WELFARE: A GROWING PROBLEM?

What is self? Meditation may help you find yours

What can LCC do for you?

Have touchdowns become extinct?

How to run a political campaign

Photo by Julie Blough
THE PROBLEMS
OF WELFARE:

BY PAT ALLEN

If anyone is more unpopular than politicians in the United States today, it is probably welfare mothers and the caseworkers and administrators who run the welfare program. Many Americans assume that the welfare rolls are full of conniving women who keep having kids so they can stay on the public dole. They believe these women slip money on the side to able-bodied laborers who squander it on drinks and big cars. Likewise, they assume that social workers are snippy old maids who thrive on red tape.

Like all stereotypes, these, too, contain a germ of truth. But these popular notions also serve to mask the social and administrative problems that lie beneath the complexity of the welfare system.

ADC (Aid to Dependent Children) is the nationwide welfare program that provides for the financial need of children who have been deprived of parental support because of a parent's death, continued absence, physical or mental incapacity or, in Michigan and some other states, the father's unemployment.

Money from the U.S. Dept. of Health, Education and Welfare (HEW) is matched with state money to provide for welfare grants and administrative costs. In Michigan the federal-to-state ratio for funding is 50:50. In return for federal money, the state agrees to administer the program statewide and to follow federal regulations for eligibility.

It sounds simple. But to the mother who is faced with the six-page welfare application, the case worker who is responsible for keeping 200 cases up to date, and the county administrators who are responsible for the $562 million being spent on ADC in Michigan this fiscal year, the system is overwhelmingly complex.

Barbara, a divorced mother of two boys, turned to the county department when her ex-husband neglected to pay child support.

"That was six years ago," she said. "He was making better than $12,000 a year. First he gave me about $10 a week to pay the bills. Then he quit altogether. With two kids aged 3 and 6 what could I do? I have no other family." "Now the kids are older and I work part time nights helping a bar, but I couldn't make ends meet without some ADC," she said.

Barbara is part of the largest group of working-age adults on welfare -- the 2.5 million mothers who head ADC families, HEW figures state. About 15 percent of these mothers work and 7 percent are in job training. Another 34 percent could work if there were enough day care facilities, transportation and adequate job training. About 40 percent are considered unemployable because they care for small children at home or have major mental or physical incapacities.

Less than 1 percent of welfare recipients in 1971 were able-bodied unemployed males, the federal department said.

Besides the salary she earns, Barbara receives $108 every two weeks in public assistance. Under welfare rules, if a person in an ADC family works, the first $30 per month of their income, plus one-third of the remainder, does not count in calculating the amount of assistance the family can receive.

Like most welfare families surveyed by HEW, Barbara said her check goes toward necessities. The worst part of living on welfare is people's attitudes, she said. "At the bar where I work, people give me a hard time. They said if they had my money, they'd retire. Ha. You just have to ignore them or you get real depressed."

"When I first went on welfare, my doctor treated me like dirt," she said. "He'd been treating us for years. But we quit going to him. Now Medicaid pays part of the doctor's bills, but it's hard to find a doctor who will take new patients." Medicaid is a federal program that covers medical costs for persons eligible for public assistance.

Taxpayers' attitudes are also exerting pressure on welfare policy makers.

Jerrold Brockmyre, assistant deputy director for assistance programs at the Michigan Dept. of Social Services, said he has noticed that the political climate with respect to welfare and social services has changed in the last five years.

"Eligibility verification procedures have become a focus for criticism and publicity," Brockmyre said.

In 1969, HEW instituted a simplified application procedure for welfare applicants. Applicants filled out their own forms and the department took their word for the truthfulness of information provided.

In Michigan, caseworkers were still required to verify shelter costs and income and to check school attendance for children between ages 18 and 21, Sally Grady, caseworker training specialist for the Ingham County Dept. of Social Services, said. Though caseworkers took the applicant's word for his marital status and the number of children he had, they were directed to further investigate facts if they noticed discrepancies in information.

"It's true that these relaxed procedures have probably led to more error and fraud in welfare cases," Brockmyre said. "It's also true that it has become politically favorable to complain about welfare."

"There are about 5 percent bad apples in every group," he said. "It's just a few who get publicity. And the clients aren't the only ones who cheat. A few doctors, hospitals and nursing homes who participate in public assistance have overused the system, too."

