Protest planned over S. African coin

By HEATHER McCLENAGHAN
Of the Emerald

Stephanus Johannes Kruger served as president of South Africa in the last century. In his memoirs, Kruger left the following instructions with his successors in South Africa's racist government: "The chief principle that must always be borne in mine is that savages must be kept within bounds."

For the Christmas season, the South African Chamber of Mines, a consortium which controls 90 per cent of all gold mined in the country, has developed a way for Americans to invest in both the philosophy and the government for which Kruger stood.

Through the auspices of American businesses, the South African gold coin, the Krugerrand, is now being marketed in this country. Locally, the investment firm of Merrill, Lynch, Fenner and Smith is selling the Krugerrand.

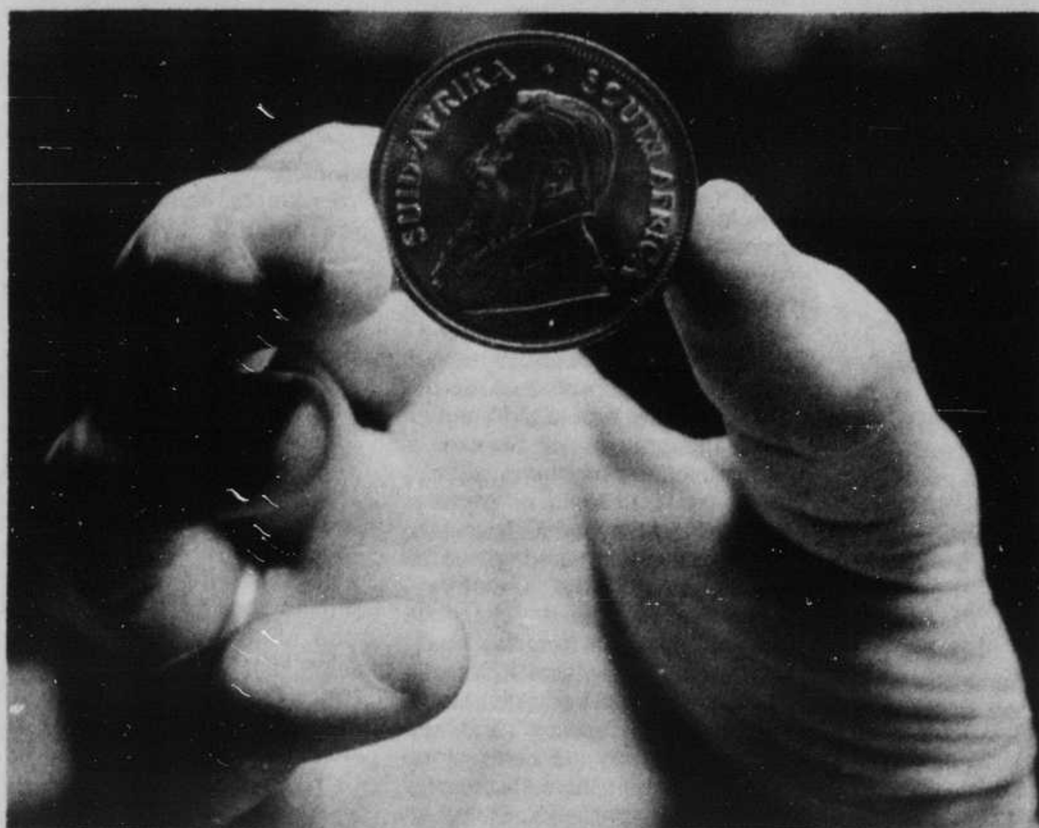

Photo by Perry Gaskill

South Africa has minted this Kruger gold coin for Christmas.

The Eugene offices of Merrill Lynch have been selling the coin since Nov. 12. The firm's possession of the coin has prompted a coalition of Eugene activist groups to challenge Merrill Lynch's alleged involvement in the South African system of apartheid.

Plans to leaflet and perhaps picket the downtown office of the firm are being formulated by the Clergy and Laity Concerned Peace Office, Women's International League for Peace and Freedom and the New American Movement.

The Krugerrand weighs one troy ounce and is made of pure South African gold. The coin has been selling briskly around the country at a cost fluctuating with the price of gold. Currently, the coin sells at around $156, including taxes and premiums.

According to the Nov. 29 issue of Business Week magazine, a $4 million marketing campaign by the American firm Doyle Dane, Bernbach Inc., is encouraging the unsophisticated investor that the Krugerrand is an excellent hedge against inflation.

"Doyle Dane is focusing its sights on the middle-class, school teacher type of investor who was burned by the stock market in recent years and fears an uncertain future," the magazine reports.

The rising sales of the Krugerrand are helpful to the racist regime in South Africa which is faced with a political and economic crisis. The Krugerrand is a major part of the regime's gold marketing strategy to combat the demonitization of gold, South Africa's main export, Business Week notes.

John Hewie of the Eugene office of Merrill Lynch says his firm's marketing of the Krugerrand is not an attempt to promote the South African government, but rather, responds to the investment demands of the American public.

"Merrill Lynch recognizes the concerns of the groups involved in the issue, but we also recognize the demands for gold coins from the public," Hewie maintains."We're simply making available the means for this type of investment."

