

# POLITICS

## Campaigns move to Christian radio

Frohnmayr pulling out all stops to get vote from Mobley supporters

By Joe Kidd  
Emerald Politics Editor

A firestorm of negative advertising on Christian radio stations throughout Oregon may be Republican Dave Frohnmayr's last crucial maneuver against Independent Al Mobley for the governorship.

Despite the fact that Democrat Barbara Roberts holds a slight lead over Frohnmayr in the polls, third-party candidate Mobley oddly appears to have become Frohnmayr's primary challenger by becoming his biggest stumbling block.

A barrage of ads aired over Christian airwaves the last two weeks attests to that.

The ads — potshots exchanged by Frohnmayr and Mobley — have become both the focus of Frohnmayr's attempts to pull voters from Mobley's camp and a subject of debate among Christians around the state.

Campaign spokesman Dave Henderson admitted that Frohnmayr's campaign has targeted Christian radio stations in an effort to win support for Frohnmayr, who is trailing Roberts by 6 percent (42 to 36 percent) in the polls.

"There certainly is a segment of voters who listen to Christian radio, and Dave is trying to reach out to those people," Henderson said. "There are some folks who recognize that Mobley is not going to win, and we want to pull them in."

Mobley has about 14 percent of the vote, according to the most recent poll, with the majority of his support being voters that Frohnmayr might have gotten if Mobley were not in the race.

The question both candidates' ads direct to Christians is "Do you vote for the candidate who most closely shares your own values, or do you vote for the 'lesser of two evils,' if that lesser evil is more likely to win?"

One of Mobley's most recent ads tries to answer that question for Christians by exhorting them to vote their conscience by supporting Mobley, the only anti-abortion candidate on the ballot. It also labels Frohnmayr as "the lesser of two evils"



Dave Frohnmayr

when compared to Roberts. "Professional politicians are worried because hundreds of thousands of Christian voters have forever denounced the practice of voting for the lesser of two evils," the radio ad says. "Forty years of watching our society degenerate has shown us clearly that the lesser evil doesn't help."

Frohnmayr's ads, however, are telling Christians that Mobley is a lost cause, and instead of a lesser evil, "Dave Frohnmayr is a true fiscal conservative."

"Al Mobley cannot win this election," says Rep. Robert Smith, R-Ore, in one of the radio ads for Frohnmayr. "He's not running to win. He's running to send a conservative message to Salem. If you support Al Mobley, you could help elect the most liberal candidate, Barbara Roberts."

Smith's congressional district of Eastern and Southern Oregon has given the highest levels of support to Mobley — up to 28 percent in the most recent poll.

Smith's pitch for Frohnmayr, a similar ad narrated by former Gov. Victor Atiyeh and a plea by Frohnmayr himself began airing on both secular and Christian radio stations over the last two weeks.

Moreover, as the dispute among Christians has heated up over whether to support anti-abortion Mobley or more-likely-to-win Frohnmayr, other conservative groups have come out with their own ads.



Al Mobley

And the onslaught of ads, often times airing within minutes of each other, has raised concerns about division in the Christian community.

A group called Christians for Responsible Political Involvement has emerged this fall, recently airing ads on Christian stations in support of Frohnmayr. The group's most recent ad, released last week, harshly denounces Mobley as deceptive.

"Al Mobley would have you believe that he has the experience necessary to manage the state of Oregon. But a review of Mobley's background tells a different story," the ad says, claiming that Mobley's resume of having managed large budgets as an engineer with the Army Corps of Engineers is false.

But Mobley's campaign sees the group as nothing more than "a branch of the Frohnmayr campaign" with the "veil" of a Christian name, said campaign spokesman Darrel Fuller.

Henderson denied those charges and said Frohnmayr's campaign has had nothing to do with the Christian group.

But despite the Frohnmayr campaign's lack of involvement with the group, the Oregon Republican Party did handle the investigation into Mobley's background that resulted in the Christian group's radio ad. And members of the Republican Party were responsible last week for publicizing the Christian group's press conferences held in larger cities around the state.

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