

THE HOWEY POLITICAL REPORT



The Weekly Briefing On Indiana Politics

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Can Lugar compete for the presidency?

Signs in Iowa, New Hampshire say yes

CONCORD, N.H. - State Sen. Jim Rubens was seated at a back table at the Coffee Mill with U.S. Sen. Richard Lugar last Sunday morning and he was determined to be, as he put it, "blunt."

It was a position Lugar himself had taken on the campaign trail in Iowa and New Hampshire throughout the week: straight talk on hard issues. Now he was faced with a state official who happened to be one of the few "free agents" in the presidential sweepstakes.

"Depending on whether you are aiming for a victory in this state...to be blunt, people in this state put the flat tax reform pretty high on their lists," said Rubens, a self-described "rabble-rousing populist" who defeated the sitting Senate president in 1992.

"Have you latched on to something to distinguish yourself from the others?" Rubens asked.

Yes, Lugar responded, the national sales tax. "The flat tax still has the IRS. My plan does not," he told Rubens.

"I agree with most of what you've said," Rubens continued, "but how do you package your positions? If I were to back you, I'd want you to do well. How do you frame it to get the headlines?"

"I point out that the money you make is yours," Lugar said.

Rubens continued to press Lugar not so much on public policy, but the horse race. How much money had he raised? How does he plan to "break through" into the currently non-existent "second tier" of candidates behind Sen. Bob Dole? How would he distinguish himself between the "country club conservatives and the populists?"

In essence, Rubens wants to back a winner. Is Lugar up to it?

"I recommend you get here at least half of the weekends during the summer," he said. "Let people know you're a human being. From the press I've read, you're a great guy. But you have a kind of an

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"QUOTE" OF THE WEEK

"Both teams want to win, but neither of them want to take a call from President Clinton...."

- NBC's Bob Costas to Jay Leno from the NBA finals in Orlando.

INSIDE FEATURES

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HUMOR

Devil's Dictionary Ambrose Bierce

Envelope, *n.* The coffin of a document; the scabbard of a bill; the husk of a remittance; the bed-gown of a love-letter.

Future, *n.* That period of time in which our affairs prosper, our friends are true and our happiness is assured.

Next HPR edition on June 20

HPR's next edition will be published on June 20. It will be a special edition on the reinvigoration of the Indiana Democratic Party, including the revival of the state Young Democrats, its new mayoral election committee, and the formation of a new think tank, the Sycamore Institute.

The man looked up at Lugar and the first thing he said was, 'How are you gonna win?'

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aloof, intellectual image and you have to obliterate that. They want to meet you personally up here, you know, Dole helped me chop wood; Dick Lugar made me lunch...."

Lugar's New Hampshire campaign manager, James McKay, had set up the meeting with Lugar, ideally to get Rubens' endorsement. But there was an underlying reason: to impress upon Lugar the uniquely different mission in New Hampshire, as compared to the other key state, Iowa.

In Iowa, people press the candidates on public policy. In New Hampshire, the presidential sweepstakes is nothing less than a sporting event where anyone who wants to can get an autograph from the star player.

Lugar left the coffee shop and began pressing the flesh, going into the meat shops across from the capitol. Minutes later he came to a man who had just competed in a charity race and was leaning against a lamp post.

"Hi, I'm Sen. Richard Lugar of Indiana and I'm running for president."

The man looked up at Lugar and the first thing he said was, "How are you gonna win?"



"I don't know anyone here"

MANCHESTER, N.H. - HPR spent last week with Lugar on the campaign trail in Iowa and New Hampshire attempting to answer this question: can he win the Republican presidential nomination?

The answer is a qualified yes. Lugar has established campaign organizations in both states that political observers rate highly. In Iowa, the race at this point is to determine who can finish second behind Dole. If Dole doesn't win big enough in the state where people refer to him as "Iowa's third senator," then all eyes will be on the second- or third-place finisher who can steam into New Hampshire a week later.

From the beginning, Lugar's presidential campaign has been running against conventional wisdom. Analysts such as Charlie Cook have said such things as "I can close my eyes and picture Lugar in the Oval Office, but I just

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don't know how he gets there."

