

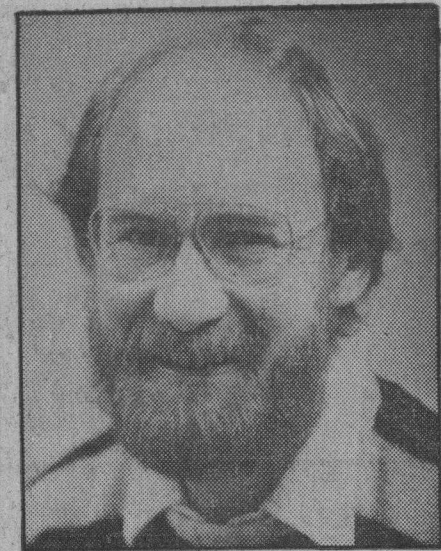
UCSC's wave of political movers and shakers ✓

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By JAMIE MARKS

Sentinel Staff Writer

SANTA CRUZ — UCSC is many things to many people, but to the politicians who went there, it has become what Harvard University is to Washington, D.C. — the



Mayor John Laird

spawning ground for political power brokers.

Many local elected officials and campaign managers had their first taste of politics at the "city on a hill." And it never left them.

The Sentinel picked eight men and women who've shaped recent elections and public policy. Although they are as diverse as they come, each said they owed a great deal of their success to their experiences at UCSC.

Whether it's campaigns for state Assembly or Senate, county Board of Supervisors or City Council, school board or President of the United States, politics is the name of the game for them. They've got the fever.

The Sentinel interviewed GOP strategist Tim Morgan, Santa Cruz Mayor John Laird, Pajaro Valley Supervisor E. Wayne Moore Jr., Democratic strategist Tim Jenkins, Charlene Morgan Shaffer (who engineered the Katy Sears-Williams challenge to Supervisor Gary Patton), Linda Wilshusen (who worked for Patton's re-election), Sen. Henry Mello's aide Fred Civian, and campaign strategist Vic Marani.

Together, they show the influence of

UCSC on the community around it. Their views of the past shed light on the issues that ripped America apart at the maelstrom of the anti-Vietnam War movement. And their philosophies reflect their hopes for the future of the community.

The following profiles were organized chronologically, beginning with Morgan, the first to graduate from UCSC, and ending with Marani, who's still a student.

Tim Morgan, Class of 1970

"I had a wonderful college experience," says Morgan, 35. "At the time UCSC was being created, it was a very prestigious undertaking... The interest in going to UCSC was very keen among my classmates. I didn't even apply to any other place."

Morgan was a member of the California Young Republicans, Republican Central Committee and a member of the Cowell College provost council on campus.

Although campus politics were discussed, the dividing lines were drawn over the Vietnam War and Nixon presidential campaign. Morgan says, "I worked very hard on that campaign and consequently was invited to attend the first inaugural ball in Washington, D.C. I don't know of any other UCSC student who attended."

Demonstrations were everywhere and as part of "the establishment," Morgan didn't participate — at least directly. The price was that he was ostracized, threatened and verbally assaulted.

Morgan recalls a luncheon the "YRs" sponsored with then-U.S. Rep. Burt Talcott.

"Given the propensity of students to protest, we arranged it with just Young Republicans," said Morgan. They "concocted a rather elaborate scheme whereby a designated site was set up, with an alternate site at another college...."

About 400 angry protesters descended on the luncheon once they discovered where it was. Morgan said "they banged on the windows, and even hauled a piano there to bang on it — anything to disrupt the luncheon."

Morgan had invited John Laird to the luncheon, and said, "Although Laird was a Young Democrat, most of the students were so radical that the Young Republicans and Young Democrats had a lot in common. We knew we were Americans, but had serious doubts about the rest of them."

The event gave him the dubious distinction of being the subject of a scathing



Supervisor E. Wayne Moore

editorial in a local newspaper.

Now active in Republican Party politics, Morgan says, "Life is an extension of student government. It's just more expensive and the stakes are higher...."

