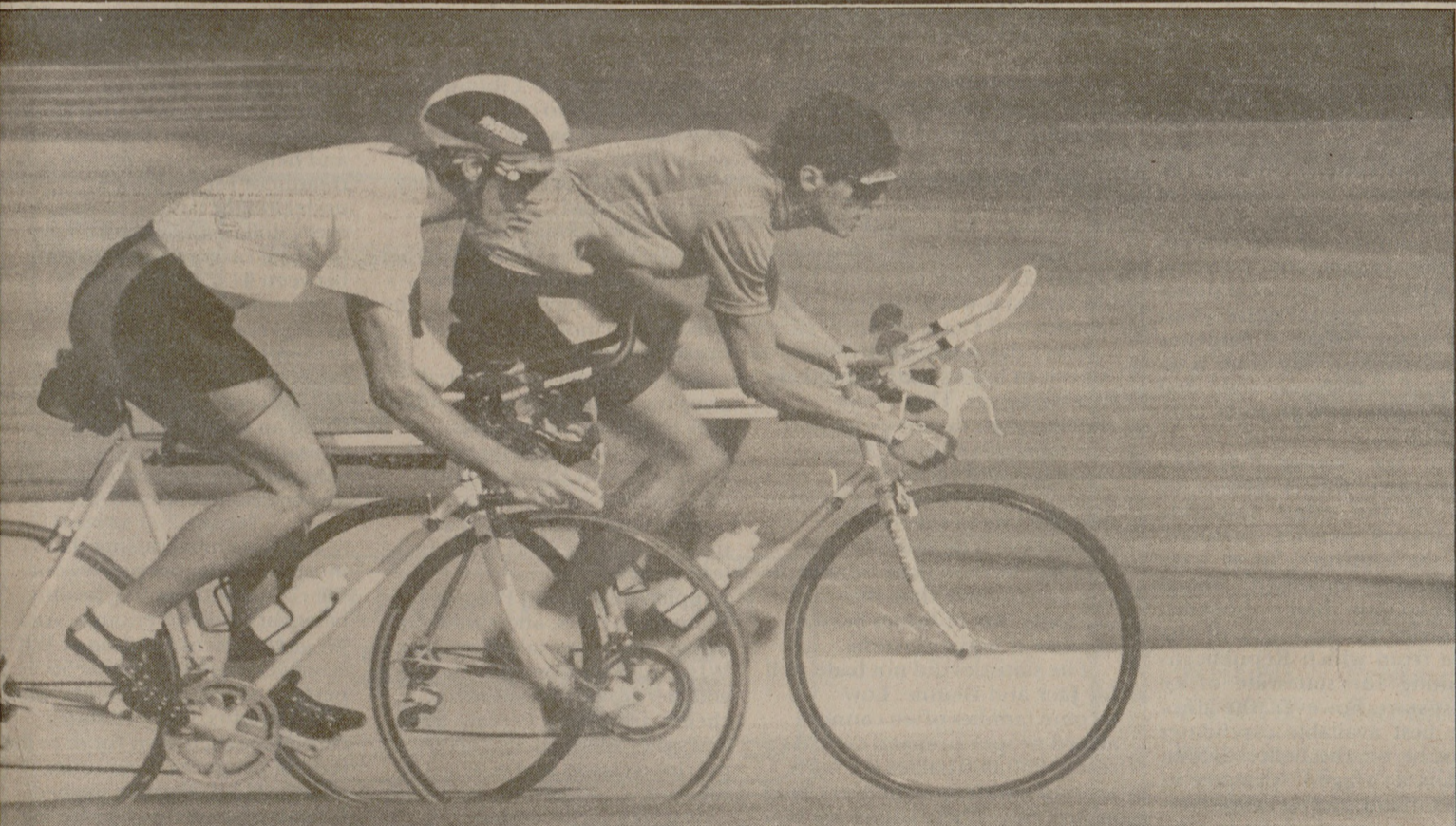
The superconducting super collider is something the public should know more about, he said.

He said the SSC could contaminate groundwater with radiation, and the U.S. Department of Energy has a "deplorable" record in regulating such problems.

The Comanche Peak nuclear power plant might provide power to the SSC, Worsham said.

He said the SSC creates a reason to keep the plant open, but he objects to nuclear power because of nuclear waste.

### Breaking away



FREDERICK D. JOE/The Battalion

Eric Oberfell (left) and Matt Nelson (right) ride their bikes at Research Park Wednesday. Eric, a sophomore, is training for spring road races and Matt, a senior, is training for a race this weekend and plans to compete in triathlons.

### Grievance, issue forum receives few inquiries

By BRIDGET HARROW  
Of The Battalion Staff

Panelists of the 1990 Forum on Issues and Grievances sat in front of the Lawrence Sullivan Ross statue Tuesday eagerly waiting to answer questions, hear suggestions or field complaints from students.

However, few students stopped by at all.

Only about 20 students asked questions during the one-hour event sponsored by Texas A&M's Student Government.

The annual forum was designed so students could voice opinions and make a difference at A&M, John Ansbach, chairman of Student Government's external affairs, said Tuesday.

Panelists included Ty Clevenger, student body president; Kenny Gossett, Student Senate speaker; Kathie Mathis, administrator of the Department of Parking, Transit and Traffic; Matt Wood, MSC president;

Doug Williams, manager of Bus Operations; and Lt. Col. Don Johnson, assistant commandant of the Corps of Cadets.