"I know an independent gas station owner with eight or nine kids," he said. "His gas station manager quit and the family didn't want to do the paperwork."

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The problems

Local welfare agencies face fraud, heavy caseloads and red tape

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 allotment has been cut back and he may have to close his station. He's worried about providing for his kids, but he won't seek help because of what people might think of him."

Errors in payment and welfare fraud are problems the department is working toward correcting, Brockmyre said.

The department's quality control unit, which audits sample cases for agency and client error, has stepped up its efforts in the past one and one half years due to HEW requirements, James Ellis, unit director, said.

"Our error rate is fairly high although it is well below the national average," Ellis said. "It was going up steadily until this past reporting period. Some of the department's corrective actions are beginning to take effect."

Ellis said the simplified application policy has led to increasing client misrepresentation over the past two or three years.

"It was just an easy system to beat," Ellis said. Misrepresentation accounts for about half of the client error rate, he said. The remainder is a result of clients' not understanding program requirements.

"It's true that these relaxed procedures have probably led to more error and fraud in welfare cases. It's also true that it has become politically favorable to complain about welfare." 

Suspected fraud is reported to the department's inspector general for investigation, Ellis said.

"Publicity about the error rate has strengthened our critics," Brockmyre said. "The present situation demands action."

He said the department plans to implement new verification procedures within the next three months. As one part of the new process, home visits to families by caseworkers during business hours will establish the number of children living in the home, the correct address and whether or not there is a man in the home.

"Such visits, contrary to what some groups may be saying, are not illegal," R. Bernard Houston, director of the Dept. of Social Services,

Caseworker workloads are one factor that contributes to agency errors in welfare payments which the quality control unit has uncovered, Ellis said.

"The program is very complex, and I think staffing ratios for caseloads have been unrealistic," Ellis said. "Actually, the error rate is not surprising. It is surprising caseworkers do as well as they do."

The agency error rate is less than the client error rate, Ellis said. He added that error rates for caseworkers declined during the last reporting period for the first time in several years.

"We recognize that adequate staffing is very important to the success of the new program," Brockmyre said. "Insufficient staff will just lead to more error and more problems."

Will the new controls reduce welfare rolls? Brockmyre pointed to the experiences in Pennsylvania, California and New York where the number of cases dropped when stricter controls were implemented.

Grady isn't sure. "In my opinion, only about 5 or 10 percent of clients gave false information under the old system," he said. "I don't know whether the large amount of time it will take to find those few cases will be worth it."

While caseworkers and county and state policy makers struggle with the limitations of the present welfare system, HEW and Congress are entangled in plans for welfare reform.

Beginning in January, federally funded public assistance programs for adults will be moved from state and county administration to the U.S. Social Security Administration, a subdivision of HEW. The programs include Old Age Assistance, Aid to the Disabled and Aid to the Blind. This means there will be a uniform floor for benefits nationwide. Benefits may not be lower than the nationwide standard, but they may be higher if states wish to supplement federal money.

ADC was originally included in the reform plan but was removed before the final bill was passed by Congress in October 1972.

Now the ADC reform issue is being studied by the subcommittee on Fiscal Policy of the Joint Economic Committee of Congress. The subcommittee is chaired by Rep. Martha Griffiths (D - Detroit).

The subcommittee is considering plans to establish a uniform minimum ADC standard for payments, stronger work incentives and measures to help poor families who earn less than the ADC standard but do not meet eligibility standards.

State policy makers say they do not expect to see comprehensive congressional action for several more years.
A home-like atmosphere and a place for religious or spiritual growth are two unique features found in religious housing, and these features have drawn more than 200 MSU students to off-campus religious living units.

These units, some of which are co-educational, have programs which concentrate on certain aspects of the students' spiritual growth. These programs may be structured, required, unstructured, or completely left up to the individual.

The Asher House for men and women, 620 Abbott Road, has facilities and rent rates similar to those of the residence halls. But Asher House offers a third meal on Sunday nights, a gourmet chef, and two house mothers that do not hawk over the students.

"The main advantage of living in Asher House is probably the good home atmosphere," Tiera Stone, 620 Abbott Road, senior, said. "The housemothers aren't two ladies patrolling us. They're kind of like moms. They're just to be here all the time."

Asher House residents must be committed Christian Scientists. They must also have at least a 2.0 grade point average.