What works in Lugar's favor is that in New Hampshire, the entire situation is unprecedented.

"It's so doggone early," observed Larry Goodrich of the Christian Science Monitor as he watched about 80 people open up Lugar's campaign office in downtown Manchester. Several miles away, an event sponsored by Sen. Phil Gramm brought in 350 supporters.

"At what point does momentum kick in?" Goodrich asked. "We don't know. In the past, it was a week before the primary. Now when will it be?"

"Dole has been here a jillion times. When Dole walks into the room, it moves. Right now, he's the heavyweight. He's the Lion King."

Dale Vincent covered the Lugar campaign headquarters opening for the Manchester Union Leader. Her comment was revealing, but open for interpretation. "I don't know anybody here," she said.

Despite the disparity in numbers between the simultaneous events Gramm and Lugar hosted, the Indiana Republican dominated Mike Beaudet's report on WMUR-TV during 11 p.m. newscast in Manchester.

Both candidates were questioned on possible U.S. involvement in Bosnia. An image-maker such as Mike Deaver would have given the Lugar campaign high marks for the video beamed to thousands of New Hampshire households. The senator's newsroom interview was sandwiched between file tape of Air Force jets

and Army tanks. There was an interview with Gramm outside the Bedford convention center before Beaudet wound up his report in front of the huge Lugar billboard just outside his headquarters.

Terry Holt, the Hoosier sent to New Hampshire to set up the campaign before heading back to Washington this week to take over campaign communications, sat slouched in a chair at his rented home, watching the newscast.

He smiled. "Good," he pronounced, "but only one day. We're going to need a lot more days like that."



Subterranean campaign

MANCHESTER, N.H. - Dale Vincent's observation was ironic. Only hours before Holt had sketched out the game plan.

In New Hampshire, there are about 4,000 Republican "activists." In this state, that's almost a title. Most of them have either latched on to Dole or Gramm. Someone such as Rubens is an exception - an uncommitted public official.

It is virtually too late for Lugar to court the activists, Holt said. The key will be to identify, isolate and contact the other 10,000 or so voters. Holt noted that he had interviewed 15 people to manage the New Hampshire operation and McKay was the only one who had a sound grip on "voter contact."

It will be these people who are contacted by direct mail, phone, over the Internet, or in person by Dick and Char Lugar, other family members or the staff. "If we're successful, those

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TICKER T A P E

Vigo County Republican Chairman **Jim Bopp** has endorsed **Rex Early** for governor, telling a *Mike Pence Show* audience on Tuesday, "He's one of us" and added that Early is a "true conservative."

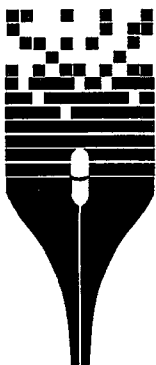
Pence also uncovered these golden nuggets: former GOP **Chairman Al Hubbard** and **Marilyn Quayle** will be backing the gubernatorial candidacy of **Stephen Goldsmith**. Hubbard will play a financial role in the Goldsmith campaign. Why did this come out now? Hubbard told Pence that he's learned to answer reporter's questions directly, saying he would have preferred to wait six months

Rumors floating about the Circle City had **Goldsmith** considering dropping out of the mayoral race to concentrate on 1996. HPR hears that one gubernatorial campaign was planting folks on downtown elevators to spread the rumor. Indianapolis News columnist John Krull notes that House **Speaker Paul Mannweiler**, **Councilman Toby McClamroch**, **State Sen. Murray Clark** and Marion County **Auditor John von Arx** are pondering a run for the mayor's office should Goldsmith give up the office

J. Patrick Rooney is now into his second heavy statewide TV buy to bump up his early numbers. It's expected to last two weeks.

The *Evansville Courier* reports that freshman **State Rep. Sally Rideout Lambert** is holding "office hours" on the first Saturday of

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TICKER T A P E

each month to actively pursue constituent problems. She has met with constituents in Boonville, Tell City and Ferdinand. In July, she will appear in Rockport and Haubstadt. Lambert is considered to be vulnerable to win a re-election bid in her heavily Democratic district after upsetting House Speaker Michael K. Phillips in 1994. A likely opponent has not emerged, although four or five people have expressed an interest.