Morgan wields the power of advice: He's a member of the governor's advisory committee, which screens appointments, to higher office.

"My observation of the Republican

party here — and conservatives and moderates in general — is that they have lacked a sense of continuity in key campaigns...they have lacked a professional support system and have decidedly been lacking in strategy."

He sees his role now as "assisting in the development of a strategy of increasing Republican registration and increasing the attractiveness of being a Republican seeking office."

John Laird, Class of 1972

"The first year I was up there, we had one thing every quarter that was a big political scene," says Laird, the 34-year-old mayor of Santa Cruz. "The first quarter it was the meeting of the UC Regents at Crown College. At the time, the Regents were composed of Ronald Reagan, Max Rafferty, Robert Finch, Catherine Hearst and a group of other conservatives."

"It was in the heat of the 1968 elections. Max Rafferty had just made a statement referring to Santa Cruz as a cross between a hippie pad and a brothel. Rafferty was formenting on radicals."

"On the way to the meeting, Rafferty claimed he was struck by a demonstrator," says Laird. "Later he received

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Heart of student disorders."
he was "very friendly with"
group of Republicans on cam-
they all worked "within the
among his fast friends was John
an arch-conservative state
Carmichael.

each other personally, but
on a single issue," said Laird.
ed in the same dorm and had a
arts game every night."

most politically interesting thing I
ampus) was as a member of the
delegation in 1970 after Kent
the Cambodian invasion," said
weeks in the Capitol, using
erome Waldie's office as home
Laird feeling that politics was

before I was at UCSC, it was
as interested in politics. What
was shape the form for what I
says Laird.

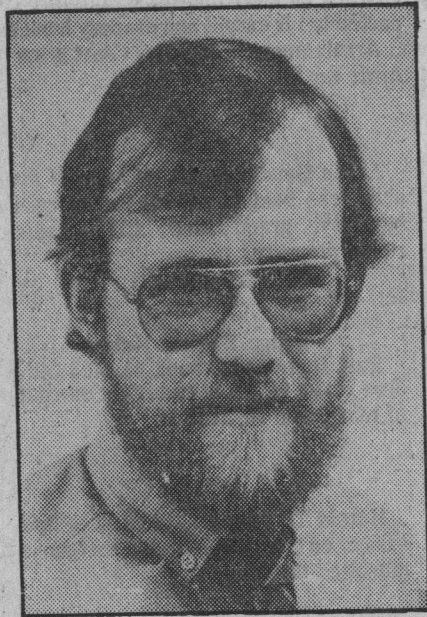
issue he dealt with locally was
70, as a student. The City Council
osing to limit the number of
people who could live in a home.
that issue came full circle
cently as mayor, Laird and the
were asked to set another restric-

Laird, "I still feel it's not govern-
business to get involved, but there
some way to regulate the park-

Wayne Moore, Jr., Class of 1971
a lot of UCSC people dominating
Cruz politics in the future, much in
Oxford graduates have an in-
on the running of (English) gov-
," says E. Wayne Moore, Jr. of
a mater.

UCSC from 1969-71, Moore says, "I
what it was like to be a minority.
a good training ground for facing a
minority position on the Board of
isors."

34-year-old Watsonville resident
presents the Pajaro Valley on the Board
supervisors. Before his election to that



Tim Jenkins

position, he was a member of the Pajaro
Valley Unified School Board, winning the
election at 24, making him the youngest
school board member in the state.

"The main question for students on
campus was 'Are you for the system or
opposed to it? Are you a Marxist or not?'
Frankly that was the dividing line," says
Moore.

Of Laird, Moore says, "He wasn't
necessarily on the other side. In fact,
there was some feeling he was possibly
going to be a convert (to the Young Re-
publicans)."

Of campus politics, Moore says he
joined the University YR "Because here
was a viable group of Republicans, and I
wanted to be part of it."

The luncheon with Talcott "was a little
like hide-and seek," says Moore. "Liter-
ally, it was the first of several riots at
UCSC."

