

# Bob responds to Dave

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have a record." Goodman said the Karnes advertising campaign has centered on one idea — getting Nebraskans to know Karnes.

"The more people get to know Dave Karnes, the more they'll like him and want to vote for him," Goodman said.

But the advertising campaign depends on the candidate, he said.

"This has been a surprise of more aggressive and sometimes more negative campaigning," Goodman said.

Goodman said most people already knew Vice President George Bush so it was easy to build on that.

"In the Nebraska senate race, we're doing this in reverse," he said. "Bob Kerrey is very well-known and Dave Karnes is very new."

Therefore, identifying Karnes has been a major theme of the advertising campaign, he said.

Karnes' identity is defined in his ads in terms of values, family and strong defense, "just basic values that are very Nebraskan," Goodman said.

The Goodman agency has been in charge of Karnes' ads since the beginning of the campaign, and Goodman said the advertising reflects the input

of many people from the agency and the campaign.

In the last week of the campaign, Goodman said the ads are focusing on Bush's recent visit to Nebraska.

"We're going to maintain the positive portraits of the reason Kay Orr selected him and why he was able to survive a tough primary race as a novice," he said.

Rothstein said the Kerrey advertising campaign was "easy — because he had a very clear idea of what he wanted to do and what he wanted to say."

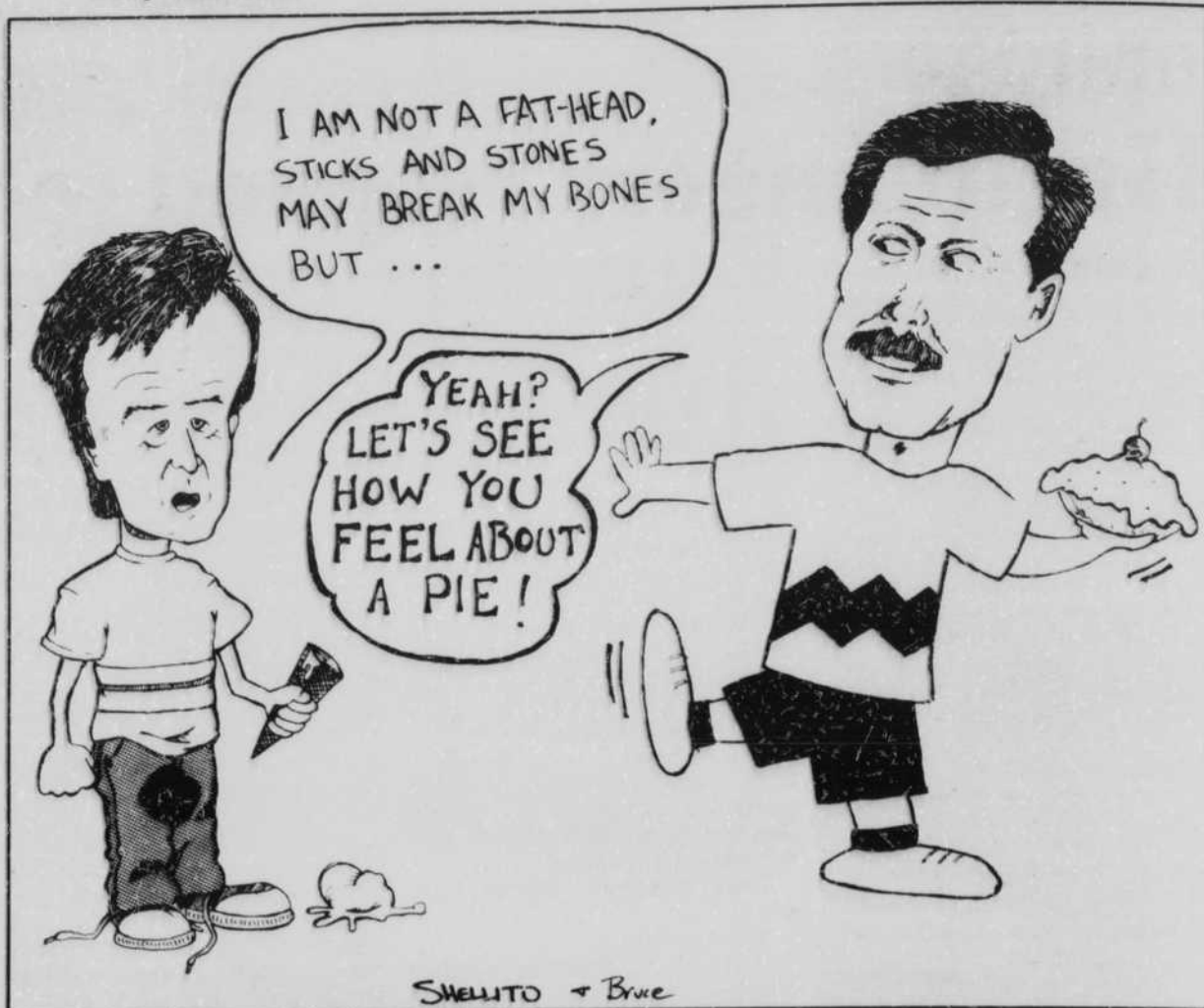
"It was more a matter of asking how he wanted to relate to people and then executing," Rothstein said.