Adding to the home-like atmosphere of Asher House is the assignment of housekeeping chores.

"Every student has a job that they do once a week," Stone said. "The women have a wheel that's spun, and each person gets a different job each week. The men sign up for the jobs they want to perform."

Each student is asked to read, individually, a daily lesson. Religious development is left up to the individual.

"Once in a while we have inspirational which the whole house attends," Stone said. "But as Christian Scientists we have no rituals."

Christian Science is based on a belief in healing as Jesus did.

Christian growth can be found in Bethel Manor, 803 E. Grand River Ave.

Bethel Manor, which is a cooperative living unit composed of men, does not require that its members belong to any particular faith. It does, however, require that its members believe in some Christian ideology.

"What makes Bethel Manor unique, however, is that we have a structured program of individual growth," Larry Bruder, 803 E. Grand River Ave., senior, said. "That's the devotional program that will foster growth and edification of the house members," Bruder said.

The house is divided into action groups. The house capacity is 15 men, and if the house is full, it is divided into three groups of five.

"The first term, you get to know the guys in your group on a really personal level," Bruder said. "Each group meets once a week, and we discuss a chapter from a book entitled "Take My Life"."

When winter term comes, provide the members with leadership training. We want them to take it to the world."

"We feel we've provided a unique atmosphere for Christian growth," Bruder said. "And our men are not nearly as rambunctious as those living on campus. Each man studies in his own room.

"Here, an individual can learn skills he'll need in the future, work, and family life."

Bruder explained. "This is really unique in an interdenominational living situation."

Another interdenominational living unit is occupied by 23 women at Campus Advance, 131 Bogue St.

Here, the Church of Christ has started a living unit similar to the room without board situation provided by the University. Residents pay rent only and prepare their meals in a community kitchen.

The religious aspect of Campus Advance, however, is still unstructured due to its opening in September.

"We're still in the experimental stage," Bill Bowen, manager, said. "But our ideal is to meet students' needs as fully as possible. College kids need a place to study, a place for recreation and a place to meet people through fellowship. We try to meet their spiritual needs."

Currently, the residents of Campus Advance need not belong to the Church of Christ.

"We would eventually want them to be involved with the church," Bowen said. "But it will never be a requirement."

Students residing at Campus Advance must be interested in maintaining such principles as no male visitors late at night or staying overnight and no drinking or smoking.

"I've been pleasantly surprised with the people who live here," Bowen said. "It's unusual that the people who came over responded to our living conditions."

Robert Monson, 1293 Orlando Drive, Ithaca, will be heading a living unit soon to be erected by the Church of Latter Day Saints.
TRANSCENDENTAL MEDITATION AND OTHER SUCH DEALINGS WITH YOUR SELF

By JANE SEABERRY

There is a simple, natural technique that brings deep rest to the mind and body and removes strain and tension from the system.

This description may sound like an advertisement for one of the many manufactured tablets or pills on the market but is actually quite the opposite. It is a description of Transcendental Meditation, a growing practice brought to this country from India 15 years ago by the Guru Maharishi Mahesh Yogi.

Listening to a meditator, one wrestles with ambiguities such as "It allows the mind to settle and find the real value of mental potential."

The science of creative intelligence, the theoretical aspect of meditation, is described vaguely as the study of the aspect of life that gives order and direction to the progressive growth of all nature.

What does it all mean? The many manufactured tablets or pills on the market but in the morning and once in the evening. The benefits will accumulate each day if meditation is practiced regularly be said.

The first time a person meditates he is guided into the experience. His great particular vehicle for the mind to settle upon. A meaningless sound called a mantra is used to get into this state. This involves four levels of the mind, from surface activity to a state of deep rest. Unlike the ancient techniques of Zen and yoga, which are supposed to produce the same calm tranquility, the practice of Transcendental Meditation is supposedly more natural, and does not involve effort, control, hypnosis or autosuggestion.

To learn the technique involved in meditation, a student must enroll in a seven-step course. An introductory lecture is first, followed by a preparatory lecture and a personal interview.

The four remaining steps must be taken in sequence. According to Zatolokin, who was a personal student of the guru, the purpose of the last steps is to further learn about the mechanics of the experience and envision the possibilities of long range practice. He said the technique is so easy that which could learn it.
TV Personality
and administrator
The new Duffy Daugherty

The retired coach finds happiness with and without MSU

By LYNN HENNING

He no longer watches college football games from the sidelines, but from a television booth which he says eased the transition out of coaching.

