



## Dole coverage not identical

Maybe it was because Bob Dole's official announcement Monday in his hometown of Russell was such a foregone conclusion.

Maybe it was so expected, so simple that some broadcasters nearly let it get away from them in looking for ways to jazz it up.

Maybe that's why KAKE's Rose Stanley and Bernie Koch were chatting away amiably with GOP National Committeeman Jack Ranson before Dole spoke, oblivious to what was happening behind them. They were so intent on pre-analysis that they nearly neglected the event they came to cover.

No, they didn't miss Dole himself as he declared his intentions to be Our Next President from shortly after 9:15 to about 9:45 a.m.

But during nearly 10 minutes with Ranson before Dole spoke, they did miss the ambience of the moment leading to the event, the sort of stuff that would seem to be the reason for being on location, live via satellite from Russell.

Ranson's comments could have been done at any time in any location: even in warm studios where the reporters could have escaped the nippy November weather and shucked their gloves.

As it turned out, KAKE's camera wasn't there for the Russell officials and their reminiscences that began the ceremony, including the podium appearance of Marie Boyd, widow of Kansas newspaperman and activist McDill Huck Boyd.

KSNW, Ch. 3, and KWCH, Ch. 12, were there to capture the scene and the moment.

"I understand there is some activity on the podium," Koch noted as KAKE jumped in to join Kansas Sen. Nancy Kassebaum in progress as she introduced Dole.

Although all carried live cut-ins as early as 8:30 a.m., Channel 12 began live continuous coverage earlier than its competitors, putting anchor Susan Peters and reporter Jon Roe on camera ahead of the scheduled 9 a.m. start. Channels 3 and 10 began after their "Today" and "Good Morning America" ended at 9 a.m.

Channel 3, with anchor Bob Vernon, was the first to sign off and return to regular programming only moments after Dole finished. Channel 10 also returned to programming before 10 a.m., while at Channel 12, Peters and Roe provided enough recapping to round out the hour.

Once Dole began talking, the coverage of all three Wichita stations was parallel at its core, although not identical.

Most of the time, KAKE and KWCH relied on the satellite feed provided by the Dole organization's camera set directly in front of the podium. KSNW had access to that feed, but chose to use its own from a vantage point slightly higher and farther away.

Besides having an exclusive look, that position allowed Channel 3 to avoid the placard flutter directly in front of Dole that occasionally obscured the Dole feed. But it also, ironically, allowed Channel 3 to pick up a protest placard in the background right behind Dole that read: "Stop Contra Murder."

KWCH didn't budge from Dole at the podium during his talk, although KAKE occasionally intercut the view with a long shot over the crowd as he spoke.

KSNW, however, intercut to numerous close-ups of people in the crowd to show the reaction to Dole's words, plus frequent long shots and sweeping shots.

That variety also allowed Channel 3 to provide the best you-are-there feel.

## South gets closer look at Dole

Campaign has  
long way to go  
in key region

By Stephen C. Fehr  
Washington Correspondent

ATLANTA — Looking out over the crowd of Kansans and Iowans on Monday as he announced his candidacy for the White House, Kansas Sen. Bob Dole smiled and waved to dozens of people he recognized.

But when he went to Georgia on Tuesday to complete the announcement tour, the nature of the crowd changed. Suddenly it didn't look like Kansas anymore.

"I see a lot of nice faces out there I've never seen before," Dole told hundreds of people at the Atlanta farmer's market, where baskets of produce and farm products set the scene as the candidate spoke about being an advocate for farmers, among others.

The comment was revealing because it vividly underlined Dole's problem in the South, a region crucial to his nomination chances because it holds a series



Sen. Bob Dole

... "I need the South"

of primaries March 8, known as "Super Tuesday."

Dole is not known well throughout much of the South, an exception being North Carolina, which is the home state of his wife, Elizabeth, and the place where he wrapped up his tour Tuesday evening.

"We have a long way to go there (in the South)," said Robert F. Ellsworth, a senior campaign aide, pointing out that Vice President George Bush had most of the endorsements from party leaders in the region.

According to campaign officials, See DOLE, A-23, Col. 1

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Sen. Bob Dole was more than a face in the crowd Monday after announcing his presidential bid in Russell.

## Fired-up folks turn out for Dole

Russell bid announcement earns mostly good reviews

By Al Polczynski  
Staff Writer

RUSSELL — Sen. Bob Dole undoubtedly had other things in mind, but if his presidential announcement did nothing else, it may have brought John and Willa Schuele together again.

John, who lives in San Diego, was married to Willa for four years, but about four years ago, they were divorced. She moved to Overland Park.

Yet, there they were, standing together with thousands of other people in the heart of Russell, talking about remarriage. While it was the hope of reconciliation that brought him from California, it was their allegiance to Dole that brought the two of them to Russell.

"Yup, we're thinking of getting back together and consolidating our efforts behind Bob Dole," John Schuele said. His ex-wife nodded.

Yes, I liked what I heard him say. He has a deep feeling for people, something they say Ronald Reagan hasn't had," John Schuele said after hearing Dole's announcement speech.

Like the Schueles, most of the 8,000 people packing the streets of Russell on Monday were charged up for Dole's campaign. Some wanted to make points about national and international issues, but most said they liked what they heard from the Kansas senator as he formally announced his bid for the presidency.

Three women — Kate Suellentrop of Colwich and Marie Les and Betty Lovett, both of Andale — were in Russell because they think Dole can make a difference.

