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## All's fair?

Negative campaigning sinks race to low level, should be disregarded by voters

That tensions are running high as this political race comes to an end is understandable. What is not as understandable is the onslaught of negative ads that have taken television by force.

Unfortunately, bashing the opponent is a common tactic for politicians in the 11th hour of their campaigns. When the issues have been reduced to meaningless chatter and empty promises, candidates feel that such negativity is the only thing they have left. That's when the grainy, black-and-white photographs of the opposing politicians come out on screens in brute force.

These ads are hard to miss now. In fact, audiences are hard pressed to find ads that aren't tainted by smears and slams. Candidates have taken their battle to the airwaves, and audiences are forced to watch them air out each other's dirty laundry.

One of the best examples of negative campaigning has been in the governor's race. The margin between Beasley and Theodore is a close one. Such proximity has prompted the two to run adverse spots against each other and then talk about not running such commercials. That a discussion has occurred about the ads seems to point to an overabundance and importance of them.

It would be a refreshing change from the down and dirty world of politics if candidates actually stayed focused on the issues at hand and decided to play fair. As annoying as the negative commercials are, however, they are, sadly enough, very effective. Polls have shown it so candidates continue to do it, regardless of the level to which they sink the race.

Because it looks as though things aren't going to change anytime soon, these comments will probably be lost along with the all the rest of the campaign hoopla. Still, the plea is there. Voting is a right that citizens should exercise every chance they get. And voting for a candidate based on the issues and not the whims of image consultants is the only way to insure that the system works the way it should.

## Tricking drivers in parking lot a real treat



MATT HORGAN  
Columnist

Okay, okay, so I haven't written in a while (gee, you guys are cranky), but it isn't entirely my fault. There was this freak accident involving a goat and whipped cream, but I won't go into that now. So let's delve right in, shall we?

I had a horrible nightmare not too long ago. I dreamt that I was standing on a street corner somewhere on campus. All these students were walking by me and looking at me with expressions of disgust and revulsion on their faces. They were all trying to avoid me, even running away from me. Then I looked down, and saw I was handing out those yellow Zipsheets. I woke up screaming.

Well, folks, it's been a while since we last talked, and I have had time for some profound soul-searching. I found a license plate, some bottle caps, an old hairbrush, some Chiclets and the March '84 issue of "Cross-Stitch Monthly." Boy, do I feel about ten pounds lighter.

Anyway, starting this week, I'm debuting a news feature that will appear in my column each week (or until the joke gets old). It's kinda sorta a guide to fun and games on campus ... with a twist. I call it "Phred." But you can call it the "Cruel and Unusual Punishment of the Week." Now, if done correctly, these can be great fun and provide you with fond college memories to last a lifetime. So listen carefully kids, here it is:

A. Let me set the scene ... it's noon on a weekday and the Russell House parking lot is inflamed with traffic. Briskly stride into the lot with car keys prominently displayed in your hand. This in itself will cause total chaos because the lead car, seeing you, will immediately slam on brakes. Unfortunately, the following cars will be too intent on finding their own spaces that they will fail to notice this (they're on a collision course for wackiness!)

B. Pick a car, any car, and in a convincing fashion approach it as if you are about to vacate a space. Watch the cute, hopeful, expectant look flash across the lead driver's face.

C. Here's the fun part. Just as you are about to get in "your car," suddenly remember that you left your bookbag in the University Bookstore and motion to the waiting motorist that you will be right back af-

ter you get whatever it is you forgot.

D. Don't come back.

E. Hide in the bushes and watch the driver's increasing frustration.

F. Laugh cruelly.

So there you have it, folks. Great fun for ages 2 to 102!

Of course, as you all know, last Monday we were graced by that most tacky of all holidays, Halloween (St. Patrick's day is currently running a close second, mainly thanks to shirtless fat guys with their chest hair and back hair spray-painted green). Actually, Halloween is quite nostalgic for me. Anytime I see a kid dressed up in one of those horrible plastic costumes, the memories come flooding back. For one thing, breathing holes in those damn masks were never big enough. By the time you made it all the way up the steps to knock on the door, you were wheezing so bad all you could do was to hold your bag open and rasp (pretty convenient if you were dressed as Darth Vader).