Ansbach said he thinks turnout was low because students are uninformed about issues on campus.

He said he does not think publicity was a problem because fliers were posted everywhere, and a banner was hung in the MSC.

"They (students) are uninformed about major issues," Ansbach said. "They do not realize many pertinent issues develop behind the scenes and are acted upon before they ever reach the headlines."

The external affairs committee has conducted the issues and grievances forums during the past two years.

While last year's forum was during the evening in a meeting room in Rudder, Wednesday's forum was during the day in front of the Aca-

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### Funeral held for accident victim

Funeral services for Gilbert Garcia, 32, a junior Texas A&M management major, were Tuesday night in Houston.

Garcia, from Houston, died Saturday after being involved in an accident in the 3900 block of Old College Road in Bryan.

Services were at Brookside Funeral Chapel. He was buried in Houston's Brookside Memorial Park.

## McDonald's Corp. committed to phase out use of Styrofoam

By TROY D. HALL  
Of The Battalion Staff

McDonald's prides itself on food, folks and fun, but what commercials forget to mention is the company's commitment to the environment.

In a recent announcement, the fast food giant says the Styrofoam packaging for its sandwich products no longer will be part of the 35-year-old American eating tradition.

The McDonald's Corp. has begun a program which will end Styrofoam packaging for all sandwich products at the end of two months, says Katey Jones, community relations representative for the five locally owned and operated McDonald's restaurants.

McDonald's sandwiches will be served in paper and paper-based packaging.

"Phase one accounts for nearly 75 percent of our total foam use," she says. The other 25 percent of foam packaging use consists of larger breakfast plates such as McDonald's Big Breakfast.

"One major issue that has come to McDonald's attention from environmentalists regards source reduction of solid waste," Jones says.

"With McDonald's making the change and phasing out foam packaging, there will be up to a 90 percent reduction in the amount of sandwich packaging by volume that enters the waste stream," she says.

Jones says she is glad to see changes by the McDonald's Corp. and believes environmentalists will agree with the new packaging.

Mary Albert, public relations chairwoman for the Texas Environmental Action Coalition, says she is glad to see the change in packaging.

"I think it is a wonderful step for McDonald's and I commend them for doing this," Albert says. "They have proven they are committed to trying to pursue some environmental goals, as much as you can in a fast food restaurant."

"There are obvious conflicts, because the fast food industry is set up to be a disposable industry," she says. "I think it is next to impossible to do what they do and be environmental, but they are trying."

But action by the McDonald's Corp. to save the environment is even more far reaching than many think, Jones says.

"Our overall goal is to reduce the amount of waste we generate by recycling and using recyclable materi-

als as much as possible," she says. "We want to recycle everything in the restaurant we can."

Jones says McDonald's is the nation's largest user of recycled paper. Happy Meal boxes, napkins, tray liners and other non-food packaging all are made from recycled paper.

McDonald's currently is testing carry-out bags made from 100 percent recycled paper.

Additionally, the McDonald's Corp. announced its commitment to purchase \$100 million worth of recycled products each year to use in its restaurants.

"We are looking for suppliers who can supply us with materials made from recycled material, such as remodeling, furniture and roofing materials," Jones says. "This is an annual commitment by McDonald's, while possibly opening another industry door to become a supplier to McDonald's."

Jones says McDonald's has been conducting tests on various packaging materials during the last several years. The conclusions of these tests now are being put to use.

"It is important McDonald's

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### Food Services battles use of Styrofoam

By ELIZABETH TISCH  
Of The Battalion Staff

Texas A&M's Department of Food Services has joined in the national effort to stop environmental damage by using alternatives to Styrofoam products.

Polystyrene is the formal name for Styrofoam products.

"We have made an effort to stop using products made of polystyrene," A&M Food Services Director Lloyd Smith says. "In the business world they say, 'Don't use it if you don't have to' but unfortunately, there are some cases where polystyrene products are better for service."

A&M's food services has found other replacements that are working successfully.

For example, the MSC now uses china plates rather than paper and Styrofoam. Reusable mugs in both soft drink and coffee sizes have been designed with the inscription, "The right choice for our environment, keeping the cup saves our landfills."

Students at Grinnel College in Iowa fought for the return of polystyrene cups after they were replaced with paper.

Smith says these students preferred Styrofoam's durability over the environmentally safe paper cups.

Styrofoam cups have caused a scare among environmentalists. Their main concern stems from the

foaming agent chlorofluorocarbon (CFC) used to create the polystyrene. These CFCs are not only damaging the ozone layer but are non-biodegradable as well.

Smith says many people do not realize today's Styrofoam cups are different from those used several years ago.

The majority of polystyrene products today are not made with the foaming agent CFC, Smith says. He admits, however, some of the products are still made with the ozone-damaging material.

Student members of the Texas Environmental Action Coalition say they are pleased with food service's decision to cut back on use of Styrofoam products.

TEAC Recycling Chairwoman Christy Schuepbach says the committee has been discussing food packaging options with food services.

She says, however, TEAC wishes food service's progress was faster.

Smith said they are working as efficiently as possible. "We're moving as fast as we are finding alternatives," Smith said.

Many snackshop cafeterias on campus must use polystyrene and paper products because the service areas are not equipped with large and efficient washing machines to maintain reusable plates and cups, Smith said.

## Look for the A&M basketball preview in Friday's Battalion