The death of former Gov. **Matt New Welsh**, who died at age 82 last week was noted by a number of editorial writers and columnists throughout Indiana. Said **Jack Powers** of the *South Bend Tribune* on Welsh's 1960 win for governor, "Welsh's opponent didn't belong on the same stage with him, perhaps not on the same planet. The intellectual difference was appalling. Welsh's combination of pleasant dignity, logical thinking and honest talk appealed to Hoosiers, who, perhaps more than others, take pride in reasonable, not emotional decisions."

The *Indianapolis News* called **Welsh** "one of the most decent and able men ever to serve in Indiana politics."

Dick Robinson of the *Terre Haute Tribune-Star* wrote, "Welsh was a determined politician, accomplished negotiator and compromiser, a fearless visionary and loyal Democrat. Also, he was good for Indiana."

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'The question is, can you map out your message in 10 or 15 words? A paragraph won't do'

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4,000 activists won't even know what's happening," Holt said.

That underscored Dale Vincent's comment that she didn't know anybody at the headquarters. It was a political reality.



The sound bite dilemma

DES MOINES, Iowa - The current dilemma for the Lugar campaign is how the candidate delivers his message.

Appearing on the public TV show "Iowa Press" on May 29, Lugar was interviewed by David Yepsen of the *Des Moines Register* and Mike Glover of the *Associated Press*.

Lugar was as blunt as ever, telling a farm state audience of political junkies that farmers had to take their hit on federal subsidies along with the rest of us. The news on Medicare was grim for the state with the third-highest elderly population - you're going to have to pay more or the system won't survive.

Can Lugar win? Glover was asked. "Not with that message," he said, likening it to Walter Mondale's 1984 Democratic convention speech in which he vowed to raise taxes. "That played well in Minnesota, but it didn't help him in the 49 other states."

But Glover recognized Lugar's political aptitude. When the program began with the first question, Lugar side-stepped it momentarily and announced that David Fisher, a close confidant of Gov. Terry Branstad, would head the campaign. That resulted in an AP story.

Later that afternoon, Glover attended a press conference at Lugar headquarters and critiqued his appearance on "Iowa Press."

"Some candidates do well with the 10-second sound bite and come unraveled in a 30-minute format," Glover said. "Lugar does better in that half hour."

It contrasted with Rubens' message in New Hampshire. "Buchanan's message is well-framed," he told Lugar. "In three or four words, he can be framed. People will know what he's all about."

"So the question is, can you map out your message in 10 or 15 words? It has to be a sentence tacked to their minds. A paragraph won't do."

The Lugar camp seemed divided on the sound bite strategy. The candidate, some said, isn't about sound bites. That's not his style; he's too complex. But the political reality and the horse race dimension of the Granite State voter seemed to require something that would fit on a bumper sticker. Lugar could fill in the paragraphs when he comes face-to-face with the people.



10 minutes with Dick

WEST DES MOINES, Iowa - Ask O. Kay Henderson, news director for Radio Iowa about the Lugar campaign and she hurriedly states, "He's shooting for a small universe. He's gotten off to a late start, but he's hired some good people."

As far as inroads with the electorate, Henderson added, "They are not perceptible."

When talking with Iowa's political press, Lugar's credibility is heavily judged by the people he's hired, most notably political consultants Mike Day and Jeanette Schmett, along with former state GOP Chairman Richard Schwarm.

Day and Schmett had toyed with joining a Dan Quayle campaign in Iowa. They were fresh off three congressional victories in 1994 and, as Day put it, "We decided early on not to get involved. We do a lot of business here, so why make enemies?"

Bob Grand of Indianapolis called Day and said he was helping Lugar. "I thought, of all the people we had to choose from, why Dick Lugar?" Day said.

Grand suggested that Day and Schmett meet Lugar.