In more than half the commercials, Kerrey talks directly to the camera, which has made it "more of a first-person campaign," he said.

Rothstein said that the first-person approach is a real contrast to the Karnes commercial, which he said uses voice-overs.

"I think the Kerrey commercials are much more personable," Rothstein said.

Rothstein said the Kerrey commercials focus on three areas: Kerrey's background, his position on issues and his vision of the country's future.



# Experts: Negative ads cloud campaign issues

By Jerry Guenther  
Staff Reporter

False accusations and distorted facts are just a couple of campaigning techniques which some University of Nebraska-Lincoln professors said political candidates have used to avoid addressing the issues during this year's elections.

Jack Kay, chairman and associate professor of speech communication, said he's noticed more mudslinging this year on both the national and state levels.

Although Kay said he doesn't believe politics are more corrupt than in the past, he does think campaigns are more negative.

"I think any time you have a campaign where one candidate is way ahead of another, you're going to find a lot more negativism — a lot more mudslinging going on," Kay said.

Kay said incumbent Sen. Dave Karnes has used many ads which are "too negative without being substantive," in his campaign for the senate seat against Bob Kerrey.

"Kerrey's commercials have tended to be very character-oriented or very issue-oriented," Kay said.

"Most of Karnes' commercials tend to just go out on the attack."

"I think Karnes is hurting himself with a lot of his statements."

Kay said Karnes' attacks that Kerrey has a Hollywood fund raising club and an ad saying Kerrey is soft on drugs are "distortions."

Chuck Piper, lecturer at the College of Journalism, said the senatorial race between Karnes, Kerrey and Ernie Chambers has been "somewhat of a three-ring circus."

"That didn't really start out to be a campaign of negativism," Piper said. "But I think as time has gone on, and perhaps as candidates have become a little more desperate, one candidate will take a shot and the other candidate will react to it."

As a result, Piper said, candidates have been defending themselves instead of addressing the issues.

In the presidential campaign between Michael Dukakis and George Bush, Piper said there are major issues which haven't been addressed.

Because Dukakis has failed to address such issues as the environment, the national deficit and the fact that the United States is now a debt nation, Bush has been allowed to take

the offensive, Piper said.

As a result, Piper said, Dukakis has spent most of his time reacting, rather than setting the agenda of issues which need to be discussed.

"He has allowed himself to be vulnerable on some really petty issues," Piper said. "And that's been very apparent in the advertising."

Piper said political advertising tends to reduce complicated important issues to "slogan lines and detergent commercials."

"It seems to me that we do the American public a disservice when we provide them with this shallow pap," Piper said. "We are not giving them the kind of information that a candidate owes to them."

