



Free Press Viewpoint

Principles do last; talking points vary

Unless we look for it, we as voters don't often see behind the scenes of the big national campaigns.

When we do, we often don't like what we see. You've likely heard about a Mitt Romney staffer referring to the campaign as an Etch-A-Sketch, and the feeding frenzy among his opponents that followed.

Eric Fehrstrom, talking to CNN, said that if Romney gets the Republican nomination, the campaign would hit a metaphorical reset button.

"It's almost like an Etch a Sketch," he said. "You can kind of shake it up and we start all over again."

Romney's opponents, both Republican and Democrat, seized on the comment, saying it reflected Romney's shifting political positions. Whether or not you believe Mitt Romney is a flip-flopper is a whole other issue, but it seems clear that Fehrstrom was referring to campaign strategy rather than his candidate's principles.

Campaign tactics and strategies often have little to do with a candidate's actual positions. Conventional wisdom says that in a primary, you try to win the base of your party and in the general, you try to win undecideds. This is how you win.

Think of it this way: Ohio is always one of the battleground states. It's a crucial swing state that went for Clinton, Bush and Obama, but never by more than 50 percent. Romney won 456,513 votes in the primary there on March 6. That's 37.93 percent of the 1.2 million Republican voters who turned out.

In the 2010 midterms, about 3.96 million people voted in Ohio. So to carry that state with 50 percent, Romney would have to get about 1.5 million more votes.

How does he go about getting those votes? That's tricky. Something about him wasn't resonating with a lot of Ohio Republicans, and he would need to win undecideds. So when or if he comes back campaigning in the general election, he would have to change things up, talk about different issues, go to different venues, run different commercials.

Campaigns are often forced to make midcourse corrections, because the message isn't reaching the right people, because mistakes force a reshuffling of staff or just because.

Take Ronald Reagan, for example. Despite initially having a big lead over incumbent Jimmy Carter going into the general election of 1980, the actor-turned-presidential candidate had a big problem with moderates. He had supported state's rights in Mississippi (which people were using to support segregation), angered China over Taiwan, supported the Vietnam war and made other missteps. But after hiring a new political consultant, the campaign was able to refocus and shift the message away from Reagan's foibles and onto Carter's record.

Although he only won narrowly in the popular vote, he piled up an electoral college landslide: 489 to 49.

It's also worth noting that Reagan lost a primary election to Gerald Ford four years earlier. Obviously he did things differently the second time around, defeating six opponents, including two future presidential nominees: CIA Director George H.W. Bush and Kansas Sen. Bob Dole.

Whatever the candidate's motives and intentions are, campaigns are all about winning, and it takes different campaigning to win a primary than it does a general. Go easy on the Etch-A-Sketch guy, because he had it right. A campaign might do well enough to squeak by in the first round, but has to be able to move quickly on its feet, or it risks getting knocked out in the second. - Kevin Bottrell