And he no longer works from an office in Jenison Fieldhouse, as he did in his coaching days. He has traded that in for accommodations far more appropriate for someone whose title is Special Assistant to the Vice President for Development.

As he leaned back in the chair in his second floor office in the Union and props his feet on the desk, you realize that Duffy Daugherty is not a fish out of water as everyone had anticipated he would be when he announced one year ago that his coaching days were to end.

"Oh, I miss the association with the players and I miss the association with the other coaches," Daugherty concedes.

"I miss the planning ahead for what you hope will be a successful season. I miss conducting the games... this was all a big thrill, it was exciting and satisfying."

But it has not all been missed, particularly the aspect of the game which Duffy found to be the most time-consuming, and in later years, the most difficult.

"I certainly don't miss the recruiting," he says firmly, recalling all the exhausting miles, the contacts, and the
disappointments that are a natural part of recruiting the best young football talent in the country. "No," Duffy explains, "the things you like to do best, the actual work on the field, are a very small part of the job."

But Duffy would be the first to say he has not had a great deal of time to think about how much he misses coaching. He's on the road a good deal of the time, either telecasting a college game or meeting with alumni and raising funds, which is what his MSU job is all about.

He has had just one opportunity to see his old team in action this season and that came when ABC televised nationally the MSU-Syracuse game. Interestingly, he picked the Spartans to finish sixth in the Big Ten in a preseason story he did for the Free Press' Detroit magazine. In the process, Duffy caught some flak from some of MSU's more optimistic fans who accused him of abandoning his ship.

"It's not being realistic to pick any team but Michigan or Ohio State to finish first or second," Duffy responds. "What would it have been like if I would have come out and said I think they're going to win the conference? I just thought that was a fair estimate."

Daugherty, who went 3-6 in his initial year as Spartan head football coach, sympathizes a great deal with the new man, Denny Stoltz, as only one who has been a head coach can.

"I can empathize with poor Denny this year," Duffy says compassionately. "The type of nonconference schedule we play is tough on a coach. I can think of a lot of nonconference teams we could beat. But unfortunately, we're playing teams like, last year, Southern Cal. We always play Notre Dame, and this year tough UCLA. When you play teams like that and they have you out manned, and you're playing them before you play Michigan, it's rough."

"Like last year," recalls Duffy, "we played Southern Cal and Notre Dame back-to-back before we played Michigan, while Michigan, I believe, played Tulane and Navy before our game. Now who's going to come into the game in the best physical shape? And what does it do to your morale when you lose a couple of those hard games, and you play hard against Notre Dame before you play your biggest rival the next week?"

Daugherty insists MSU can return as a national football power again, but he says it will take the concerted effort of alumni and friends of the University, helping with recruiting to the degree that Ohio State and Michigan alumni do.

"They're (the coaches) going to need more help from more people who are interested in helping the staff on the local level," Duffy said.

Of course, Duffy now comprises one-third of one of the more celebrated trios in sports broadcasting, having joined old pros Chris Schenkel and Bud Wilkinson on the ABC booth on Saturdays.

"It's kept me close to football and I'm getting to feel more comfortable each week," said Duffy, himself no stranger to TV cameras when he took the job. "I'm working with two great guys in Chris and Bud. They've been very helpful. You know, I didn't expect to come in and go on like gangbusters, because, after all, Chris and Bud have been getting along very well without me being along very nicely every year." he grinned.

"But I feel more at home. I feel that I am contributing to the broadcast now and," he stresses, "I am seeing a lot of good football."

The questions keep cropping up, the rumors still persist. But Duffy insists there are no solid thoughts about returning to coaching.

"I really don't know, I haven't given it a lot of thought," he admits. "I knew when I was coaching that when I decided to retire I would have this offer in television, and so far I've found this quite rewarding."

"I had some opportunities last year... I could have continued coaching," he said.

But Duffy, obviously content with his present job and enjoying the variety of his duties, gives no impression that he desires to return to the sideline bench. His direction, seemingly, has been set.

A book is also in his plans, to be published by Doubleday and probably released next year. It will be co-authored by Detroit sportscaster Dave Diles. It will be a book about the many humorous and not-so-humorous experiences in his 27 years of coaching and 58 years of life, and the many, many people who Duffy says have made his life so rewarding.