Hewie says Merrill Lynch plans to market gold coins from other countries in addition to the Krugerrand. Hewie has told representatives of Clergy and Laity Concerned that he will personally forward all their comments to appropriate Merrill Lynch personnel at corporate headquarters in New York.

Marion Barnes of the CALC Peace Office believes Merrill Lynch is dodging the issue of South African apartheid.

"Perhaps Merrill Lynch's intention is not to promote the government of South Africa, but the fact remains the Krugerrand is used by the South African government to promote its regime. The Krugerrand is used to boost the regime both politically and economically and that is a fact whether Merrill Lynch likes it or not," Barnes contends.

Barnes says the anti-Krugerrand forces are appalled by the South African government and its apartheid system.

"We see ourselves as responsible for sharing information with the public about the South African government," Barnes explains. "We specifically call upon the Eugene office of Merrill Lynch not only to assist with forwarding our response, but also to influence Merrill Lynch headquarters in formulating its policy on South Africa."

Barnes says there will "definitely be a presence" outside the downtown offices of Merrill Lynch the week before Christmas. No attempt will be made to stop customers from entering the offices, Barnes emphasizes.

For more information on the protest contact the CALC Peace Office, 1414 Kincaid, 485-1755.

Unique campaigns become future lessons

Editor's Note: This is the second and final part of a series dealing with the campaign strategies of the four candidates who ran in Oregon's 4th District.

By MARY BETH BOWEN
Of the Emerald

It's hard to understand why anyone would spend over $50,000 trying for a $45,000 job; but they do it every year in the 4th District.

Take this year, for instance. The winner, incumbent Democrat Jim Weaver, spent $54,653.24 on the general election, with $20,355.89 going out during the last two weeks.

Republican challenger Jerry Lausmann spent $67,598.07 on the general election, $29,380.30 going out during the last two weeks.

But what they spend it on is just as important as how much they spend.

Weaver spent $11,737.75 on television advertising, and $2,143.96 on radio advertising, according to campaign coordinator Ron Eachus. Three-quarters of the television money was spent on an eight-day, last minute blitz. About $13,000 covered the salaries of his campaign staff (not to be confused with his congressional press staff, which is paid by the government). The rest of the money, said Eachus, was spent on printing, postage, and mailouts.

Lausmann's total campaign expenditure was $67,598.07, and $46,824.74 was paid to Green/Associates Advertising Agency, for "advertising," according to finance reports filed with the Secretary of State's Office. But of that advertising money, only $5,300 was spent on television advertising.

Lausmann said he is surprised at the figure.

"I know we budgeted much more than that for t.v.," he said.

Other advertising expenditures included $3,000 for radio advertising, $5,000 for billboards, and a few thousand for lawn signs, bumper stickers, and mailouts, according to Jon Pappas, one of Lausmann's campaign coordinators. Pappas added that about $15,000 was spent on an eight-page tabloid that ran a few days before the election in eight of the district's daily newspapers and a few weeklies.

Analysis

Labeled a "scare sheet," by Eachus, the tabloid predicted a "Weaver depression" and warned of a weakened economy caused by the federal timber bill Weaver co-sponsored.

Where the rest of Lausmann's advertising money went is unclear, but it appears his campaign organizers may have spent less money on television than they originally intended.

"We wanted to concentrate on television, because our information showed that the more educated people in the district were leaning toward Jerry, while the less educated leaned toward Weaver. We figured the less-educated won't read the paper, but they do watch T.V. a great deal. We also looked at the Weaver Dellenback race of two years ago, where Dellenback didn't campaign too heavily, and Weaver saturated the t.v. stations during the last two weeks. All the people we talked to seem to think television is the target media for the 4th District."

Despite Lausmann's high campaign expenditure, he apparently had some trouble raising money during the campaign.

"A month before the election, Jerry, our treasurer, and myself sat down and decided that if no more money came in, we'd have to close up shop," said Pappas. "But during the last few weeks, the money poured in. It was baffling. I think it was probably because Jerry started to look like he could win. A month before the election a man from a Washington, D.C. timber association called up and said a Republican National Committee poll showed Jerry behind Weaver by only one per cent. I think the news helped us out, because we started getting contributions from all over the country."

Pappas said about $29,000 in contributions was received during the last few weeks of the campaign.

On the media side of the campaign, Lausmann's press operation appeared somewhat shaky, with very few press releases sent out. Pappas attributes this to a frequent change of the guard.

"For a while the agency was in charge, and at $250 a press release, we didn't feel like putting too many out. Our first press secretary was fired and another person was hired, but then he got sidetracked into writing speeches."

Lausmann added that much of his contact with the press was over the phone.

"I saw no sense in overwhelming them with press releases," he said. "If I had something important to say, I'd call them."

In contrast to Weaver and Lausmann, independent candidates Tonie Nathan and Jim Howard didn't have much money to spend, but tried to make up for it by aggressively pursuing the media.

"I tried to get as much free radio and t.v. time as I possibly could," said Nathan. "In general, I think the coverage I got was quite good.

Nathan called the media frequently. Maybe too frequently.

"She called every day, and for a while she got more than her share of coverage," said Melinda Coats of KUGN. "But we finally got wise to her."

"Her idea was to saturate us," said Mary Ann Campbell, political editor of the Medford Mail Tribune.

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