"Ten minutes into that meeting, I knew we would probably work with Dick Lugar," Day said. "He seemed so incredibly sincere. He was straight-forward and did not give the answers he thought would sell on the campaign trail. I have three kids. I

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COLUMNISTS ON INDIANA

James Gannon, Des Moines Register - Congress is about to write another five-year plan for American farmers. President Clinton, with an eye on re-election, has cast his lot with the status quo. Clinton pandered to farm interests by promising to protect the crop-subsidy system. Clinton's chief challenger, Robert Dole of Kansas, is sure to resist major cuts in farm programs. The one leading figure serious about cutting farm subsidies is Senator Richard Lugar. By Washington standards, Lugar's position is stunning. Here is a farm state senator, chairman of the committee that hands out the farm goodies, and a presidential candidate who must face Dole in Iowa's 1996 presidential caucuses - and he's proposing cutting welfare for farmers. Since Lugar is neither stupid nor known to be politically suicidal, his position must be taken as evidence of courage and adherence to principle. Courage and principled stands tend to baffle Washington, but they often play well in the country at large. Lugar may be dull, but he's serious and deserves to be taken seriously as a presidential contender. (May 30)

Patrick Leitey, Sioux City Journal - Sen. Richard Lugar said Wednesday his proposal to slash existing farm programs during the recent budget debate won't hurt his presidential campaign in Iowa. "People know that as chairman, I am the strong advocate in the Senate for strong agriculture," said Lugar, an Indiana Republican. "I understand the business." The late starting Lugar was in Sioux City to drum up support for his campaign. While Sen. Bob Dole is the favorite among the eight official Republican candidates, the February caucuses are still more than eight months away. "Never before have you seen eight people running flat out" this early, Lugar said. "The message I have will have a good hearing in this state." (June 1)

Dale Vincent, Manchester Union Leader - Presidential candidate Sen. Richard Lugar yesterday touted his method of tax reform - a national sales tax instead of the present income

and capital gains taxes - in a state that prides itself on not having a broadbase sales or income tax. At the opening of his New Hampshire campaign office in Manchester, the Indiana Republican said the present system of taxation is grossly inefficient and at the same time is stifling the economy and making a mockery of personal savings. He wants to shut down the Internal Revenue Service. (June 5)

Eric Aldrich, Keene Sentinel - Sen. Richard G. Lugar called Newt Gingrich "an amazing leader" in a radio interview this morning, and said he looks forward to working with Gingrich - especially if Lugar is elected president. Lugar was speaking on Keene radio station WKBK. He said Gingrich provided cohesion for the 73 freshmen congressmen in Washington (June 6)

Sally Anderson, Claremont Eagles Times - Indiana Sen. Richard Lugar attracted an attentive audience of more than 80 from the ranks of stalwart Walpole Republicans during a presidential campaign dinner at the Homestead Inn on Monday night. One of Lugar's nationally popular campaign promises - to abolish the Internal Revenue Service - proved to be as popular in Walpole as it was in Iowa. Lugar drew a few chuckles when he acknowledged that the means to the alternative tax was not in place in New Hampshire since it is one of the few states in the nation with no sales tax. "Nobody ever expressed changes like this without a few bumps in the road," Lugar said, as his audience exchanged glances and laughed. "We need some bold ideas, especially when it comes to the underground economy," said Jim Smith, an executive at Hubbard Farms and a Walpole resident. (June 6)



TICKER TAPE

What was **Sen. Richard Lugar's** reaction to House **Speaker Newt Gingrich** coming to New Hampshire this weekend looking for moose? "We know when to get out of the way," Lugar told HPR. Gingrich will be addressing the Indiana Republican Party's annual state dinner in Indianapolis on July 24.

U.S. Rep. Charlie Bass told Walpole Republicans that "Gingrich is not running for president." Bass appeared with Lugar in Walpole on Monday night. While he hasn't endorsed Lugar or any other candidate thus far, Bass noted that Republicans should be proud of Lugar because of "his courage as an innovator."

The **Lugar** campaign has established an Internet website at: <http://www.iquest.net/lugar/lugar.htm>. The website will provide detailed information on Lugar speeches, schedule and campaign.

Sen. Lugar met one young boy at his campaign headquarters grand opening in Manchester, N.H. The youngster had a request for the senator: an autographed picture of Indiana Pacer **Reggie Miller**.

