

## SUGGESTED TALKING POINTS

Carroll Campbell's key themes in this campaign for governor are:

- o Economic Development -- making SC more competitive in the battle for new industries
- o Education -- better teachers, better schools without further tax increases
- o Opportunity and Fairness -- a better economic climate mixed with a compassionate government

Campbell has worked in and understands both state and federal government. This knowledge will work for South Carolina, carrying the state into a brighter future.

Campbell has fought hard in the Congress for:

- o the textile industry -- trying to ease the upheaval caused by a changing world
- o lower taxes -- member of House Ways and Means
- o improved business climate and educational reform
- o strong defense

CONCLUSIONS: Campbell is a LEADER. South Carolina needs LEADERSHIP in state government.

Campbell has EXPERIENCE. He has built up a record of solid achievements for his state.

Campbell is TRUSTWORTHY. His will be a steady guiding hand in the governor's office.

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For your consideration, a few comments on the two apparent front-runners in the Democratic gubernatorial primary.

- o The Democrats have been charged in the press with running a LACKLUSTER campaign. What then does that say about the candidates? The geneology of this voter apathy the press writes about points right at the quality of the candidates on their side.
- o Lt. Gov. Mike Daniel: weak record of achievement (one of this big campaign claims is to the increased filming of movies and television shows in SC. This provides no permanent jobs).
- o Phil Lader: no experience in government; his claim to fame -- presidency of Winthrop College -- is marred by substantiated charges that he and his wife were responsible for a massive, expensive remodeling of their official residence at Winthrop.



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Eds: This is the first in a series of stories examining the races for statewide, congressional and legislative offices in South Carolina.

**Four Democrats Locked in Scrap To Meet GOP's Campbell:**

By WILL LESTER=

Associated Press Writer=

COLUMBIA, S.C. (AP) After eight years of forceful leadership by South Carolina Gov. Dick Riley, four fellow Democrats are rushing to fill the power vacuum created by his departure.

Lt. Gov. Mike Daniel is the lopsided favorite heading toward the state's June 10 primary, leaving the other three scrapping for the right to meet Daniel one-on-one in a runoff two weeks later.

The four Democrats, one of whom will face a potentially more difficult race against the so-called Republican "dream ticket," are as diverse personally as they are similar in general political views.

Nevertheless, Daniel, former Winthrop College President Phil Lader, retired Circuit Judge Frank Eppes and state Sen. Hugh Leatherman are actively seeking the Democratic nomination, debating  
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each other at every turn.

On the Republican side awaits an invigorated state party, its banner carried by U.S. Rep. Carroll Campbell with a campaign war chest undisturbed by troublesome primary opposition.

For almost a century, South Carolina Democrats have shown a tendency to toe the party line, a trend that began after the Republicans were identified with the Reconstruction Yankee administration and carpetbaggers.

But the Republican Party was reborn in the state in the early 1960s and in 1974 a bespectacled oral surgeon named James B. Edwards claimed the first modern governorship for the state GOP.

This year, Campbell heads the party's "dream ticket," standing shoulder-to-shoulder with fellow Congressman Tommy Hartnett as the GOP candidate for lieutenant governor.

"The Republicans are in the strongest position they've ever been in," said Earl Black, a political scientist at the University of South Carolina. "They have experienced candidates and will have abundant financial resources going into the general election."

Though faced with an uphill battle, Lader, Eppes and Leatherman continue to jockey for the runoff against Daniel. The most recent poll by The State newspaper in Columbia showed Daniel with 29 percent, followed by Lader with 11, Eppes with 8 and Leatherman with  
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Interestingly, the percentage of undecided has grown from 37 percent earlier in the campaign to 46 percent in early May — an indication none of the Democratic contenders have captured the voters' interest.

All four Democrats agree on the need for continuing Riley's education initiatives, protecting the environment, and managing state finances in a more businesslike manner. They differ occasionally on how to achieve these ends.

Daniel, a soft-spoken, 46-year-old lawyer and former legislator, has officially been running for the office since he opened his campaign headquarters at the start of last year. He says his achievements as lieutenant governor show he's ready for job, boasting a key role in establishing the movie industry in the state, creating business-technology centers and helping organize the fight against illiteracy.

Daniel grew up in the Cherokee County mill community of Gaffney in the Piedmont foothills and has overcome a reputation as a cautious politician who tended to lead by consensus to build a political base. He served in the state House 10 years before being elected lieutenant governor in 1982.

Since then, Daniel has come under fire for his full-time deputy  
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lieutenant governor, Charles "Bud" Ferillo, who earns \$53,000 a year and is often credited with planning most of Daniel's strategy. Daniel maintains "Mike Daniel's his own man."

"I've been criticized for running a campaign focused on issues and on my record," Daniel said. "This office has established a great deal. But there are a lot of things that have made this thing work."

Businessman Lader, 40, was once viewed by political observers as the candidate most likely to catch fire and give Daniel a run for his money.