Given the many experiences and many people who have graced Hugh Duffy Daugherty's life, it ought to be some kind of book.
By IRENE EVANS

Lansing Community College (LCC), offers a program which is influenced by the community it serves, and makes an all-out effort to meet the growing demands of business, industry, government and those students wishing to transfer to four-year institutions.

The division of technology is an excellent example of LCC's versatility and willingness to work with the needs of the community.

"The whole college is what we call 'career oriented,'" Edwin Bergmann, chairman of the Engineering Technology Dept., said.

"We don't like to think of careers as a long, drawn-out thing," Bergmann said. "Any program from one course to a two year program may satisfy a student's needs."

LCC, as a result of its close ties with business and industry, will plan and develop customized seminars and courses to assist employees in pertinent subject areas related to their positions.

"If there is a need by a company, or even a government agency, we can offer a class now," Bergmann said. "If we have the instructors, the interested students and the space, the class will start tomorrow."

Flexibility is the one thing the administrative staff stresses. LCC must be able to change to meet the needs of the community, and this is something most major universities do not do.

Many students that attend four-year institutions do not return to their home communities to work.

"In this respect, we do not compete with MSU," William Monroe, dean of the Division of Applied Arts and Sciences, explained. "We help a guy get a better job, or to do the same job better. He stays in our community."

"We train people for the community. People who come here benefit the community," Bergmann explained. "People who go to MSU are prepared to serve the state or the country. We are truly for community benefit."

In the classroom, maturity of the students plays an important role.

The average age for LCC students is 27, and 80 per cent of all LCC students are part-time students.

"This brings maturity into the classroom," Bergmann said. "It also keeps the instructor honest in what he says because he has people in his classroom that have real day-to-day work experience."

Since the Division of Technology hires technical specialists, company presidents, owners, managers and other administrative personnel as part-time instructors, students receive instruction which is completely relevant to their fields.

In contrast to four-year institutions, the Division of Technology gives an instant evaluation from the students on most classes.

"Whether the feedback is good or bad, we get it," Bergmann said. "If the feedback is bad, we change the class."

The Division of Technology works toward recruiting all minorities and tries to interest them in jobs which offer sound positions.

"We have gone to area high schools and talked to minority students," Bergmann said. "The education is here, and we try to recruit minorities into fields which offer them better futures."

Bergmann said that the most promising futures lie in technical areas.

"Women in particular are moving into technical courses," he said. "The opportunities are there, and we hope we can provide an education for people to move into these positions."

By moving people into the technical positions available, LCC further its ties with the community.

"Our interdependence and interrelationship with all segments of the community is an accepted fact," Philip Gannon, president of LCC, wrote in the student handbook. "This interdependence in combination with a student body of an average age of 27, most of whom work, makes for an extremely relevant institution," he concluded.
WHAT HAPPENED TO THE TOUCHDOWN?

By PAT FARNAN

The closest contact that Alex Karras enjoys with a field goal kicker is a punch.

It was the outspoken Karras, former Detroit Lions defensive tackle, who made it a weekly habit to level verbal onslaughts at those soccer imports.

They are the guys who come into the blood and guts gridiron wars with the clock ticking away the final seconds and who send the ball soaring 50 yards over an unerring path through the uprights.

It seemed unfair to Karras and a number of other people that those foreigners should be able to clinch a game and then go hide behind a myriad of microphones and television cameras.

They never got their noses in there. Little Garo Yepremian, former Detroit Lion field goal kicker, never made a tackle... except once.

Yepremian, who now sits on the throne of the world champion Miami Dolphins, was the last man on the field with a chance to bring down a streaking return specialist. Yepremian looked like someone splashed a bottle of ketchup all over his nose.

Karras never said he wanted all field goal kickers beat to a bloody pulp; he only wanted to see the rules changed to make their job a little more difficult.

The field goal controversy has caught fire this year especially in the pro ranks, and once again the call for a rule change has been aired.

Bart Starr, former Green Bay Packers quarterback, suggested that each unsuccessful field goal attempt be returned to the original line of scrimmage.

"Something has to be done about this," a disenchanted Starr moaned after viewing a game in which field goals accounted for all the scoring.

"This is getting ridiculous. It's about as exciting as watching grass grow," he raved.

