

WHAT'S HAPPENING AT

THE REC



REC PROGRAM INFORMATION

Flag Football Manager's Meeting - TODAY at 4:00 pm in Multipurpose Room #4 located in the Student Recreation Center.

Indoor Soccer Manager's Meeting - Monday, October 11th at 4:00 pm in Multipurpose Room #4 located in the Student Recreation Center.

*** Looking for a team?** We can help - come and sign-up on the free agent list in the Rec Sports Office.

New Dr. Pepper 4 on 4 Flag Football Tournament - Friday, October 15th. Entry deadline is Wednesday, October 13th, pick up an entry form in the Rec Sports Office located in 102 Esslinger Hall. **This event is free!** T-Shirts for all participants plus prizes and giveaways.

Rec Aerobics starts today! Purchase a punch card in 102 Esslinger Hall. Choose from 12 different classes each week.

New Group Cycling Classes: We still have room! Register for a non-credit group cycling class in 102 Esslinger Hall.

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PE & Rec Programs 346-4113
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Swing: Political climate swells as election day draws near

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persuasion or anything like that," he said. "It's just not where the fight is; it's not where the campaign is."

The fact that the Electoral College results in heavy campaigning in only a handful of states is troubling, Canvas Director for Eugene's New Voters Project Justin Barker said, but it's a reality that must be accepted if anyone wants to make a true difference in this election.

Barker, 22, moved from Sacramento, Calif., to Oregon to help with the project and said the differences in campaign strategies between the two states were evident immediately, which he said is troubling in the long run but inspiring in the short run.

"It can mean something different when your local TV news station has an interview with a candidate. That tends to be pretty compelling."

JOEL BLOOM | University professor

"For this campaign, the young people can make a difference because this is a swing state," Barker said. "Young people can actually step up and swing the state."

Because campaign efforts are concentrated only in swing states, Bloom said most political talk in non-swing states is limited to what appears on the national scale. While swing states are saturated with localized campaigns designed specifically for that state, Bloom said national television news programs and late-night and early-morning talk show gossip can be other states' only exposure to different campaigns.

"All they're getting in the other states is a sort of national punditry," Bloom said.

Paige Richardson, director for the Kerry campaign in Oregon, said the lack of a distinct political party division is what distinguishes swing states from non-swing states.

"When we're sitting here putting together a campaign plan, the things we have on it are raising money so that we can have television and radio and cover the administrative efforts of a field effort that will then go out and make person-to-person contact

on the phone and at the door," Richardson said.

Person-to-person contact is heavily pushed in the swing states, Bloom said, because of how effective it can be in reaching out to voters who are still undecided and swinging support from one candidate to another.

This has resulted in candidates dedicating the majority of their campaign stops to swing states. Oregon played host to campaign visits from both President Bush and Sen. Kerry in August and party officials have not ruled out the possibility of more visits before voting day on Nov. 2.

Bloom said these visits are very beneficial to a candidate's campaign, particularly because of the attention the local media give them.

"It can mean something different when your local TV news station has an interview with a candidate," he said. "That tends to be pretty compelling."

Both Bloom and Richardson said an increase in campaign visits in swing states is accompanied by a heavier get-out-the-vote effort, an increase in campaign spending and a greater number of political ads on television and radio.

According to a Sept. 25 Register-Guard article, the two candidates, along with a barrage of political interest groups, have purchased about 13,000 30-second advertisements on the four biggest television stations in the Eugene area in the last seven months alone. This number is undoubtedly higher than in non-swing states like California, as Woodhouse and Barker have attested to.

If support continues to swing between Kerry and Bush in Oregon, Bloom said the political climate will continue to be saturated with campaign ads as interest groups and political parties will continue to pump money into state-wide canvassing efforts. Also, candidates will continue to tailor their message to local issues and the state will continue to see tremendous voter registration efforts.

Those efforts are extremely necessary for each campaign because, as Woodhouse said, "every vote counts, but in some sense, the swing-state votes count more."

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