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★ AMERICA VOTES 2004 ★

Bush: 'I'm proud of my record'

In a rally addressing approximately 20,000 supporters, President Bush defends No Child Left Behind, Iraq war

BY MEGHANN M. CUNIFF
& PARKER HOWELL
NEWS REPORTERS

CENTRAL POINT — President George W. Bush depicted his presidency as one of "reverence and integrity" during a speech before thousands of supporters Thursday evening at the Jackson County Fairgrounds in Central Point, casting opponent Sen. John Kerry as far-left-of-center.

An estimated 20,000 Bush supporters, many of whom stood in the afternoon heat for up to eight hours, formed a boisterous sea of red, white and blue, chanting "four more years" as the president took the podium on the evening following the final presidential debate.

"It's great to be in a part of the world

where the boots outnumber the suits," Bush said, before launching into a 40-minute speech mocking Kerry as a "Massachusetts liberal" and promoting his own steadfast leadership.

After Bush took the stage flanked by Sen. Gordon Smith, R-Ore., Sen. John McCain, R-Ariz., Rep. Greg Walden, R-Ore., and his wife, Laura Bush, the president said his time in office reflects his unwavering style of leadership.

"I'm proud of my record," he said. "My opponent seemed to want to avoid talking about his."

Bush joked about his reputation for bumbled sentences and mispronounced words, but said he follows through on his commitments.

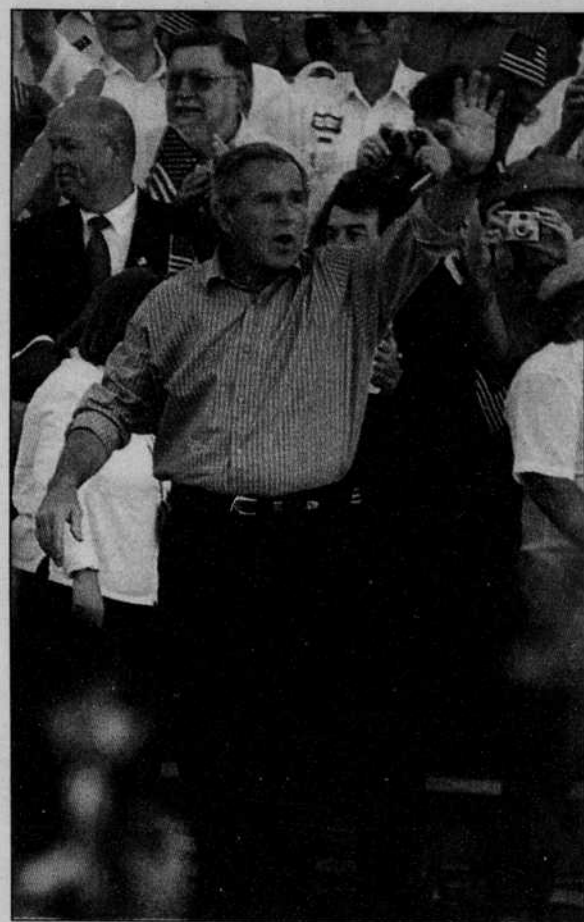
"I sometimes mangle the English language," he said. "But I tell you exactly what I'm going to do, and I keep my word."

Bush said his tenure as president has helped Oregon. He stressed that the Healthy Forest Initiative is helping reduce "devastating wildfires" in the West and blasted Kerry for failing to take a firm stance on forest policy.

"I guess it's not only the wildfires that shift in the wind," he said. "My opponent says he's in touch with the West, but sometimes I think he means Western Massachusetts."

The president also laid out his plan for improving education, acknowledging that only one in four students attends college. He said the key to improved access to higher education is early intercession for elementary and high school students. Bush also said

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President George W. Bush waves to a crowd of about 20,000 people at a campaign rally in Central Point on Thursday evening.