"The public has a right to some information," Piper said. "Advertising has the opportunity to provide a good deal of that information, and the advertising prepared by these candidates has rarely addressed itself to any of that (information)."

Ann Mari May, assistant professor of economics, agrees that both Dukakis and Bush have failed to address the issues.

"I think that when Jesse Jackson was in the campaign, he elevated the

campaign in the sense that he raised the issues," May said. "And ever since Jesse Jackson left the campaign, the issues went with him."

May said Dukakis hasn't had a chance to address the issues because he's been too busy defending himself from Bush's attacks.

"Not only has he not had the chance," May said, "but he's been reluctant to do so because it's not popular to talk too specifically about the issues."

It's easier not to address the issues, May said, because concrete solutions involve trade-offs and negative aspects the public does not want to hear.

May also said Bush has misrepresented the economy in one of his recent campaign ads which asks the public to remember what it was like under the Jimmy Carter administration.

The Bush ad implies there was high unemployment and people waiting in gas lines while Carter was president, she said.

That's a misrepresentation, May said, because the number of jobs created under the Carter administration were greater than under Reagan's administration.

In addition, May said, there wasn't a recession during the Carter administration, while the worst recession since the Great Depression occurred when Reagan was in office.

John Comer, professor of political science, said he doesn't recall as much negative campaigning as there has been this year.

"Maybe our memories aren't as good as they should be," Comer said. "But thinking back to previous presidential election campaigns, I don't recall that negative campaigning was as widespread as it appears to be in this campaign."

Comer said politicians use negative campaigning because they perceive it as effective and believe it can win the undecided votes.

"I think it's fair to say that the bulk of the negative campaigning has come from the Bush side," Comer said, "or at least that they started it."

Ken Winkle, assistant professor of history, said mudslinging has historically been perceived as a very effective way for one candidate to destroy another.

"It's nothing new," Winkle said. "It may vary in intensity, but it's always been available for anyone."

# Panelists discuss life as feminine men

By Dawn Winscot  
Staff Reporter

Three panelists Thursday discussed feminist topics ranging from men who are unsure of friendships with women to parallels drawn between women and gay oppression.

"Feminist Men, Is there such a thing?" was sponsored by the Women's Resource Center.

Panelists for the discussion were Larry Doerr of United Ministries in Higher Education, Larry Frahm of 100 Men Against Rape and Ron Zank, a recent University of Nebraska-Lincoln graduate in English/women's studies.

Each speaker gave a brief background of themselves and discussed what changed their attitudes toward women.

In discussing traditional roles of men and women, Frahm said he and his wife share the home responsibilities.

"It makes the male relatives feel a little guilty and mad, I suppose, when I do the dishes after Thanksgiving and Christmas dinner, while they watch the game on TV," Frahm said.

Tammy Marshall, a junior, asked how it's possible to force a chauvinistic father to listen.

"Sometimes you can't," Frahm

said. "Maybe you should ask him about his early lifestyle, what his father's views of women were and what his views are of women today."

Doerr and Zank offered advice to men who want to break out of traditional roles.

Doerr said there's no way to change without feeling strange. He quoted an author as saying, "You shall know the truth, and the truth shall make you odd."

Zank, who said he discovered he was homosexual his freshman year of college, found that gay and women's oppression were similar. His advice to men was to try something new.

"Odd is OK — you'll get used to it," Zank said.

Zank said he was often the only male in his women's studies and dance classes. He said one grows less conscious to the difference after a while.

Katherine Araujo, coordinator of women's programming at the center, said the "Women In Perspective" series is presented every Thursday at noon in the Women's Resource Center.


"The purpose of the informal presentations is to provide a place where people can learn about issues and ask questions and voice opinions," Araujo said.

Future programs for this semester are Nov. 10, "Women in Sports;" Nov. 17, "Family Planning Issues;" Nov. 24, "Media Images of Women;" and Dec. 1, "Women and Stress."

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