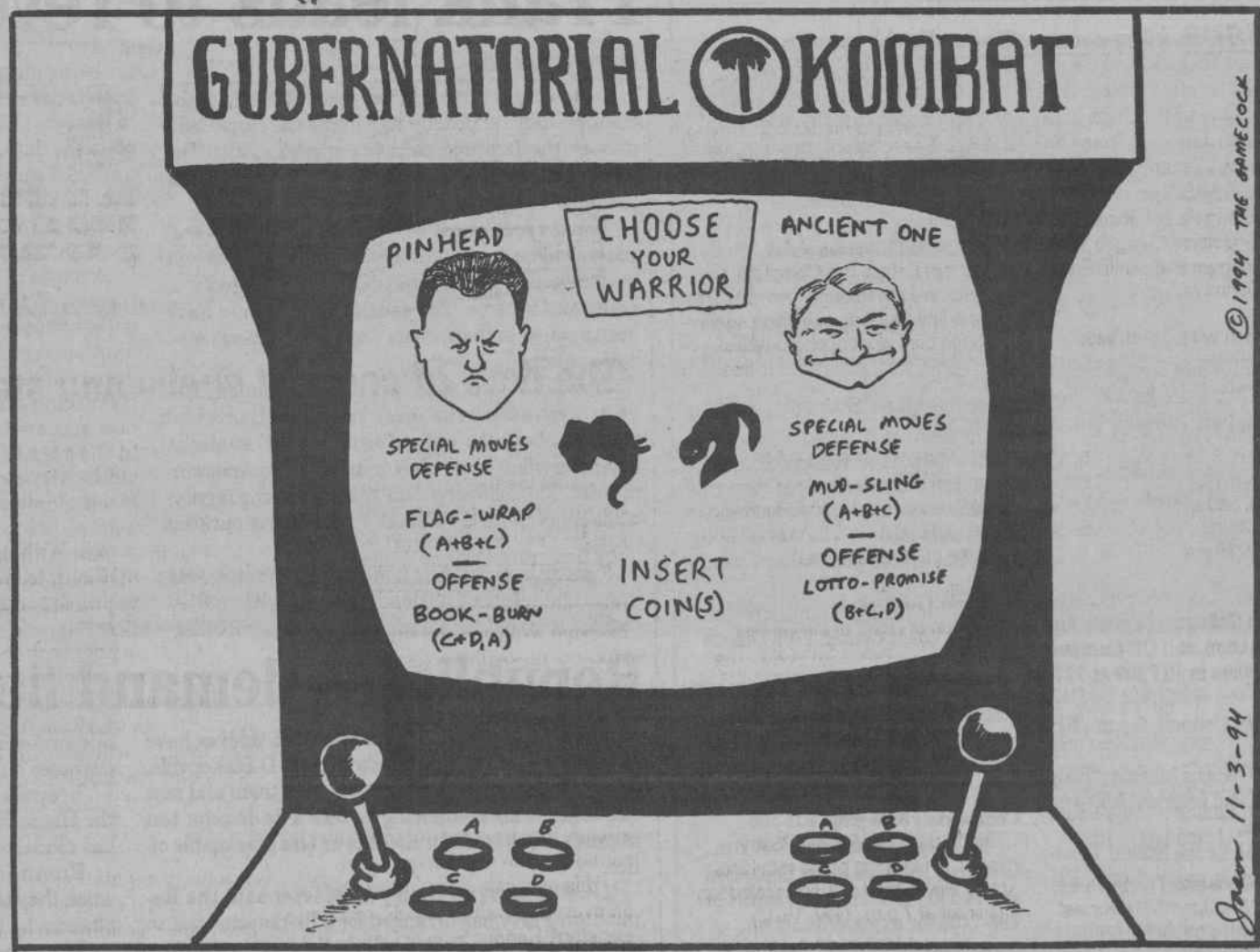
Then, there was the issue of the Halloween candy itself. Forget apples with razor blades, what every kid really feared was getting the few dreaded kinds of candy. Candy corn ... who in the hell thought this up? The only thing those were good for was sticking them up your nostrils and shooting your friends. And Mary James ... need I say more? Then there were Tootsie Rolls, the LSD of the candy world. Just as LSD stays in your spinal fluid for life, a good Tootsie Roll has a half-life of about 75 years in your back molars. These were well-known facts among trick-or-treaters, and when word got out that a house was distributing the infamous goodies, it was shunned like the plague. Of course, now that I'm much older, I take my cousin trick-or-treating around the neighborhood (seeing as how it's the only socially acceptable way for a 20-year old to get free candy.)