Another was prompted by a strike for a
cause Moore has long since forgotten.
Then-Gov. Ronald Reagan had promised

to keep the campuses open and Moore said
the YR was "dedicated" to supporting
him.

"I hate to say we were pro-war, because
we weren't," said Moore. "But we felt the
university shouldn't be used as an instru-
ment of a general strike. We thought it
should be kept open as a forum to debate
the issues."

Tim Jenkins, student from 1973-74

"I didn't get a college degree because
when I was about to go back for my last
quarter, the recall broke out and I went to
work for (Ex-Supervisor Ed) Borovatz
and (Ex-Supervisor Phil) Baldwin," says
Tim Jenkins, 30.

That campaign resulted in their being
ousted from their county supervisorial
seats. It dovetailed into other campaigns
and led Jenkins away from academia into
the political arena, where he's remained
ever since.

Jenkins is a jack-of-all-trades in poli-
tics. He's a campaign manager, analyst
and now aide to Sen. Henry Mello.

He started studying psychology at Chico
State near his hometown of Oroville, and
quickly discovered that politics and psy-
chology have a lot in common.

Jenkins transferred to UCSC because of
its strong program in experimental psy-
chology.

"Almost immediately after arriving in
Santa Cruz in 1973, I plunged into the effort
to halt the war in Vietnam," recalls
Jenkins. "It was a profound learning ex-
perience for me. I was shocked the Nixon
administration was so callous in its
foreign policy toward small countries like
Vietnam."

Jenkins says, "I began to develop the
beginnings of my world view, which was
shaped by my studies and the events hap-
pening globally."

As part of the peace effort, Jenkins
recalls taking part in a sit-in protest at the
Board of Supervisors chamber in early
1977. "The outcome was that the citizen's
group realized it wasn't going to get its
demands met through a sit-in, and decided
to run an initiative instead. The two
measures that resulted from that were

soundly defeated," Jenkins added.

Following the unsuccessful attempt to
stave off the recall of the progressives
Boravatz and Baldwin, Jenkins "went
from one campaign to the next. You name
it I've worked on it."

Jenkins was campaign manager for
Mike Rotkin the first time he won a City
Council seat. As Jenkins said, "There
were 19 candidates for four seats. Mike
came in first place, which was amazing
because he'd never run for political office
before."

He also helped Joe Cucchiara defeat
then-Supervisor Pat Liberty in her re-
election bid in 1980.

Besides his work for Sen. Henry Mello,



Linda Wilshusen

Jenkins is co-chairman of the Gary Hart
presidential campaign, vice president of
the People's Democratic Club, member of
the Democratic Central Committee and
executive board member member of
UCSC affiliates.

Of politics, Jenkins says, "I love it all...
When I'm involved in local campaigns, I
feel I can exert more influence than in the
state races. In the bigger campaigns, the
stakes are higher and the issues more
complex. It's all fun."

Charlene Morgan Shaffer, Class of 1974

"I was a fourth-generation Republican
when I arrived on campus," recalls Shaf-
fer, "but because of the school and the
direction our country was taking, I re-
registered as a Democrat."

"It was an extremely exciting time,"
she added. "When we think about students
and their relationship to the community,
there's no question students had a pro-
found influence on world events."

Shaffer, 38, returned to college in the
middle of a successful career in public
relations at County Bank. She says she
wanted "to fulfill one of my life's goals,
which was to finish college."

She went to Cabrillo College and trans-
ferred to San Jose State, but found it too
impersonal. "I looked at other campuses
but what attracted me to UCSC was that
my friends from Cabrillo (College) were
there, expense-wise it was better for me,
and I liked the smaller classes," said
Shaffer.

Shaffer says, "I felt like a pioneer —
there was a group of us over 25, and we
were there before the re-entry program."

Although she didn't take part in the anti-
war demonstrations on campus, Shaffer
said "They were very effective. They
were a consciousness-raising ex-
perience."

