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Graphic by Tom Ettel

Atiyeh spent \$200,000 to beat Straub's 'hype'

By KEVIN HARDEN
Of the Emerald

Victor Atiyeh spent more than \$200,000 on advertising and won the election. Jerry Lausmann spent more than \$50,000 and lost.

Elections today are often won or lost by how the candidate is presented through advertising and competition in the media is almost as fierce as campaign debates.

Although not known for their "professional political" approach to campaigns, Oregon candidates this year used the media to present their messages, promote their causes and attack their opponents.

Most of that competition centered around the more controversial ballot measures, but some of it rubbed off onto Atiyeh, Lausmann, Congressman Jim Weaver and Gov. Bob Straub.

Together, those four candidates spent nearly \$500,000 on advertising ranging from television spots to quarter-page advertisements in state newspapers.

Carol Whitney, head of the Atiyeh for Governor Committee in Portland says that group spent well over \$200,000 to put Atiyeh advertisements on television, radio and in newspapers. The group probably wouldn't have spent so much money if David Garth hadn't been advising the Straub campaign on media matters, she says.

"Because he was involved, we felt we had to compete," Whitney says. "You have to match his (Garth's) style."

Garth, who has been called "the nation's hottest political advertising consultant" by the New York Times and the Los Angeles Times, served as a consultant to Straub's primary and gen-

eral election campaigns.

Len Bergstein, head of Straub's campaign, says Garth was hired because he filled the needs of the campaign.

"Whenever a person puts together a campaign like this one, you want to get the best that is available," Bergstein says. Garth was not only the best, but he was "in a class by himself" when it came to media consultation, he says.

The Straub campaign spent \$110,000 on advertising. The campaign budgeted \$80,000 for television spots, \$20,000 for radio and \$10,000 for print media.

Bergstein says Garth's approach to political advertising was part of the reason he was hired. Television and radio ads that focused on important issues and didn't use jingles or slogans were the Garth style, he says.

After the election, Bergstein says, the public had a better appreciation for Straub's record because of Garth's campaign.

"If we would have had the same kind of money our opponent had then people would be able to think back on the campaign and say, 'So that's why Bob Straub was elected.'"

Atiyeh's campaign advertising consultant, Morton Advertising of Portland, did a "good job," Whitney says, but it wasn't David Garth. Most of the advertisements were left until the last few days of the campaign to counter Straub's media blitz.

Advertising alone, however, didn't win the election for Atiyeh, Whitney says.

"It wasn't that that got him elected, of course. What got him elected was the great volunteer effort by the people of the state."

Scientists link lack of women faculty to early schooling

First in a series

By KENT PATTERSON
Of the Emerald

University teaching positions in the physical sciences are still dominated by men, a survey of the physics, chemistry, geology, and mathematics departments shows.

Department heads, however, deny strongly there is discrimination against women in their departments.

"I don't believe that good women candidates are being discriminated against today at all," says Sam Boggs, head of the geology department.

There are few women in physical science who apply, says Boggs.

"There's an overwhelming number of male applicants," he says. "All other things being equal, we would rather hire someone who helps us meet affirmative action guidelines. But not at the expense of getting a less qualified person," says Boggs.

"The whole problem goes back to junior high school," says Robert Mazo, head of the Department of Chemistry. "Science is a fairly cumulative thing. If you don't start taking mathematics in junior high, by the time you get to college, you're so far behind as a science major that it's essentially hopeless to catch up."

biology held by a woman. A woman currently fills a half-time appointment in physics.

The most recent appointment in geology drew applications from 58 men and only two women, Boggs says. "When there are almost 30 men to every one women, what're the odds that the one person who best fits what you're looking for in the way of qualifications is going to be a woman?" he asks.

In physics and chemistry, the ratio of men to women applicants is even higher than in geology. Last year, the Department of Physics advertised to fill two positions. Department head Bernd Crasemann says the search committee received over 200 applications, but only two came from women.

"We currently have a search under way for an atomic physicist as an assistant or associate professor, but among all the applicants, there isn't a single female," he says.

Mazo remembers that when he last served on a search committee, "only two or three" of several hundred applications were from women.

The Department of Mathematics has not recruited new faculty members since 1975, so no recent figures on the number of applicants are available. In 1975, four men

"As long as little boys get calculators for birthdays, and little girls get only dolls, it is quite hopeless to expect more women in science."

Mazo estimates that it will be at least a decade, and probably longer, before the number of women in the physical sciences will be comparable to the number of men.

Presently, there are 101 full-time faculty members in the departments of physics, chemistry, mathematics, and geology, and four are women. There are three women faculty members in mathematics, and one joint adjunct professorship in geology and

and one woman were hired.

In the United States as a whole, there are very few women in the physical sciences. A 1977 survey by the National Research Council found only 10 percent of those holding doctorates in all the basic sciences and engineering are women, and most of these women are in the less

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today

Morris the cat has a new coat, and the feline's friends in Carson Hall fear the dye may kill him. Page 3A.

Civil rights leader Julian Bond traveled to Corvallis Tuesday night to warn a crowd of students that a shift in attitudes is stripping away advances made during the 1960s and leaving blacks with "an American dream turned to nightmare." Details from his message are on Page 6A.

Which running team deserves more scholarship help? A report on the dilemma facing the cross country and track teams leads the stories in today's Sports Supplement.