But the former executive of Sea Pines Co. on Hilton Head Island now would be happy to force a runoff with Daniel, who has held a comfortable lead throughout the campaign.

Lader's early attempts to gain momentum were hurt by a state audit that said he expedited a renovation project at Winthrop's presidential quarters in Rock Hill at the expense of state procurement regulations.

But the always-intense Lader, who has proved himself the most glib of the four Democrats, says he's happy with his campaign to date.

"For a non-politician who's never run for office before to enter a field that originally had 12 well-known political figures running  
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for governor ... to be the chief challenger and the only candidate gaining momentum is remarkable," he said.

Lader, a student at Oxford in England and a graduate of Harvard Law School, quotes everyone from Arthur Godfrey to Persian prophets as he recounts how he grew up the son of a Russian immigrant father who worked as a short-order cook and a school teacher.

Lader spent his early years in New York, grew up in Florida and has spent much of his adult life in South Carolina.

He spends breaks in his campaign bagging groceries at the nearest grocery store in the town he's visiting so he can talk to voters.

Possibly the biggest surprise of the race has been Lader's apparent failure to gain momentum and capture a larger following. Black said Lader could have been affected by several factors.

"If you run for the highest office without any previous experience, you've got to be running with the tide of some issue or convince the voters that there's some reason to entrust the governorship to you," he said.

"It's probably not enough to say I'm an attractive, aggressive leader."

Eppes, a 63-year-old Greenville resident, has been banking on the support of friends made through the years in the legislature and later on the bench. He was known as a judge who was lenient on the  
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first offense, but quick to dole out stiff punishment for repeaters.

Now Eppes, who at 6-feet-5 stands head and shoulders above the other three candidates, rides the highways in a low-budget campaign that relies on personal contacts, homespun humor and word of mouth.

Quipped the folksy, personable Eppes: "Every time I can stay with a friend, that's two tanks of gas. I know more people personally than all four of the other candidates."

The most feisty of the candidates, and the one whose candidacy has been the slowest to catch on, is the 55-year-old Leatherman, who hails from Florence County. He is a self-made millionaire who made his fortune in the concrete business operating in the tobacco-rich Pee Dee (northeastern) section of the state.

Leatherman, a North Carolina native, has emphasized his efforts to make nursing homes more accountable with federal Medicaid funds, to improve procurement procedures and to improve accountability in the highway department.

"What I'm telling voters is I'm running on my record — trying to use business principles in government, root out the waste and abuse in government," he said. "We don't need to raise more taxes, we have plenty of dollars coming in right now."

Still, whoever wins the Democratic nomination will have his work cut out.

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"The larger problem is the popular Republican president, and you've got Campbell with (consultant) Lee Atwater masterminding the race and trying to turn Reagan's popularity over to Campbell," said political scientist Black, a specialist in Southern politics.

Black also said the turnout, traditionally light in South Carolina elections, should be light in this primary — 25 percent of adults living in the state. But he said the light turnout shouldn't favor any particular candidate.

"None of the candidates has seemed to excite the electorate," he said.

And Adell Adams, political action chairwoman for the state NAACP, said she can sense the voter apathy in the black community during her travels around the state.

"I don't think there's a real issue," she said. "People generally feel all the candidates are pretty good people. There's nobody rushing to register this year, nobody rushing to do anything. Somebody's got to create an issue somehow."

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STATEMENT OF THE HON. CARROLL A. CAMPBELL, JR.

November 25, 1985

I am today offering to the people of South Carolina, for their consideration, my candidacy for Governor. I ask that my experience, values, philosophy, concerns and vision be taken into account as each of you seeks to decide who will lead our State.

As the campaign progresses, I will be offering detailed proposals addressing many issues. Today, I would like to present an overview of my vision for South Carolina.

I believe that the challenges which confront us -- to move South Carolina ahead economically and educationally and to improve the quality of life and opportunities for each man, woman and child -- can best be met by the candidate who understands both the problems of business and the policy-making of state and federal governments.

And I believe my experience is unique.

I have a solid background in the private sector. I have started my own businesses, created jobs for others, and owned and operated a farm.

I am the only candidate, moreover, who has served eight years in state government, in the House and the Senate and in the Administration of Governor James B. Edwards, and who has also served four terms in the United States House of Representatives on the most powerful committees in that body.

I am the only candidate who has traveled the state and chaired two campaigns for Ronald Reagan who carried South Carolina and won the presidency both times.

My unique understanding of what private enterprise needs and how government can help provide those needs can be drawn on to create new opportunities in South Carolina and to provide the effective leadership needed to work at all levels.



Legislation I have formulated such as the Child Support bill and the One-Stop Public Assistance bill are examples of federal-state cooperative efforts to help children and to get services to those in need. These initiatives were born out of the wide experience that I have.

The things that I value are basic: I value my family, my friends, my religious beliefs, my independence and the freedoms this great country affords.