To Shaffer, politics is an integral part of
life. "I remember walking precincts for



Fred Civian

school-bond issues when I was a teen-
ager," said Shaffer. "There are times I
think I'd like to be apolitical, but it's too
ingrained."

Shaffer was active in the campaign to
oust then-Congressman Burt Talcott. The
candidate was Julian Camacho, and Shaf-
fer maintains, "The community wasn't
ready for him."

Locally and statewide, Shaffer has
worked on a number of campaigns, and
she managed Katy Sears-Williams' challenge to Gary Patton in the super-
visorial race of 1982.

"At the time, Katy wasn't getting the
support that a more well-known candidate
would have gotten. She wasn't getting it
from the moderate-conservative circles
because she was unknown and a female,"
said Shaffer.

"What happened in Katy's campaign is
that women who had never been involved
in a campaign before hosted coffees,

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worked on mailouts and worked at campaign headquarters," she said. "It was a very important campaign on a number of levels."

Those supporters, says Shaffer, stayed together and formed the base which elected Sears-Williams to the City Council last November.

From her experience in the Sears-Williams campaign, Shaffer says she came to believe "The key is either having the people or the money... and the media. Although every political expert will tell me I'm wrong, I firmly believe that having media exposure is more effective than direct mailings."

At times, Shaffer, who now works as assistant manager for the Santa Cruz Chamber of Commerce, says she considers running for office. But she realizes

it would take a heavy toll on her family.

In the meantime, Shaffer says she'll continue to be active politically.

Linda Wilshusen, Class of 1972

"There are people who think of the world they live in — at least partly — in political terms. I just happen to be one of those people...." says Linda Wilshusen, 34.

A one-time activist in campaigns, Wilshusen says her focus these days is in community affairs. To that extent, she still considers herself a political activist.

Wilshusen knows there are cynics who disdain politics. "But my point of view is that you've got to try to effect the world as much as you can. If you don't, of course it's going to go on without your input," she said.

Like many of her generation, the anti-war movement on campus set her political course for the future. During her college years from 1967-72, Wilshusen took a year off to go to Europe.

"When I was in Germany, there were many demonstrations," says Wilshusen. "The Germans directed a lot of hostility at me for being an American, and somehow I had to deal with that. When I came back to America, the Vietnam war was raging."

Wilshusen remembers she was "quite involved in the anti-war movement. I was in one crazy demonstration on Highway 17," she recalls, laughing. "We tried to stop traffic. When I think back on it, I see there were a lot of desperate actions students were willing to do."

Says Wilshusen, "The anti-war movement politicized a lot of people. One reason I stayed involved in local politics was because of the nature of it here and because of my work."

Besides the national issues, Wilshusen found herself involved in campus politics. As a member of the Anthropology Board, Wilshusen helped set curriculum guidelines and policy for getting more women and minorities into the department.

After college, Wilshusen joined the women's health collective and took on the responsibility for pitching budget appeals to the Board of Supervisors.

Today, she sits as a member of the the Downtown Commission, which is charged with resolving the parking crunch. She is



Charlene Morgan Shaffer

also president of the Santa Cruz Community Credit Union.

Wilshusen has remained involved in local campaigns for the City Council, working for the election of John Laird and Jane Weed, and on the state level for Assemblyman Sam Farr.

Although she worked in the first campaign of Gary Patton for county supervisor in 1974, the race that affected her the most was the recall of Borovatz and Baldwin in 1978.

"Gary won in the primary, and Ed and Phil lost," said Wilshusen. "I was pretty devastated by that election. It seemed so unfair... But I decided if I was going to stay involved in local politics, I had to see it in a more detached way."

"It was a turning point for me."

Soon after the election, Wilshusen quit her job with the county Planning Department and went to work as a private land-use consultant.

Wilshusen sums up her political activities this way: "Once you're involved in one part of it, you tend to get drawn into all aspects of it. I'm a political person, not only in terms of government but in any

organization. I like to be involved in the decisions that affect me and that are important to the community. And I think it's really important who's in those decision-making positions."