DANIELLE HICKEY
PHOTO EDITOR

Presidential TV ads try to make quick impression on viewers

Both Bush and Kerry have spent record amounts on advertisements that attack the other candidate

BY ANTHONY LUCERO
NEWS REPORTER

The race to the White House this year could be the closest, the costliest and the most crucial election to Americans, with hundreds of commercials in support of different camps and positions. Not only are candidates drawing attention, but also the advertisements themselves.

"(It's) the most dirty and negative campaign I've ever seen," said advertising Professor David Koranda. "The media is vying for people's attention in a world that gets harder and harder to grab attention."

Koranda added that there is no other product with such an intense time frame as the presidential race, so ads must appeal to people quickly and in any way possible.

Both parties have tried to do just that, starting the campaign season earlier than in most elections and also raising more money than in previous election years. The Bush campaign has spent \$338,341,211 so far

and Kerry's campaign is coming close to matching that with \$310,851,634, according to OpenSecrets.org, a Web site that studies funds in political campaigns and groups. And while it's hard to measure ad spending due to the candidate's and his party's personal funding, advertising from the campaigns are high.

Oregon, as a battleground state this election, aired more commercials than most states. The total cost of ads from both Kerry and Bush was \$586,988 with 770 ads running. President Bush led in both spending and in TV ad occurrences in Oregon. Nationwide, the total spending was a little more than \$40 million and election commercials have run 41,522 times, according to the Campaign Media Analysis Group.

"I think it's annoying," said freshman Heather Carley. "All Kerry and Bush try and do is draw blood from each other, so I'm ignoring the ads and not watching TV."

Koranda says attack ads are the most influential because people see the commercials and immediately make a decision about what they have seen, later making rationalizations to support that choice instead of focusing on the facts. He said the most influential advertisements are the 527 groups, or "soft money" advertisements that aren't directly affiliated with a candidate's campaign, but by groups that support a particular party.

The Swift Boat Veterans for Truth, possibly the most influential 527 group against Kerry, spent \$1,735,000 on three ad campaigns that denounced Kerry, according to OpenSecrets.org. The anti-Bush 527 MoveOn.org has spent much more defaming Bush — approximately more than \$13,440,000 in television commercials.

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Drought causes EWEB to increase prices 5.7 percent

EWEB has lost about \$8 million due to a lack of hydropower generation and stands to lose more

BY ANTHONY LUCERO
NEWS REPORTER

The Eugene Water & Electric Board has raised the price of its utilities by 5.7 percent. The price hike, enacted on Oct. 5, increases the average household's monthly energy bill by \$4.51.

The hike is due to a rise in costs of the Bonneville Power Administration, from which EWEB purchases electricity, and continued low stream flow. John Yanov, the senior rate analyst for EWEB, said although BPA advertised lower prices, these rates pertained only to its Block product, which accounts for only one-third of EWEB's energy output. The other two-thirds, bought from BPA's Slice product, was raised by \$3 million.

Roughly one-third of EWEB's revenue from the price increase will be spent purchasing bulk electricity from Bonneville Power because it increased the cost of utilities. The other roughly 66 percent of the earnings will go to EWEB to provide greater financial stability during low-water years, according to EWEB.

When told that part of the

reason the price increased was a drought, Senior Flynnne Olivarez asked: "What drought?"

"I'm already not a fan of EWEB," Olivarez said. "As a company, I don't think they have catered at all to its student customers who are just getting their first apartment and are just beginning to pay utilities in their lives. Raising prices on students doesn't help."

However, EWEB officials say Oregon is in its fifth consecutive year of below-average precipitation and that lack of rain and snow has caused the utilities company to lose close to \$8 million in 2004 from lost hydropower generation. In 2005, EWEB will only use 85 percent of the normal amount of water available for hydroelectric generation, which will cut the utilities company's revenues by \$13.5 million per year.

"All price increases are not operation or maintenance expenses but just power related," Yanov said.

Yanov said there is no way of knowing when the drought will end and no guarantee on

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