"He spoke of the principles we believe in,"

"He's appealing to Main Street America. That's why it was here."  
— Everett Dumler

Suellentrop said. "Balancing the budget, I like that," said Lovett. "His comments on the military scared me a little — I'm not for Contra aid — but I hope his common sense helps solve some of these problems."

A couple dozen people representing a coalition of 13 peace groups from across the state held signs reading "We want peace in Nicaragua — not invasion" and "Boycott South Africa, not Nicaragua."

Dole scarcely mentioned Nicaragua in his speech. His only reference was phrased as a need to press the Soviets "to pull back from their involvement in regional conflicts in Afghanistan, in Kampuchea, in Angola and in Nicaragua."

"We must stand in support of genuine freedom fighters who hope to escape from terrorism, dictatorship and oppression."

Both statements won him applause.

Shelley Robinson, who works at Marymount College in Salina, said she had no doubt that Dole could handle the presidency. "If elected, I would hope he would look at what people want. That definitely is not war," she said.

Tom Lamar, a Wichita member of Kansans

Against Contra Aid, said the coalition thought it important to attend because both Dole and Sen. Nancy Kassebaum, a Wichita Republican, were there. "They are going to have to vote on Contra aid. It's important to let them know how we feel."

Others standing nearby let the group know how they felt, too. "We were called Commies a lot," said Kim Ricke of Harper, president of Students for Peace at Marymount.

About the only other visible protesters in the crowd were several disgruntled farmers. Their "Dump Dole" caps stood out as a silent protest against the man they said is not doing enough to help financially strapped Kansas farmers.

But not many of the farmers were down on Dole. To Don Hullman of Pratt and his 12-year-old daughter, Heidi, Dole represented "what America needs; someone who understands rural America as well as the urban areas."

Everett Dumler, one of hundreds of Russelites who helped make Dole's big bash a success, admitted to being biased when he said, "He's appealing to Main Street America. That's why it was here. That's the way he wanted it."

Recalling Dole's first announcement that launched a brief but feeble presidential bid in 1978, Dumler said Dole "has learned a lot; he's matured to the point I'm confident he can handle the big job."

Then, looking over the empty bleachers, the speaker's platform and the flapping banners, he wondered aloud if the town could store the equipment "and have it ready for another celebration in '88."

## Dole campaign strengthening its forces in South

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Part of Dole's problem is that he had to focus early organizational efforts on the states that hold the first caucuses and primary, Iowa and New Hampshire.

But his other, more serious problem is his identity. People don't know much about him beyond his name and position as Senate minority leader.

Thus, Southern voters are lining up behind Bush, the most recognized candidate.

"They take the path of least resistance. They support the vice president," said Tully Plesser, Dole's polling director. "They aren't as familiar with the other candidates."

In contrast to his announcement speeches Monday in Kansas, Iowa and New Hampshire, Dole began his speech Tuesday in Atlanta by telling the audience about his upbringing, as if to introduce himself to people who didn't know him.

In a chat with reporters Tuesday morning, Dole said he would begin explaining the differences between himself and Bush to provide voters a contrast.

Asked what he would tell Republicans when they asked why they should support him instead of Bush, Dole said: "Action. Results. Participation. A player."

Dole's point is that as vice president Bush is more of a ceremonial, passive player, whereas the senator is actively involved in finding solutions for problems.

In addition to pointing out the differences, Dole also is counting on support from Democrats and independents, especially in rural farm areas.

"I want to appeal to everyone in this audience — Republicans, Democrats and independents," Dole said in Atlanta. "I need the South. Here's America's candidate."

## What the experts say about Dole's chances

To find out what the experts think about Kansas Sen. Bob Dole's chances of becoming the Republican nominee for president, *The Kansas City Times* asked some prominent Republican opinion leaders and political scientists to share their opinions.



John Deardourff, Republican political consultant, Washington:

"To win, Sen. Dole needs to demonstrate that his years of service in the House and Senate can now be converted into sensible, realistic and achievable programs, or approaches, for dealing with the major foreign and domestic problems that will confront a post-Reagan America. Experience alone will not win for him."

Tully Plesser, polling consultant to Dole, New York:

"In 1988, he has to differentiate his own leadership skills, experience and insight into how government can be made to work from the claimed capabilities of the other Republican candidates."

John P. Sears, Republican political consultant, Washington:

"Sen. Dole needs to explain to what purposes he would use his considerable talents of leadership and experience. The voters agree with his assertion that he possesses these qualities, but he must tell them where he intends to lead the country and how he intends to solve its problems."

Norman Ornstein, political scientist, American Enterprise Institute, Washington:

"Bob Dole's strength is an image that meshes with what the American public wants: a strong and decisive leader who understands Washington and the world, and can make things happen. He must build on that by convincing voters that he has depth and compassion to go with toughness, and an ability to step back and look at the broad picture, as president, more than a legislator must. So far in the campaign, he's come a long way toward reaching those goals. But in addition, to win the nomination in this crazy process, he must zig-zag through a mine field of varying expectations with each primary and caucus and walk a tightrope between moderate and conservative and enterpriser and moralist Republicans. He'll have to be good — and he'll have to be lucky."

Eddie Mahe, Republican political consultant, Washington:

"Bob Dole's campaign has now addressed the issues of character and leadership but as important as these are, he must now define for all Americans and particularly for those who live in Iowa, his vision of America and where it is he would lead us to."

Kevin Phillips, Republican political consultant, Washington:

"Bob Dole has made progress in his presidential campaign so far by giving Americans a new sense of who he is and where he comes from. Now, he has to convince them why this experience and background gives him a unique understanding of where America has to go in the 1990s — and a unique ability to manage what's bound to be a tough and maybe painful transformation."