How was **Sen. Bob Dole's** attack on Hollywood received by the conservative editorial writers at the Manchester Union Leader? "It is all talk," the *Union Leader* said in a Sunday editorial. "Designed to convince conservative voters that he is their man. The trouble is, it is a charade and everyone but the conservative voter is supposed to be in on the joke."

HPR

INTERVIEW

Lugar says dodging the tough issues 'compounds the paranoia' of voters

Twice in the last week - in both Iowa and New Hampshire - HPR was able to sit down with Sen. Richard Lugar and talk about his presidential campaign.

The first session occurred on May 29 at his campaign headquarters in Des Moines along with Indianapolis Star reporter Mary Beth Schneider. Lugar had just finished taping the TV show "Iowa Press." The second session occurred June 4 in a car ride from Manchester to Concord, N.H., just after Lugar had appeared on ABC's "This Week with David Brinkley."



FROM IOWA

HPR: The AP's Mike Glover expressed his surprise on your answer to Medicare. He

even compared it to Walter Mondale telling the Democrats he was going to raise taxes. How do you sell blunt talk on Medicare?

Lugar: I didn't think the statements I made had that much significance. The point that I made several times is that Medicare will run out of money in seven years. The question isn't whether it needs to be reformed. The question is that it must be reformed. It is a vital program for senior citizens and I think all of us have an obligation to make that point.

HPR: There is much need for blunt talk.

Lugar: To blithely go along the path and somehow say it needs to be reformed but you fail to mention how that could come about or to be in a state of denial is total-

ly dishonest.

HPR: John Anderson, Pete DuPont and Paul Tsongas tried the blunt talk and didn't get too far. Are Americans ready for it now?

Lugar: I believe so. And in any event, I would not be a successful president if people don't have confidence in what I'm doing. I think one of the great problems that President Clinton has is that so many promises and so many comments made during the campaign led people to believe that different conclusions would occur. And therefore the lack of trust and credibility is harmful to one's ability to lead.

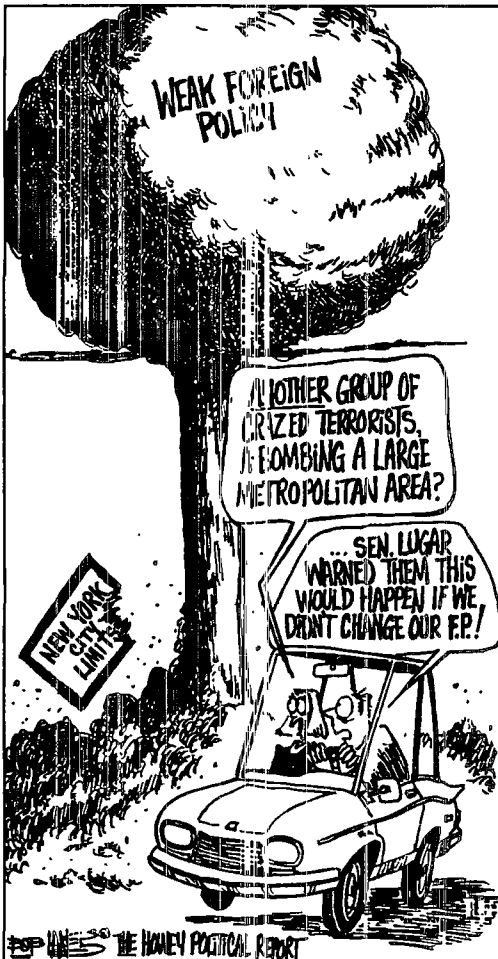
HPR: You make the distinction that you're not running against anyone in the primary. Yet some of your opponents are gliding over these issues, denying their complexities, and at the same time you are holding your own feet to the fire. How do you point that out?

Lugar: I think people like you point that out. I think there is greater confidence among people who listen to me. They get a pretty good idea of what is on my mind, what's likely to happen. It can be very frightening, too, having the feeling that the leadership of the country is not leveling is equally duplicitous about the whole thing. That compounds the paranoia about our government.

Schneider: I can see the kind of ads Phil Gramm will run against you: he'll cut farmers' income; he'll cut the elderly's income. I think you're heading into a real slam-bang fight with these folks.

