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# Dudley do-wrong

**By Brian Baldwin**
Associate News Editor

A citizen's sacred civic duty is to vote and ensure that our governmental system runs smoothly with representatives we choose serving our interests. A vote should be well informed and carefully considered. This November, Oregonians will be choosing their state representatives including their new governor. However, I do not feel that Chris Dudley will have governor in front of his name in January 2011.

Before I continue on, I am going to state that I am a registered Republican. The platform shares most of my beliefs, but in no way do I represent the views of the other writers and photographers of ***The Clackamas Print.***

In the spotlight are former Trail Blazers star and businessman Dudley, representing the Republican Party, and former Oregon governor John Kitzhaber, representing the Democratic Party. Both have been running negative attack ads on TV, radio and in newspapers as well as campaigning around Oregon. They also have had only one televised debate sponsored by the television station KGW and *The Oregonian*.

The average registered voter likely has a blue collar job. They work long shifts throughout the week to either support their family or pay the bills. Add a young student into the mix and those long shifts are accompanied by homework, class time and tuition. Not every person reads a newspaper, the radio is a filler activity during the drive to and from work, and TV is riddled with attack ads trying to damage the image of candidates. With all of these factors, the only constant area where voters can find information to form a vote is the Internet.

Dudley's website is perhaps one of his first mistakes that comes to mind. "Paid for by friends of Chris Dudley" marks the bottom right of his official campaign webpage. Also this message appears on many of his "Point Plans" where he lays out his plans to "fix" Oregon's problems. This troubles me as it feels that he did not write or develop these plans; but had his party draft it and he slapped on his seal of approval to get elected.

Dudley also fails to elaborate on his views for where he will fund most of his plans and doesn't provide any guarantee that businesses will come to Oregon even if we lower the capital gains tax and provide a desirable market for big businesses and starting entrepreneurs.

During the KGW-Oregonian debate, Kitzhaber out-debated Dudley simply by explaining how he was going to fund his programs. I apologize, Mr. Dudley, but I prefer to be led by a guide who knows where the road leads, not one who promises that the path "could" be shorter.

Attack ads are a horrible way to run a campaign as I have seen this election year. They have taken situations out of context and twisted a candidate's words. According to a July 26 article in *The Oregonian*, Dudley had raised $2.6 million overall in his campaign compared to Kitzhaber's $1.76 million. All that money and all Dudley can do is simple attack ads? Both candidates have approved, funded or have had advertising on radio or television attacking the other's character, ethics or lack of experience. Although they are both guilty of losing perspective on informing the voters, Dudley's campaign at least has more than enough funds to purchase a longer air time on television and radio for more informational pieces.

The last mistake is the lack of endorsements from public figures. As much as I hate to say it, some people vote based on celebrity figures. Today on Wednesday, Oct. 20, former governor Kitzhaber will receive an endorsement from President Barack Obama. To date Dudley has not received such an endorsement announcement from a public figure. Although I feel that any voter that casts a vote based on celebrity endorsements should become a castaway, I cannot deny the effective use of exploiting that flaw in people to gain voter support.

Dudley's campaign may have the large dollars on their side, but so far they have not convinced this voter.

In next week's issue, read the pro-Dudley opinion.

*The Underworld* Jaime Dunkle

# ndidates bash, pull hair in TV ads

**y Kayla Calloway**
Co-Editor in Chief

n a Democrat, and I'm for Chris Dudley." you're an actor who is paid to sell a product; in e, the product is a candithe race for governor. ry time I turn on the on, there is a commercial for or against a candidate. Three factors are always present in these political bash fests: 1) The candidate running is only mentioned at the end of the clip; 2) As previously stated, the goal is to humiliate or disrespect the opposing side, and 3) The outcome is confusion for the audience.

Before I go further, I must say that I will not be voting in these elections because I moved right at the deadline for submitting my registration card.

However, if I had gotten my card in on time, I'm not sure I would want to vote in the upcoming elections, and, I must say, I blame these ads.

I'm not a political person. In fact, the only time I pay attention to them is when they are forced in my face. I don't mind the ads in local newspapers or even the humorously large signs that line the streets. They don't talk to you. They don't interrupt your favorite show.

These commercials assault you visually and audibly. They don't help the voters decide how to cast their votes by the conventional and appropriate ways. They slander the opposition and cast a holy light of purity on whoever they are representing.

Take, for instance, the televised ad that is designed to cast John Kitzhaber as unethical. The entirety of the ad is slandering Kitzhaber's name, running it through the political mud. His opponent's name isn't even mentioned until the very end.

Is it just me, or should political ads be more about expressing views on the issues, and be less about childish name-calling?

Dudley is not the only guilty party, though. The Democratic candidate has ads claiming that Dudley is "a bad bet for Oregon." They also found the dumbest picture of Dudley for the ad. You know the one. It looks like Dudley has a permanent "der" face.

It's as though we never fully get out of high school. Dudley and Kitzhaber are acting like aspiring homecoming queens, pulling hair and gossiping.

Of course, this isn't always the case. Sometimes, the candidates get it right and their ads are more than superficial bashings, but there needs to be more.

I'm not saying "don't vote." That would be ridiculous. I'm just saying that these ads don't help anyone in the voting process. It especially doesn't help the new voters who aren't experienced in the waters of political jargon.

Just write in "Steven Colbert" for governor. He would probably do a better job then either Kitzhaber or Dudley and he would make us laugh while doing it.