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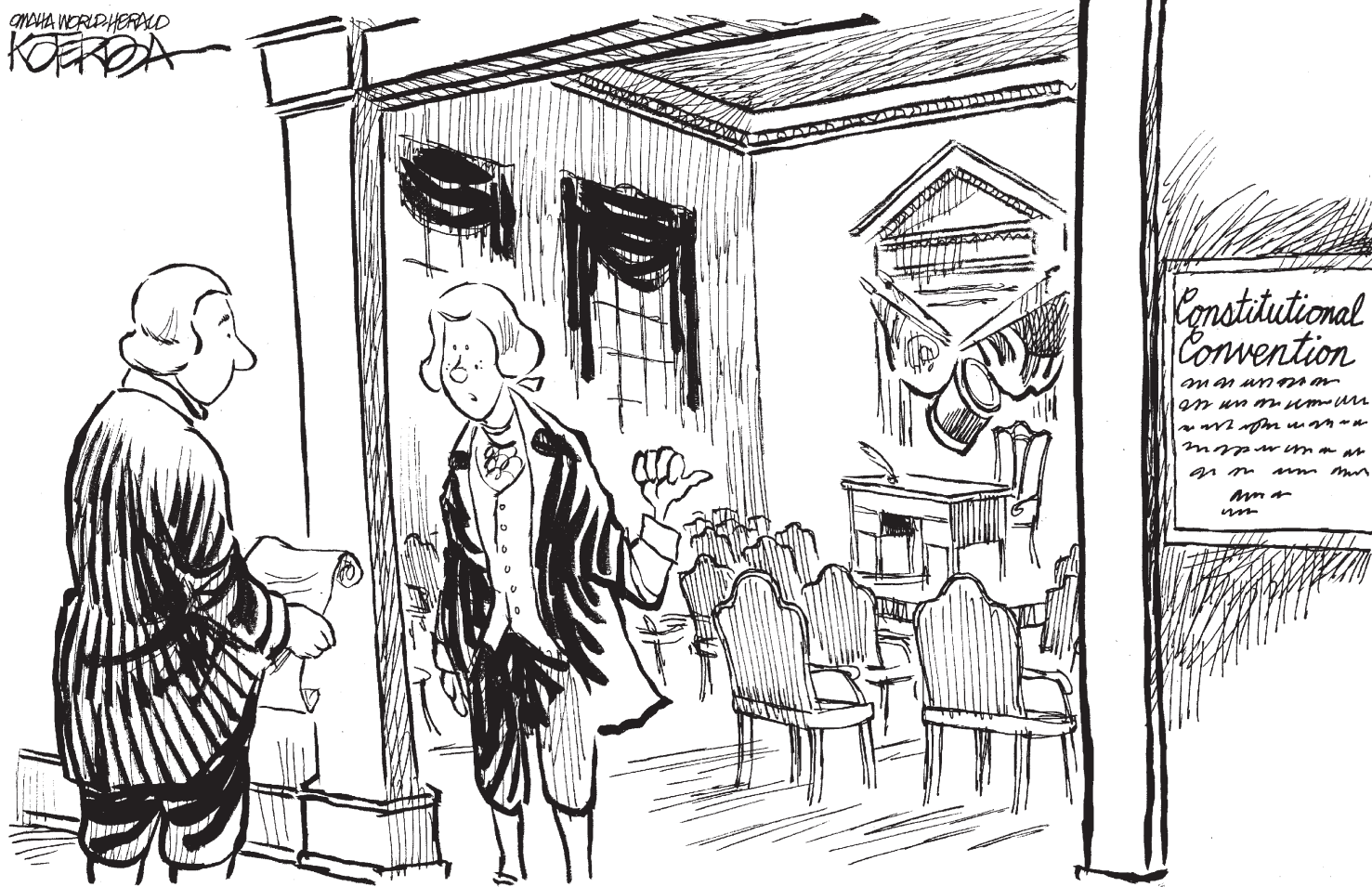
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OHIA WORLD HERALD KOEPPA



"THEY'RE ALL AT THE SUPREME COURT HEARINGS ON OBAMACARE...!"

Former KU coach stirs up emotions

Most Jayhawk fans were still jumping up and down Sunday as their team celebrated on the court in St. Louis.

The 'Hawks were going to the Final Four, after all; they were all smiles.

I was more interested in watching Roy Williams, the North Carolina coach who earned his spurs at Kansas. Ol' Roy shook hands and got a pat on the back from his successor, Bill Self. I'm sure he said the right things.

Some in Jayhawk Nation are still mad at Roy for going back to North Carolina. Not me.

If I had any doubts, they were settled when Roy showed up behind the Jayhawks' bench at the 2008 NCAA basketball championship. He'd drawn boos from Kansas fans two nights before. Benedict Williams, they called him for going home.

Sitting there, wearing a Jayhawk sticker pinned to his sweater, Roy was rehabilitated in a lot of people's eyes. He was cheering, as he said in an interview this week, for his "second-favorite" basketball team.

Some North Carolina fans got down on their coach after that night. I suspect the two national championships he's won since then prompted forgiveness. I hope so. Roy said he thought it was kinda unfair at the time.

The man spent 15 years of his life in Lawrence, after all. He took a reputation for greatness in basketball - the first coach was a guy named Naismith - and built on it. That's some-



Steve Haynes

• Along the Sappa

thing his successor has done as well, but nobody polished that reputation any better - or with more love - than Roy Williams.

Before their game this week, reporters asked both coaches whether they'd ever agree to a home-and-away series between the two schools, both with fabled basketball histories.