The problem, no doubt, will be dealt with on the pro level if the present trend persists. But what about the college ranks? Is there a problem?

Borys Shlapak, former MSU field goal ace, believes there is.

"Kicking should be totally eliminated from the game," Shlapak contended. "The game should not be called football. Kicking isn't really a football technique like blocking or passing. A kick specialist isn't really a football player."

Shlapak admitted that his status as kicker even hampered his performance at times.

"You know when you're out there that the function you're performing is not a priority skill," he explained. "You think about that. I realize that my opinion is kind of a reactionary view but I don't know what else to do."

"People are just looking for more variety and they're not going to get it from field goal kickers," he claimed. "People are just tired of those things."

Spartan Coach Denny Stoltz admitted that there is a problem but he emphasized the difference between the collegiate and professional levels.

"I'd be totally in favor of a revision by the American Football Coaches Assn.," he said. "I'm in favor of anything that is going to make this a better game. However, the pro game is completely different from college. We're 10 yards more legitimate each time we kick the ball."

Dirk Kryt, who handles the extra points and field goals for MSU, commented that Starr's proposal would make field goal kicking more important than it already is.

"I don't think that makes much sense," he said. "The proposal is intended to take field goals out of the picture a little. But the reverse is happening."

"Field goals really don't have a lot to do with the sport. They're not really exciting. Running or passing, football techniques, are much more exciting. The only time I get excited is when I miss one," Kryt chuckled.
NO MORE MARCHES OR RALLIES;

WHAT FORM OF PROTEST ARE STUDENTS TAKING NOW?

By JANE SEABERRY

The next generation may see rock-throwing and bottle-throwing student demonstrators as mere legends or outlaw since the peaceful movement toward peace has emerged.

This attitude of calm can be felt even on the MSU campus. Only last November, students rallied together in voter registration drives and worked as aides in both Democratic and Republican campaigns. Even East Lansing politics received large student support in the past two elections.

However, the calm atmosphere plus the fact that this year is not a presidential election year have made students unaware and unconcerned about the area's issues.

Mark Grebner, a voter registration drive director, does not feel MSU is an apathetic campus, as college campuses go, but believes that a number of circumstances have affected students' participation in local affairs.

"A lot of people don't see how the city affects them," Grebner said. "And a lot of people don't feel a part of East Lansing."

He added that many students register to vote where their parents live. "They're so used to being powerless students," he said, "that many students don't take the time to become involved.

Grebner said that students are not really out of the political framework, but are just rechanneling their efforts toward more productive means.

"It requires political organization, not rallies. Students are moving away from outgrow to politics, a more sane way to get their ends. Politics isn't that much of a game," he said.

"In the late '60s when the student movement was really going, it was not so much trying to change things as it was charging the opposition," Grebner said.

He added that though there seems to be more political activity and awareness on other campuses, like the University of Michigan, it is mostly political extremism rather than constructive action. MSU students, he said, have much more of a commitment to liberal democratic politics than U-M.

"I don't think politics is talked about as much here because it's not fun. Politics in Ann Arbor is a game," he said.

Former radical organizations, such as Students for a Democratic Society and the Weatherman faction have not been in the public eye as frequently.

Though student activities have not received much publicity recently, Mrs. Beegle, SDS member, feels this is not necessarily a reflection of student apathy, especially at MSU.

"There's a sentiment of helplessness among students. If things affect students they'll do something about it," Beegle said.

She said that the number of active members of the local SDS has dwindled greatly from the hundreds of participants several years ago to "about 10 who are consistent now," she said.

Though the number is small the organization is still involved in local issues, she said. The group has supported the Farah Co. strikers, and has focused on the grape and lettuce boycotts. It is also trying to start an antiracism program involving students' textbooks and courses.

It is also supporting the Organization of Arab students and a group of Iranian students.

Beegle said the number of workers is small because "we haven't been doing that much" but the group's main thrust will be the fight against racism because "it's so pervasive," she said.

"It's pretty hard to get people involved. You don't want to feel the pain and there's pain in a lot of this stuff so you stay out of it," Beegle said.

The issue of presidential impeachment was expected to raise students' level of political activity, but even this issue has failed to arouse much more than a casual remark from many students. Grebner concluded that "there really isn't that much we can do as far as impeachment."

Both Beegle and Grebner admitted that not only is there a shortage of followers, but also a shortage of active manpower.