Lugar: Perhaps. But, we've already been having it. The first issue that arose on the balanced budget was on the farm subsidy issue. I was, alone among all the candidates, as to how those changes might occur. Dole said there was a problem but said, you know, it would work itself out through vagueness. I said one of the ways to handle the problem was to get \$11.5 billion by cutting target prices 3 percent for 5 years. Well, at that point people who are outraged to even hear of such a proposal suggested this is

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Dracula, or Attila the Hun, or whatever. The fact is, it really didn't stick because people understood that the folks making these charges had some interests of their own. Usually these are defining moments of our lives, but now they are just two out of 20. Everything in our lives will change if you try to take a trillion dollars of spending that was projected. Most groups in society have not yet found what the budget committee did. They will when we get to authorization and appropriations bills.



FROM NEW HAMPSHIRE

HPR: Your campaigns in Iowa and New Hampshire really need to dovetail. You have to come out of Iowa either second or third to have the traditional momentum going into New Hampshire. Is that your strategy?

Lugar: I don't have a specific strategy or placement. We intend to organize. We need to do very well. I'm not going to define it any more than that. We are trying to do the right thing and strengthen our position. I think anything is possible.

HPR: Success in Iowa translates to momentum here in New Hampshire, right?

Lugar: Well, I hope that would be the case. Each campaign is different. We can't refight the last war. I would anticipate a win or a second or a third anywhere is necessarily going to propel you on. You have to think long and carefully on how the circumstances can be utilized. I would guess that in Iowa and New Hampshire, there will be a winnowing out of a number of candidates.

HPR: You received great exposure this week over Bosnia. It seems to me that the mark of a successful campaign will be if you get that kind of exposure on domestic issues.

Lugar: That would be very helpful. We are going to testify before the House Ways and Means Committee this week. It is one of a number of ways in which I will gain substantial new exposure to forums to discuss taxes, but more importantly, how a change in taxes leads to investment, growth, better wages, higher productivity, better exports, strong reserve currencies. These are all important issues and I have the framework in which to discuss them.

HPR: How did the Clinton adminis-

tration's Bosnian controversy help your campaign?

Lugar: The week was successful because we had a schedule and we were visiting with people, first of all three days in Iowa, then the Chicago event, the Toledo events, then back to Indiana and now in New Hampshire. In each location, I was speaking to a national audience, with national television. For a local audience, coverage became more interesting when people had an opportunity at that level to question somebody who was appearing nationally. It was sort of like a play within a play.

HPR: I was noticing eyes lighting up in crowds when you mentioned the abolition of the IRS.

Lugar: People now realize IRS means a failed collection policy. Without being unfair, they have their own figures that estimate \$100 billion in taxes are missed. Money Magazine says \$150 billion are missed. That's almost the entirety of the deficit in taxes that aren't being collected. What I'm suggesting is the code is enormously complex for the normal American. The IRS audits become more and more intrusive and in some cases, either violate civil liberties or border on that for thousands of Americans. It is deeply resented and it's likely to become more intensified as the IRS tries to find the money it's missing in extremely complex situations.

HPR: After a successful week, how do you gauge the political impact short of tracking or polling?

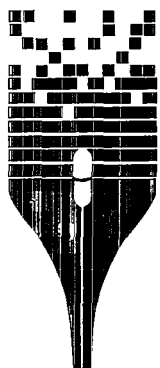
Lugar: I'll know better tomorrow in New Hampshire. I was in Toledo last evening. I had an extensive session with Young Republicans - 60 or 70 from many parts of Ohio. They were excited about the television stations from Toledo and the Toledo Blade at their meeting. Normally their meetings aren't covered by anybody. But they were yesterday. (At a fund-raiser that night in Toledo, the host) told me that of the 150 people invited, all of them had something good to say. Not all of them gave money and many of them said, you know, we're tired of backing Broadway shows that are a long shot. But, you know, if there is a little more momentum, if there's a little more action, then count us in. It's that type of situation that is sort of interesting.

TICKER T A P E

Terry Holt is moving from the New Hampshire operation to become the campaign press spokesman in Washington, where he will help implement communications and strategy. Communications Director **Mark Helmke** will take a more strategic role in working on the campaign's message. **Jennifer Cutshall** has moved from the Washington office and will handle press relations out of Manchester, N.H.