Philosophically, I believe in a limited government that fosters opportunities for individuals. I believe in fiscally sound policies that are conducive to job creation through investment and growth, and I believe the private sector must be the real creator of jobs. I believe in helping temporarily those who, if given a hand, can and will help themselves. I believe in giving long-term assistance only to those who cannot in any case help themselves. I believe in a strong public school system that affords each and every child the opportunity to reach his or her full potential, for our children are in the most real sense our future.

The vision I have for South Carolina is a place where people can live and work and raise their families in an environment that is clean and safe; a South Carolina where our elderly live in dignity and walk the streets unafraid; a South Carolina where every child can grow up receiving good health care, getting a good education, and having a reasonable expectation of getting a good job.

I want to see South Carolina become a haven of opportunities

Over the years, we have taken some positive steps toward bringing this vision to reality. Education was one of our major priorities in the Edwards administration, when the Education Finance Act, the Basic Skills Assessment Act, and the Educator Improvement Act were passed. In 1984, building on these previous efforts, the important South Carolina Educational Improvement Act was passed.



With this emphasis on education, we are now spending 300% more on public education than we were 10 years ago to educate approximately the same number of students. In spite of the hyper-inflation of the late 1970's, this is a dramatic increase in real effort, which has been the proper direction to take.

Now, however, we must demand accountability: accountability from those who teach our students; accountability from the administrators who are expending the resources; accountability from ourselves, as parents, and, yes, from the children themselves.

We must demand that there be discipline in our schools and be prepared to back our school officials and teachers when they enforce the rules. Our schools must be places of order and learning, and our teachers and students should not have to fear for their safety in the public schools.

We should not shy away from teacher testing to insure that our educators are the best. The 1984 Education Improvement Act wisely requires testing for new teachers, but teachers in the system should be tested as well. As we can afford it, we should also move toward a professional career ladder for teachers to attract and hold the best available. Our children deserve no less.

We must recognize, however, that the only way to pay for excellence is to expand our job and tax base. We cannot fund excellence by taxing the same people more and more.

Today, we have the highest state and local taxes among our sister states as a percentage of our individual income. Our taxes have gone up as a percentage of our pay, while others have gone down. South Carolina is making virtually no gains against national average per capita income, yet we are taxing more.

We can't continue to raise taxes each year as we have done for the last three. We can't mislead the people by telling them one thing and then doing another such as putting an extra tax on food after promising not to do so.



For, if we are to truly excel in South Carolina, people must have confidence in their government. And, if we are to create jobs through expansion, entrepreneurship, and outside investment, we must be competitive.

I called attention to our problems in August in a speech at the State Fairgrounds. Now, a study by Clemson and University of South Carolina professors for the State Chamber of Commerce bears out what I have been saying.

We must develop a comprehensive strategy for dealing with today's economic realities. We must have a comprehensive plan to direct state activities toward economic development.

Such a plan must build on and meet the needs of the industries and employers already in South Carolina, such as textiles, tourism, tobacco, transportation and timber. It must also seek ways to diversify our industrial base. We should seek to add the sixth "T" -- technology -- to our base.

Such a plan must take into consideration our comparative position in taxes, insurance, size and cost of government, indebtedness, financial incentives and red tape.

As Governor, I would immediately fashion a task force from the public and private sectors on competitiveness and job creation. It will be charged with reviewing the full picture from the roads we travel to the environment we live in to the tax burden we bear.

As Governor, I would also stand squarely behind our law enforcement officials as they fight the criminal element. No effort would be spared to get the violent criminal off the streets.

I would support a statewide strike force and a statewide grand jury system. I would also support revising our sentencing procedures.



I realize that if we are tough on crime, we must have prisons. That is where our violent criminals must be, and I believe the General Assembly must immediately authorize funding for pending prisons. But that is not enough. We must also explore ways to rehabilitate our young offenders such as intense incarceration, and, with the new technologies, we should look to such things as computer monitored supervised parole. We should also examine the feasibility of privatization in the construction of medium-security prisons.

South Carolina is a state with a wealth of natural, scenic and historic resources. We are fortunate that this is our heritage, but the responsibility is ours to strike a balance that will preserve that heritage for our children yet create the kind of opportunities that will allow them to make a good living here at home. One of the knottiest problems before us in that regard is nuclear waste. The Low-Level Nuclear Waste Compact presently pending in Congress offers the best solution to deal with that problem, but we must also insist, as I have, that our state will not become a repository for high-level nuclear waste storage. For the fact is that South Carolina has already shouldered more than her fair share of this burden.

I believe the Governor of South Carolina must be the chief ambassador of our people. The Governor must be the chief recruiter of jobs. The Governor must be the chief advocate of the children in their quest for quality educational opportunity; of the elderly as they live out their retirement years in dignity and safety; and of the working people of South Carolina who pay the bills but are too often forgotten.

I believe I can do these things. I believe I can represent our state well and be a positive force for improvement.

My wife, Iris, and my two sons, Carroll III and Mike, have given me their support. With God's help, we will bring new opportunities for the people of our State.