Grebner's registration drive involved only a few individuals and the fruits of their efforts were only "so-so," he said. About 5,000 were registered before the end of the drive four weeks ago.

Is there a solution to student apathy or was the mass student involvement of the '60s just a fad?

"There won't be any great rallies or marches," Grebner said. "I think all these things are done. They're not effective. All they're designed to do is show outrage."

This peaceful view of East Lansing's business district along Grand River Avenue is a lot different from the demonstrations and street rallies during the controversy over U.S. invasion of Cambodia more than a year ago.

Photo by Julie Blough
By JIM BUSH

Just how strong is the MSU student vote in East Lansing? The general sense of apathy that now pervades college campuses and a lack of easily grasped issues in today's city council election suggest it is not so strong anymore.

Students clearly hold the potential power to control city elections—two-thirds of East Lansing's approximately 37,000 registered voters are students.

Whether they choose to use that power, a question certainly on the minds of East Lansing homeowners, will not be known until several hours after the polls close tonight.

Regardless of the turnout today from the city's 25,000 student voters, the MSU student clout has been strongly felt in East Lansing, since a 1971 Michigan Supreme Court decision first permitted students to vote in their college towns.

That landmark decision, which came too late to make a difference in the August primary that year, catapulted George Griffiths and George Colburn onto the city council, after a massive 75 per cent student turnout in November 1971.

Since the 1971 election, council's emphasis has changed dramatically. The five-member council, often on a 3-2 vote, has taken stands against the Vietnam War and cross-campus highway and in favor of abortion.

It has approved a package of new housing ordinances designed to upgrade local living conditions, given the go ahead for a citywide cable television system, prohibited police surveillance of peaceful citizen gatherings, vastly increased city funding of social services and approved an antidiscrimination ordinance.

The impact of local students can easily be gauged. In the August 1971 council primary, with 7,500 new, mostly student, voters registered between the August 1971 primary and the November general election, Colburn and Griffiths turned their primary tallies around, finishing first and second over four other candidates.

Since then, citizen participation has increased in the city at all levels. Many, no doubt, were eager to test their new-found electoral power.

The proposed cross-campus highway, an emotional issue in the 1971 campaign, was quickly diffused, as Colburn, who has since resigned, Griffiths and the re-elected Wilbur Brookover made good on their campaign promise to take a stand against the thoroughfare.

Shortly after the election, however, council began quietly going ahead with its progressive business. The Vietnam War was settled, and apathy spread like a plague across college campuses.

Activity for this year's election began to pick up last spring, when Nelson Brown and Margaret McNeil were nominated by the ad-hoc Convention for a Responsible Council, which adopted a 35-page platform that, by calling for far-reaching social programs, has generated much of the low-key issues debate among the four council candidates in recent months.

Two sleeper issues have developed since early June. When city council refused to halt a $390,000 highway construction project, a local citizens' group took officials to court and there the matter stands.

But that controversy and a similar incident, when council directed that a portion of Ann Street be extended by 181 feet, have snowballed into a bandwagon campaign issue, where scores of citizens charge council with unresponsiveness.

In addition, fears that council's new housing ordinance will cause local rents to increase have brown and McNeil proposing city-wide rent controls and their opponents for two council seats, John Polomsky and Mary Sharp, reminding that there is no problem and, if one develops, they say there may be little council can do about it.

But those two issues are nothing like the sensational cross-campus highway debate that stimulated the massive student turnouts in 1971. The Vietnam War is over and apathy reigns at American colleges.

Thus, the question of student interest in local politics is again subject to debate. Is the power of 25,000 registered voters as viable as it was in 1971?

The answer will come when the polls close tonight.
WATERGATE IN EAST LANSING?
NEVER! LOCAL POLITICIANS SHOW HOW A CAMPAIGN IS RUN

Sharp, on the other hand, has spent most of the $1,000 of contributions on newspaper ads and radio announcements, primarily, she said, because she couldn't reach all the people to talk to at meetings. Her flyers - the same one used in the primary — were printed by the lowest bidder, a Lansing firm.

Yet, selling herself to the public is the thing she dislikes most about the campaign.

"That's the part I hate," Sharp said. "Having to go out and say 'Go. I can do a great job.' I just wasn't brought up that way."

Grebner, part of the McNeil-Brown camp at 501 Brown-McNeil Cooperative, pursues her candidates' goals using the most basic form of advertising.