Well, in wrapping this beast of an article up, I'd just like to say "Bite me" to whoever installed the "1001 Crusty Videos" machine in the Patio Cafeteria. Thanks to you, I am now privileged to hear "All for Love" by Rod Stewart, Bryan Adams and Sting over and over while I eat lunch. I have had a small glimpse into what hell is really like.

But before I go, I'd like to leave you with a point to ponder, "Is General Tsao the Chinese counterpart to Colonel Sanders?" Good night, folks, and enjoy the buffet!

Matt Horgan is a journalism junior.

## GUBERNATORIAL KOMBAT



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Joan 11-3-94

### QUOTEUNQUOTE

"I think it's a great idea though some people won't like it—where do you put the displaced women and RAs?"

RA Vickie Moore on the proposal to make Capstone co-ed

## Columnist predicts outcome of political races

Well, kids, it's the day before the elections, and I know you have been awaiting my election predictions with bated breath. Some races are too close to call, and others are cakewalks. This election cycle has been the most exciting in recent years. Will the Republicans take control of the House of Representatives and Senate, or will the Democratic Party rise to the occasion and hold off the conservative challenge? With Republicans supporting Democrats, the Contract With America and the improving poll numbers of President Clinton, election night will not be a massacre as Republicans have been predicting. We will see on Wednesday, but for now I will tell you the winners and the losers from Election '94. I will be predicting eight races and believe I'll be correct on at least seven of them.

**South Carolina:** Starting at home, I must admit that the governor's race has been hard to call because of the lack of enthusiasm I have for both of the candidates. I have decided to vote for Nick, but it was hard. I still believe Joe Riley was done wrong, but if he can put aside his difference and vote for Nick, so can I. The polls put Beasley ahead about five to seven points, but it will be closer than that. The governor's race will be tight, but Butthead Beasley will put out the victory because he will win Charleston and Columbia.

**Texas:** This has been a down and dirty bar room brawl, and, as usual, the lady comes out on top. Crime and education have been the top issues of the campaign, and those are Gov. Richards' strong points. With the endorsement of Ross Perot and an improving Texas economy, Ann Richards should defeat George W. Bush and cruise to victory.

**Florida:** Another Bush is running for governor, and he has a better shot. Jeb Bush is challenging incumbent Governor Lawton Chiles. This race is not so easy to call because of the unpredictability of the Florida electorate and the lackluster campaigns of both candidates. The race will be close, but Jeb wins. Sidebar—



BYRON JAMES  
Columnist

Jeb runs for President of the United States in 2000.

**California:** This was almost a close race until the voters of California realized that Michael Huffington was an idiot, his wife is a right-wing preacher, and he employed an illegal alien and brought her to Washington while he was sponsoring legislation to make it illegal to transport illegal aliens across state lines. If that wasn't bad enough, when asked about a major initiative on the California ballot, he didn't know what it was. Then the next week he came out in support of it. Sen. Dianne Feinstein will retain her seat and will rejoin fellow Senator Barbara Boxer, who call themselves the "Thelma and Louise" of California politics. Sidebar—Michael Huffington runs against Barbara Boxer for the US Senate in 1998.

The governor's mansion is up for grabs in California. Incumbent Pete Wilson is facing Kathleen Brown in one of the best races of the year. Early in the campaign Wilson held the upperhand, but in the last several weeks Brown has jumped on proposition 187, which would prevent illegal aliens from receiving health care and welfare benefits and public education, in which Wilson is the principal author.

President Clinton has been campaigning and raising money for Brown. That should help her tremendously because his popularity is climbing in the state, but that won't win the race. Wilson wins, and he runs for President in 1996.

**Pennsylvania:** Incumbent Sen. Harris Wofford is locked in a battle with challenger Rick Santorum, and Santorum has the upperhand. Sen. Wofford made

health-care reform the centerpiece of his agenda, but with health care dead it looks like Wofford is too.

**New York:** Democratic stalwart and my hero Governor Mario Cuomo is in the fight of his political life. He is seeking his fourth term as governor. He is being challenged by George Pataki and a third independent candidate. The governor was in trouble, but with the endorsement from Republican New York City Mayor Rudy Gulianni, he has moved ahead in the polls and will surge to a comfortable victory over his challengers.

