

Bush, Kerry vie for Hispanic, black vote in key states

The candidates unveil radio and TV ads aimed at minorities

NEDRA PICKLER
ASSOCIATED PRESS WRITER

BOSTON — Democrat John Kerry is launching \$3 million worth of campaign ads aimed at Hispanics and blacks this week as he tries to shore up the minority vote that is critical in his quest for the White House.

As polls continue to show a

competitive presidential race, both parties are determined to sway Hispanics, the fastest-growing minority, whose votes will be crucial in battleground states in which the margin was razor-thin in 2000. Democrats, who handily won the black vote four years ago, are seeking to avoid any erosion in support.

President Bush began a radio campaign on Monday costing more than \$1 million in 18 states. The 60-second ad, broadcast in English and Spanish, criticizes Kerry for

missing more than two-thirds of votes in the Senate during his presidential campaign.

Blacks and Hispanics lean Democratic, but Kerry is not taking them for granted after complaints that he doesn't have enough minorities on his staff or natural appeal in their communities like the last Democratic president — Bill Clinton.

As he picked up the endorsement of minority elected officials in Massachusetts on Monday, Kerry said his

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TRANSITION

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the residence halls, making her transition to the University easier.

As part of the SOS staff, Meinig hopes to make IntroDUCKtion a positive experience for others as well. She sits at the information desk, answering questions from often-overwhelmed students and parents, giving directions and explaining the book-buying process.

"It's very rewarding," said Meinig. "(I'm) helping people get situated and off to a good start."

Many incoming students feel anxious or overwhelmed.

SOSer Jesse Schumacker did.

"After IntroDUCKtion I felt more confident," he said.

Schumacker said he enjoys helping the incoming students, but the program is a lot of work. Although he currently directs students to their advising appointments, as an SOSer, he has done a variety of jobs.

"I wear a bunch of different hats," he said, adding that staff members performed a play for IntroDUCKtion.

Schumacker said the experience has been rewarding. "(Being part of SOS) is a lot of fun," he said. "It's a really good feeling."

SOS Student Co-director Dante Wiley decided to get involved with IntroDUCKtion after his experience with the program as a freshman.

"Coming from California, I was scared," he said. "My SOS experience made me feel like I fit in," he said.

Wiley said his SOS leader was the president of Delta Upsilon, which he eventually joined. The fraternity helped with his transition, he said.

This is Wiley's third year on the SOS staff. As co-director, he is always on the move, answering questions from inquiring students, helping with and coordinating tasks for fellow staff members, dealing with problems that may arise and lending a hand where needed.

"This has allowed me to hone my leadership skills," Wiley said. "It will make me a more hireable person."

Many IntroDUCKtion participants said they benefited from the SOS staff and the activities designed to make adjusting to University life a little easier.

Sarah Farb, parent of incoming freshman Haylie Farb, said seeing other students at the University and participating in IntroDUCKtion activities has been reassuring.

"This is all new to us," Sarah Farb said, explaining that Haylie is her first child in college. "We got a lot of good information about what to expect and the structure of a four-year University."

Haylie Farb said IntroDUCKtion has made her decision to come to the University much clearer.

Diana Darling, an incoming freshman from Riddle, Ore., said IntroDUCKtion has provided her with a lot of information and has helped her learn her way around campus.

"If I hadn't come to this, I would have been so lost," Darling said. "It would have been ridiculous."

Darling also said she is from a small town, so moving to Eugene is a little bit of a culture shock, adding that the program has given her an opportunity to meet people.

"I moved in two weeks ago and I didn't meet anyone until now," she said.

omiedrawhorn@dailymerald.com

GUIDANCE

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with advisors to help them plan their fall-term schedules; and to teach students the importance of a "complete education plan."

To get a good fall term schedule, students are encouraged to join First-year Interest Groups. Students who sign up for FIGs take two core classes with other members of their first-year class. The program has done very well, Bennett said.

"In the last few years, students' first years have been going smoother," Bennett said. "Students who take FIGs do better."

Student Orientation Programs employs 17 students, 60 academic advisors and countless faculty from 20 departments to familiarize students with campus and help them register for classes.

Students act as tour guides for groups of 20 to 80 incoming students, showing them places like the Knight Library and 150 Columbia.

Student guides also answer questions and give students advice on topics such as which classes to take, where and how to buy books, and which professors to take classes from.

"We try to give them a student perspective of campus," said tour guide Dana Hori, a junior political science major.

IntroDUCKtion includes programs for parents, too. Bennett said the University organizes these programs because it understands that parents often have as much of a stake in a college education as students do. Parent programs

help parents let go and focus on reassuring them that their sons and daughters will be in good hands at the University.

"We want to make sure that parents feel as comfortable with their college decision as their kids do," Bennett said.

Denise Hodgson, whose son Dane Hodgson will attend the University this fall, said the parent sessions have been extremely informative, particularly the "Empty Nest" session.

"I think a lot of people needed that," she said.

The University pays about \$225,000 to put on the IntroDUCKtion program, Bennett said. The \$35-per-head cost of the parent program covers some of that; however, most of the money comes from the University's matriculation fee, which is a one-time payment of \$250 that also covers graduation costs.

This year, the ASUO Student Voter Coalition, in conjunction with the New Voters Project, is using IntroDUCKtion to recruit new students for their voting drive. The coalition received 30 interest cards in its first day Monday, results that ASUO State Affairs Coordinator Amy Dufour said she is very happy with.

"I think it will be a great success," Dufour said. "It will give students a chance to see why our campus is so great."

General IntroDUCKtion sessions will conclude July 30. Students who don't attend IntroDUCKtion during summer must see advisors and register for classes in late September during the Week of Welcome, which begins Sept. 23.

benbrown@dailymerald.com

CONCOURT

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Programs Administrator and Co-Multicultural Advocate II, are still open. The Executive has re-opened the application process because of a lack of qualified applicants, Petkun said. Neither position needs to be filled until fall.

Also awaiting confirmation from

the Senate are would-be EMU Board Executive appointee Kady-Ann Davy, Athletic Department Finance Committee Executive appointee Toby Piering, Programs Finance Committee Executive appointee Persis Pohowalla and Co-Multicultural Advocate I appointee Maria Cortez.

Meghann Cuniff is a freelance reporter for the Emerald.

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