Candidate Margaret McNeil types her own campaign material.

Photo by C.L. Michaels

Candidate John Polomsky sifts through campaign literature.

Photo by David Olds

Thus, the candidates' strategies have been divided among the different kinds of advertising. For example, Sharp's campaign used the most cost-effective method: advertising.

Sharp's campaign, which has been running since the Aug. 7 primary, has been divided into two parts: the conventional and the unconventional.

The conventional part of the campaign includes radio and television ads, newspaper stories, and direct mail.

The unconventional part of the campaign includes the use of volunteers to hand out literature, make phone calls, and circulate flyers.

The Polomsky and McNeil-Brown campaigns have emphasized brochures and yard signs as their prime means of advertising.

Barrows, Polomsky's campaign manager, said about 20 people are closely tied in the campaign, and another 150 are listed as contributors and canvassers.

"As soon as it was out in the papers that he's filed (to run) people came up to volunteer," Barrows, professor of humanities, said.

People of all age groups and backgrounds have volunteered to help. The Polomsky effort is organized into precincts, and volunteers are closely coordinated by members of the campaign.

McNeil, an eight-year council incumbent, has divided her campaign into four attacks: finances, canvassing, campus and yard signs.

Marcia Jenson is Sharp's assistant campaign manager. Workers estimate 250 people have worked in the campaign, including a coalition of student workers, though Sharp declined to estimate how many were involved.

Sharp said 19 precincts that showed strong Sharp support in the Aug. 7 primary have been organized with 5 to 30 workers in each for canvassing, coffees and fund raising. No student precincts have a chairman, she said, though a few students have volunteered to help.

"The name of the game is grass roots operation to get out the vote," Sharp said.

She also has attended about 15 'coffees' since the Aug. 7 primary. Polomsky has also garnered support at these suit-and-tie meetings at residents' homes.

The campaign of Brown and McNeil, who are running together on a platform written in April by the Convention for Responsible Council, is a more tightly organized force and is closely coordinated by their campaign managers. At Clobridge and Mark Grebner.

People from the Coalition for Human Survival and the Human Rights party, a liberal coalition, provide the bulkwork of their work.

The Brown-McNeil campaign has held weekly meetings since July where strategy is hashed out by about 20 consistent workers, Brown said.

The candidates participate little at these meetings, run by Clobridge following a tight agenda, except to synchronize their schedules with the soapbox rallies and handshaking tours of campus the volunteers propose.

"The campaign is doing the right thing," Clobridge said. "The people at the meetings really influence decisions."

All candidates have been hitting the campaign trail hard by attending candidate forums at residence halls during the past few weeks and taping radio pieces, but their financial resources have been divided and channelled through different media.

The Polomsky and McNeil-Brown strategy has emphasized brochures and yard signs as their prime means of advertising.

...
Election '73
East Lansing candidates show themselves

(continued from p. 11)

M.A.C. Ave., said "Our source of resources is people, not so much money."

"Everything we've done, except some InstyPrint work, has been homemade," Clobridge said.

They estimate about $700 to $800 has been spent so far for McNeil and Brown, but they expect some of that money to be reimbursed after their T-shirts and unused paper are sold.

Most of the money has come from donations and fund-raising dinners.

Barrows designed Polomsky's literature, and workers did graphics in the basement of Polomsky's home before sending it to a printer.

A financial coordinator keeps the books for Polomsky's campaign, though each committee finances itself.

Polomsky stressed throughout the campaign, "people" involvement with people rather than structure, Barrows said. People are looking for someone they can trust, who won't be unresponsive to citizen concerns after the election, he added.

Barrows sees Polomsky as almost a charismatic leader, one who gathered people of all ages and backgrounds around him as a candidate, to stimulate them rather than lead them by the nose.

"People in the collective sense lose their identity in the anonymity of a large collection of people," Barrows said. "They don't know which way to go to get involved. I see John as the kind of person who can do it."

Brown and McNeil campaign workers seem to rally around the ideas the candidates claim to represent rather than the personalities.

Nelson Brown gets ready before a televised panel discussion. Photo by Charlie Kidd

Incumbent candidate Mary Sharp deliberates during a meeting of the city council. Photo by Ken Ferguson

Candidate John Polomsky divides his time between campaigning and working as hockey coach. Photo by David Olds