How big of a splash did Lugar make in the national press last week? He appeared on NBC's *Today Show*, ABC's *Nightline*, ABC's *This Week with David Brinkley*, along with press interviews with **George Will** of the *Washington Post* and columnist **Morton Kondracke**. At one point on May 29, campaign aide **Kevin Shaw Kellems** was juggling phone calls with producers from *Nightline*, *Larry King Live*, *Will and Kondracke* over the Bosnian controversy.

Campaign manager **Mark Lubbers** on the decentralized nature of the Lugar campaign: "Our candidate doesn't need to be handled. We don't worry about what he'll say so we don't need to protect him with handlers. It's a luxury that allows us to put key people in other positions." Lubbers added that he expects the campaign to be "taking off" rapidly in the coming weeks.



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New Castle Courier-Times

Newton County Enterprise

Peru Tribune

Shelbyville News

Sullivan Daily Times

Wabash Plain Dealer

'You know so much about every issue,' Day said, 'That will sell in the Oval office but not on the campaign trail'

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thought it would be better to serve someone I could tell my kids about."

Schmett had the same feeling, and they approached Schwarm. "You've got to be kidding," he responded.

Schwarm met Lugar and came back to Day. "You're right," he said.

Meet Dick Lugar personally, and people both in Iowa and New Hampshire from the campaign pros to the housewives repeatedly say the same thing.

The problem is delivering that message to the masses. "One of the things I told him is 'You know so much about every issue and that will sell in the Oval Office,' Day said, 'but not on the campaign trail.'"

Boil it down, Day has told Lugar in much the same way Rubens did in New Hampshire, "so everyone you meet knows why you're running."

Day sees Lugar adapting to the national scene. "He's really disciplining himself on the campaign trail," he said. "He's more disciplined in delivering his message since we began."



Making the room move

WALPOLE, N.H. - The rap against Candidate Lugar is he is dull; that his key message is foreign instead of domestic policy. Lugar's stump speech seemed to evolve in a week's time from Des Moines on May 29-30 to New Hampshire on June 4-5.

In Iowa, he would lead off with foreign policy, touching on Bosnia and how international security intersects with most Americans at a place called Oklahoma City. He would then launch into his national sales tax plan and his call for the abolition of the IRS. He wound up his speech with a fuzzy stab at the national mood, virtually on the brink of Quayle's "family values" message, without going that route.

In New Hampshire, Lugar switched the sequence. He led off with his tax plan emphasizing savings and investment, the eradication of

the IRS and the fact that without it the government won't intrude on citizen rights while tapping the "underground" economy that is currently missed. Then he launches into foreign policy, which again intersects Oklahoma City.

At his final speech in Walpole, N.H., before 80 people (Gramm and Dole had turned out crowds in the hundreds at earlier dinners) he prefaced his remarks with a succinct view of his background - farmer, businessman, innovator, Char Lugar's \$1 million fund-raising drive for the "Mom Mobile" in Indianapolis.

"I will not indulge in niche issues," Lugar said. "The social wedge issues are sometimes interesting, but also fatal for the general election. The candidate who wins will appeal to your best instincts."

His IRS segment brought nods and glances from the crowd. "The basic problems in our economy are met dramatically," Lugar said. "Presidential campaigns are meant to make a big difference."

Foreign policy intersected once again in Oklahoma City, where a Ryder truck with 100 pounds of weapons grade uranium would have made a "three-mile crater." Without leadership, Lugar predicted, within the next two presidencies Americans will be faced with the terrorist destruction of an American city.

"This is serious business," he concluded.

Lugar received a standing ovation, the first one in New Hampshire.

It wasn't a total success. A GOP official, Ed Peck, called the speech "disjointed." Staff writer Erin Caddell of the Keene Sentinel noted that one lady nodded off.

But the opinion of businessman Phil Davis seemed to be prevalent. "He was great," Davis said. "I was tipped toward Gramm, but this now gives me a real nice first or second choice. I was impressed."

For the first time, the room began to move.