Fred Civian, Class of 1982

Fred Civian, 32, started his college career in 1969, but it wasn't until 1982 that he graduated with a degree in politics.

Civian is one of two aides to Sen. Henry Mello — the other being Tim Jenkins.

Like Jenkins, he was caught up in the anti-war movement on the campus. "Back in 1970, I was involved in the campus actions against the war. We were the Western information center for the Cambodian invasion." In doing that, Civian spread information on campus activities throughout the West Coast to Washington, D.C.

Civian was a member of Students for a Progressive City, which helped elect progressives to the City Council.

He also joined the campus political scene, getting elected in 1981 to the Student Body President's Council. It's composed of representatives from each of the nine UC campuses and meets with the Board of Regents to discuss student issues.

Civian quit UCSC two times — once in 1971 and again in 1974. Said Civian, "UCSC is a good school for people who know what they want to do. People who don't (know) just sort of spin off and are better off someplace else."

By the time he returned to complete course work, Civian says he had become much more focused. The 1981 winter quarter saw him and another student design a class on land-use policies, where developers, environmental activists and state representatives were invited to lecture.

Civian says he likes the UCSC narrative evaluation system. "To some, it means they will work a lot harder. I'd rather have an evaluation that said this is the best student I've ever had, than one with just 'A.'"

As to why he's in politics now, Civian says, "The people involved in the Legislature are the people trying to fashion what's best for everybody in society.

People have a lot of pejorative terms for that because they don't like compromise.

"But this is the ability to find the middle ground and I believe a consensus is something we need in society," he says.

Vic Marani, Class of 1984

"When I was in high school, UCSC was at the ebb of its low-water mark," recalls Vic Marani. "Marilyn Liddicoat was even talking about closing it."

"I was my high school valedictorian (from Aptos) and could have written my ticket anywhere. But I wanted to stay local and involved," he says.

Toward that end, Marani has walked precincts, organized campaigns and raised a few issues for his candidates, generally the moderates and conservatives.

Says Marani, "I've always felt local politics affects people the most."

"When you're representing 25 million people in the state how are you supposed to know what affects them?"

Marani has worked for everyone from then-Sen. Don Grunsky to Frank Cooper, who won election as superintendent to the county Office of Education in 1982.

"My first major experience was in 1976 working for Marilyn Liddicoat...I was her youth chairman," says Marani. He walked precincts and organized other high school youths to do phone surveys.

Liddicoat won in the primary, but chose not to campaign for re-election in 1980. That's when Marani joined forces with Doug James.

"It was good exposure for me," recalls Marani of the unsuccessful James candidacy. "The campaign was planned all the way to November. It taught me a lot about how to program campaigns to the end," says Marani.

Marani said he liked the experience because he sat in on the strategy sessions and helped forge James' stands on the issues.

It gave him "enough of a leg to stand on" to take over managing the successful Frank Cooper race.

Marani is still involved peripherally in local elections. He pores over computer data and analyzes what the precincts are all about.



Vic Marani

Although he's currently vice chairman of the Republican Central Committee, Marani says he's getting out. "The problem for me with partisan politics is you have to accept the candidate on an unconditional level...How can you tow the line on all the party issues?" he wonders.

"I have to be 100 percent sold on a person before I can work for them."

Marani says he'll finish his college career soon and then hopes to jump into more political races.

He's interested in running for the Pajaro Valley School Board. "You don't get paid, but there are some important issues. Also, I've worked on the campaigns for those candidates, as it is," he says, naming the slate of Lynn Thompson, Joe Marino and Jeff Hancock. Two of those candidates were elected.

After that, perhaps he'll run for county supervisor.

What do politics mean to him? "Ideally it should be a government of people providing services for others. A politician should be someone who provides the services effectively and efficiently."

"If I got involved in partisan politics I'd try to do the kind of thing that Henry Mello did on the seniors issue — identify a need and get involved."



Tim Morgan