

Monologue

U.S. automakers improve vehicle quality, design

By Joel Miller
Photo Editor

Why has it taken Detroit so long to motivate itself to provide the public with vehicles that finally exhibit characteristics of the finer road handling automobiles?

Legendary cars such as the Ferrari or Masarotti, that have inspired and taken world championships with such style and class, helped to make Detroit look second-rate.

Fortunately, American technology has once again persevered.

Through improved quality and use of market research for examining the needs and expectations of a more demanding public, American auto companies forced the competition to rethink options and even whole concepts of what the public wishes to purchase.

Two excellent examples are the mini-van and the reintroduction of an American convertible. General Motors,

with its mixture of five independent companies, keeps on top with continual innova-

tions, such as an electric/hydraulic steering system, which is due out in a few years.

Ford has again stepped back into serious racing competition, from stock car and road

racing to off-road racing. It has produced vehicles such as a Thunderbird car which uses four shock rear suspension, which produces a safer driving car.

More conscious effort is being applied in meeting the public's need for safer and more reliable American cars by Detroit automakers. We should thank the Japanese, though, for having made

Detroit kick itself in the hind quarters. For too long the American automakers neglected to observe continual quality control improvements in cars.

Summerill



by Richard Byington



Letter to the Editor

To the Editor:

We are writing this letter after seeing the half-page ad in the Oct. 17 issue of *The Print*. The ad guaranteed for a \$45 fee to provide at least five sources of financial aid.

The company providing

these sources may well provide several application opportunities. However, we too can provide resource information...so can the college library and/or your local library.

Just thought you'd like to

know that there are other ways to find out about available money without spending it. If you have questions about financial aid opportunities, stop by the financial aid office!

Kathy Sheer/Scott Fischer

Little publicity ruins chance to meet senate candidate

By Shelley Ball
Editor In Chief

Democratic U.S. Senate candidate Margie Hendriksen was on campus last Wednesday to speak to students (see related stories, page three). Surprise! How many students were aware of that?

Since only about 10 people showed up to hear Hendriksen's speech, it appears few students were informed of the event. And this is not as surprising as it sounds, considering the fact there was an incredibly small amount of publicity given to Hendriksen's visit.

Why was this the case? Karen Lever, community services director for the College, explained publicity for Hendriksen was given a low-key approach in order to keep the College from looking like it favored her. Other candidates were asked to appear at the College back in June, but there was little response. Only Hendriksen was able to show up at this time.

This publicity was so low-key that even *The Print* wasn't informed about Hendriksen's visit. The only reason articles about Hendriksen are in this week's *Print* is because of the extremely good luck a *Print* reporter just happened to be in the Fireside Lounge, where Hendriksen was scheduled to speak, when she showed up.

Hendriksen was the subject of an editorial I wrote in last week's *Print*, in which I said she could use more exposure through debates with her rival, Republican Sen. Mark Hatfield, so that voters could make an intelligent, informed choice between the two candidates. There was no debate on campus last week, but there was a chance, and a rare one at that, for students to meet Margie Hendriksen. Thanks to the low-key approach to publicity on this campus, that chance had to be forfeited by many.

The general election is coming up in less than two weeks. For those who plan on visiting their voting precinct, it's time to start deciding on who and what to vote for. And yet how can students attempt to make an informed decision between candidates, such as Hendriksen and Hatfield, if they are not informed properly about political activities happening on campus, in this case Hendriksen's visit?

There's just no getting around it; Hendriksen's arrival deserved more publicity. So who cares if other invited candidates have not as yet been able to make it to the College and thus get the same amount of publicity that Hendriksen should have gotten? It's not the College's fault if Hendriksen was the only candidate to show up so far and she shouldn't be penalized for be-

ing the only one by not getting the publicity she deserved.

But as low-key as the publicity was, some credit should be given to the feeble attempts made at publicizing. Lever said there were posters announcing Hendriksen's visit, the *Today* bulletin carried an announcement and College instructors were asked to tell their classes about the event. One wonders if any instructors did this much, since there was such a low turnout.

Student apathy could also have been a factor in the low turnout for Hendriksen, but I'm sure there would have been a bigger crowd had there been more publicity. And while the College may have been trying to appear non-partisan, it may have actually hurt its reputation through the low-key publicity.

The small turnout, and the rude actions of those who were present pro-

bably gave Hendriksen the impression nothing but uninterested, apathetic students who don't give a damn about the future of their lives and their state attend the College. This implication could keep other candidates from appearing on campus in the future, which in the long run serves to hurt those of us who do care where our lives are going.

The idea low-key publicity was used to keep the College from appearing biased sounds like an excuse for just plain bad communication on campus. And now that Hendriksen's visit is only a memory for those few who did get to listen to her speech, the only thing to do now is hope the College isn't stupid enough to keep an important event, like the visitation of a political candidate, practically under its hat in the future.

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