



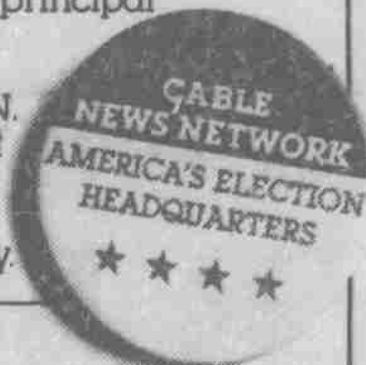
**Braden and Buchanan aim at the issues.**

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**Discussion groups disagree on winner of second debate**

By Chris Burbach  
Daily Nebraskan Senior Editor

Participants in a UNL professor's research project late Sunday were split on the question of who won Sunday's presidential debate. The group gathered at UNL's Burnett Hall to watch and discuss the debate.

In one of three discussions groups, President Reagan won on three cards, as did Democratic candidate Walter Mondale; one participant was undecided.

Jack Kay, associate professor of speech communications, is conducting the project, designed to study public reaction to political debates. Kay has been studying debates for eight years and is

testing a theory that people react to candidates' stories when evaluating debates.

"As a debate coach, I look at quality of arguments, evidence, etc., but the every day public reacts differently," Kay said.

Kay's project is aimed at discovering how the public judges candidates' stories and learning what makes a story that people react to positively.

Kay said Mondale's story Sunday night showed the contender was not weak on defense issues and that Reagan was not in command of the facts.

Reagan's story was a "far more positive" story, Kay said.

"Things are good and will continue to be good, if you stick with

me," Reagan said.

"That's a good story to hear," Kay said.

Mondale was the more effective debater, but Reagan probably won with the American public, Kay said.

Research participants were videotaped as they watched the debate and their post-debate discussion was recorded. Kay will watch and listen to the tapes and analyze them. He said he also will call participants back in two weeks and record their reactions again, comparing the new reactions to the original ones to determine media influence on them.

Kay said this study is a "pilot project." If he hears the right things on the tapes, he will try again in '88.

**Fraternity...**

Continued from Page 1

After a unanimous vote from UNL fraternities to allow the new colony, Pi Kappa Phi's national officers solicited help from local alumni. About 10 alumni have been meeting regularly to discuss the recolonization, Stuckel said.

Lincoln attorney A. Loy Todd Jr., who was a member when the NU chapter folded in 1972, said he is optimistic about the colony's survival.

"I think it's going to be a success," Todd said. "Attitudes have changed. People are more positive about the fraternity lifestyle."

Letters were mailed to 2,500 male students, and about 150 returned cards requesting more information, Duguid said.

"We were very pleased with the return," Stuckel said.

Duguid and Stuckel arrived at UNL last week to recruit members for the new colony. They interviewed 35 students on their first two days here and hope to contact as many as 400, Stuckel said. The two said they're looking for "a diverse group of individuals" who show "involvement and leadership."

The leadership consultants said they want to recruit at least 60 members by Nov. 10. Duguid said

they probably will stay through Thanksgiving to help the fraternity with its first meetings and activities.

If all goes well, the new members will be initiated in fall 1985, after the chapter is formally chartered, Stuckel said.

Duguid said he expects the group to have some growing pains.

"It'll mostly be inexperience — not knowing what greek life is all about," he said.

Stuckel said he is confident the colony will survive — but it depends on the new members.

"We want people who are looking for a challenge," he said.

**Ag economists say increasing debts, not falling incomes, plague farmers**

By Gene Gentrup  
Daily Nebraskan Senior Reporter

The 1985 Federal Farm bill is not the answer to the "real problems" plaguing American farmers, Michael Bohlje, an agricultural economist said Thursday.

Although farm income has fallen nearly 75 percent since

1973, Bohlje said, the agricultural situation is "not an income problem."

Agricultural economists are most concerned with farmers' increasing debt, he said.

"The farmers' debt load is increasing at a rapid pace and the market will not support it," he said. Bohlje said farmers debts

are almost 12 times their 1984 income.

Bohlje, a professor at Iowa State University, spoke on agricultural policy as part of Nebraska Media News Day in the East Campus Union.

He said U.S. demand for agricultural products is growing slowly, but foreign demand is only one-third what it was in 1973.

Farmers also find it difficult to obtain immediate financing for operating capital, Bohlje said.

"The lending institutions want to be repaid quicker, so individual farms have the shortened period. They need more time," he said.

Increasing interest rates, combined with a greater income and collateral risk, also have contributed to the farmers' problems, he said.

"Farmers need to refinance, but that will be difficult," he said. "Some farmers will have to think about selling their assets. It may be the only way to reorganize their business."

Bohlje said interest rates should continue to rise during the next five to seven years. Farmers will remain under financial stress, but he said 1984 conditions "in no way" compare to the depression of the 1930s. "In the 1930s everybody had problems. Today, there are a substantial number of farmers who have no debt and are doing well."

Bohlje said there are fewer farmers today than in the 1930s. Non-farm income is a big part of current farm operations, unlike the 1930s, he said.

Farmers must restructure their debt to survive, Bohlje said, and that means liquidating their assets.

Bohlje said agriculture needs an "infusion of equity capital" instead of an expansion of farm operations.

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