"Sure," Self said. "It'd be a great game."

But then, he's the guy who's happy to draw Duke in a tournament final and schedules Michigan or Michigan State, Kentucky and Ohio State for preseason games. He relishes the big game, especially early in the season. He wants his guys to know what it's like.

"No," said Roy Williams. "It'd be too hard on me emotionally."

The last thing he wants to do, it seems, is walk into Allen Fieldhouse as the opposing coach, surrounded by all those memories.

I always felt Williams might have stayed at KU if the university had treated his friends a little better. First, his mentor and friend, Bob Frederick, retired as athletics director, worn

down by the pressures of the job. Frederick was the guy who years before, on the advice of legendary North Carolina coach (and Kansas native, former KU player) Dean Smith, had hired an unknown young assistant coach to lead the Jayhawks. And Roy was eternally grateful.

Then there was the messy, midseason firing of football coach Terry Allen. His record was terrible, and Allen probably needed to go, but he was Roy's golf partner.

Adding insult to injury, the university had hired a guy named Al Bohl as athletics director. I know I couldn't abide being in the same room with him, and I think Roy felt the same way. After Bohl was fired, he reportedly claimed Roy Williams had "crushed" him. If it was true, it may have been the best thing Ol' Roy ever did, in my view.

I doubt it, though. Roy Williams is a class act. He speaks the truth.

I know there were a few boos Sunday, but not from me. I love the guy.

I wish he was still at Kansas, but you have to admit, Bill Self is not a bad consolation prize.

And Roy Williams is one heck of a guy.

Steve Haynes is president of Nor'West Newspapers. When he has the time, he'd rather be reading a good book or casting a fly.

Fair at risk with proposed beer garden

To the Editor: Since the home-owned carnival has been established, the fair has had a pleasant family-friendly atmosphere.

Now the fair board is wanting to bring in a beer garden?

There is no way making beer available and legal will equal control. There are numerous places where beer is allowed. Let those who want to drink utilize them.

Please, do not allow beer at the fairgrounds. Sharon Stramel, Colby



Free Press Letter Drop

• Our readers sound off

iary tank?

• Where is Obama's birth certificate? Sheriff Joe Arpaio's cold case posse in Arizona says of the online "real" birth certificate, "It's manufactured from top to bottom." By Obama's own admission, his father was not a U.S. citizen. He was subject to the crown of England, which makes Obama a dual citizen.

• Over 46 million Americans are on food stamps and average 9 percent unemployment; they can receive up to 99 weeks of benefits, five weeks short of two years. Unemployment may be as high as 19 percent if you count those who quit looking for work or are under-employed.

• America was \$4.6 trillion in debt under Bush. Obama's budget added \$2.3 trillion. Adding unsecured liabilities, we are now \$15 trillion plus in debt, and a lot of it is being paid by China. How much longer will they back America?

• Class warfare and race-baiting are at all-time highs. Rich vs. poor, black vs. white, liberal vs. conservative - big business and big banks are the boogeyman, big companies are a scourge and the party of big government is gleefully orchestrating it all.

• Green energy, bailouts, fund raisers. How many vacations does he need? How about Michelle's separate vacations? Doe she really need to take an army of Secret Service and a private jet or go to a different country?

We need patriots to stand

To the Editor:

"If ever a time should come when vain and aspiring men shall possess the highest seats in government, our country will stand in need of its experienced patriots to prevent its ruin." - Samuel Adams, 1776

To stress this point, I submit the following:

• President Obama considers the American Constitution a "document of negative liberties" - I've heard it. It limits the federal government, which he does not like, because it limits Obama himself.

• Obama is still blaming George W. Bush and anyone else he can think of for all his own bad policies.

• We now owe \$1.2 trillion to China, because of spend-and-borrow attitudes in Washington.

• Gas prices are up 107 percent since January '09 when Obama took office - it was \$1.89 per gallon, now over \$3.70 per gallon. In the month of February alone, prices went up at least a penny a day. Not much, but when you consider trucking and shipping costs, how much more will everything go up? People on the East and West coasts are paying over \$4 per gallon. How many hundreds or thousands is it going to cost to fill a semi with an auxil-

Mallard Fillmore

• Bruce Tinsley