**Washington:** House Speaker Tom Foley is in serious trouble and might be the first standing House speaker to lose his position. He is facing George Nethercutt, a well-financed and articulate Republican challenger. Even though Foley sued his constituents over term limits and has been in Congress for over 30 years, I think it's time for him to go, but I believe the people of Washington state will return him to Washington, D.C.

**Virginia:** Incumbent Chuck Robb, admitted liar Ollie North and independent Marshall Coleman are locked in the best race of the year. The polls are deadlocked between Robb and North. They both have large negative ratings but hold large base support. People think this race will be close, but I disagree. North has the support of Pat Robertson's Christian Coalition—that's a base of 70,000 votes. They are organized, well-financed and focused on victory. It's scary, but North will win comfortably.

There you have it, my picks for Election '94. Who knows what will happen Tuesday night. All we can do is get out and vote and support our candidates.

Remember, if you don't vote, don't bitch!

Byron James is a political science senior. His column appears every Monday.

## Contract with America misunderstood by liberals

I was planning to use this space as a lengthy tribute to recently retired pro wrestler "Nature Boy" Ric Flair. But, NOOOOOO! Instead, as a public service to you, the loyal readers, I have to write about the Republican "Contract with America."

Why? Well, over the past few weeks I have read several columns that were critical of the contract. But it soon became obvious (at least to me) that none of the writers had actually READ the darn thing! So, once again, it is left to yours truly to explain what is going on.

Point #1- The "Contract with America" is a document signed by Republican candidates for the House of Representatives. In the contract are a list of 10 proposed bills that the Republican Party promises to introduce if they achieve a majority in the House. These include term limits, a balanced-budget amendment, cutting congressional staffs, etc.

Pay attention, because this is the tricky part. Not every Republican who signed the contract likes all of the items in the contract. The contract is a promise to bring each of these issues to a vote on the House floor. That's all.

Point #2- Even if the Republicans do gain the majority in the House and pass every item in the contract, President Clinton is likely to veto each of them in turn.

Point #3- There has been an almost unearthly whining from certain liberal columnists that the passage



PAT MCNEILL  
Columnist

of the bills in the Contract will lead to higher budget deficits. Again, all these people need to do is read the contract.

The contract contains a proposed balanced-budget amendment. If this amendment passes, Congress will be required by law to have a balanced budget each year. This would mean no budget deficit.

Point #4- There are (Gasp!) tax cuts proposed in the contract with America! Again, certain liberal columnists thinking that returning to Reagan-esque tax rates will ruin America. I disagree. I think tax cuts are a good thing. In fact, I think the less money Congress gets to waste on pork-barrel projects for individual representatives, the better.

Of course, that makes me a racist.

At least it does if you ask Charles Rangel, a Democratic congressman representing New York City. In an interview printed last week in The New York Post, Rangel asserted that white politicians have code words that are used in place of the old-time epithets "spic" and "nigger." As an example, the good Congressman cited the phrase "tax cut" as a racist code

word, since those who support tax cuts are in favor of taking money away from poor blacks and Hispanics. (Of course, most Americans who receive government assistance are white, but why spoil perfectly good code words?)

So, to recap, Republicans are racist because they have proposed tax cuts. However, upon reading Friday's edition of The State, (page A14), I discovered Congressional Democrats have also promised a middle-class tax cut if they get elected. That means Democrats are racist, too!

At least I've got lots of company... Finally, I would like to remind all of you that tomorrow is Election Day. I invite all of you to go out and vote for your favorite candidates, even if your political views are different from mine, so long as you vote for every single Republican on the ballot, even for Tom Hendrix, who is the child of space aliens. (Just kidding!)

And, if you live in Williamsburg County and are planning to vote for Nick Theodore, be sure to get your money up front and save your receipt.

Whoooooo!

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## Is negative campaigning effective?

"Well, actually I think that it is. It puts the other party down, so it makes them think that the party putting the other party down is squeaky clean."



Dorothy Ellison  
Computer engineering freshman

"I'm sure it's effective for some people, but I don't agree with it."



Shayne McManaway  
Marine science freshman

"No, it just shows people what kind of bigot you can be."



Bryan Thomas  
Biology freshman

"No, I don't think it's that effective, even though a lot of people listen to it. Because of the society we live in, we shouldn't downgrade what someone else thinks is an issue."



Nathaniel Cropp  
Criminal justice sophomore

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