

# THE HOWEY POLITICAL REPORT



The Weekly Briefing On Indiana Politics

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## “QUOTE” OF THE WEEK

“I don’t know the word ‘shameless.’ I don’t use the word ‘shameless.’ I have little saltier words....”

—Rex Early, on WNDY-TV’s *Mike Pence Show*, commenting on Steve Goldsmith’s characterization of his TV ads.

## Goldsmith’s LG to be delegates’ choice

Witwer reaffirms his commitment to the race

INDIANAPOLIS - Should Mayor Stephen Goldsmith win the May 7 primary, he is going to let Republican convention delegates select his lieutenant governor nominee, HPR has learned.

And in another gubernatorial development, Bluffton newspaper publisher George Witwer reaffirmed his intention of staying in the race. That comes on the heels of speculation that Witwer may be angling for the lieutenant governor’s nomination.

“Everything we’re doing is focused on having the best result we can on Election Day,” Witwer said Tuesday. “We think we have a grassroots, get-out-the-vote plan that will make me very competitive. Anything with regards to lieutenant governor would have to happen after we decide who the nominee is.”

In HPR’s March 20 edition, the analysis centered on how a victorious Goldsmith in the primary could find a Republican convention made up of delegates whose allegiance is to Rex Early, the favorite candidate of many party regulars. However, in a *Munster Times/WSBT-TV* poll conducted by Mason-Dixon (822 registered, +/- 3.5 percent), showed Goldsmith leading Early 48-18 percent. The ghosts of the 1992 convention when nominee Linley Pearson chose Robert Green might be raised if Goldsmith decided to “dictate” a ticket. Now, the Goldsmith campaign appears to be interested in having the delegates play a major role in crafting a ticket.

“The mayor has said all along that he feels the convention needs to decide the lieutenant governor,” said John Hatfield, spokesman for the Goldsmith campaign.

HPR asked Hatfield, will Goldsmith nominate a candidate? “I doubt it,” he responded. “The mayor has been fairly clear on that.”

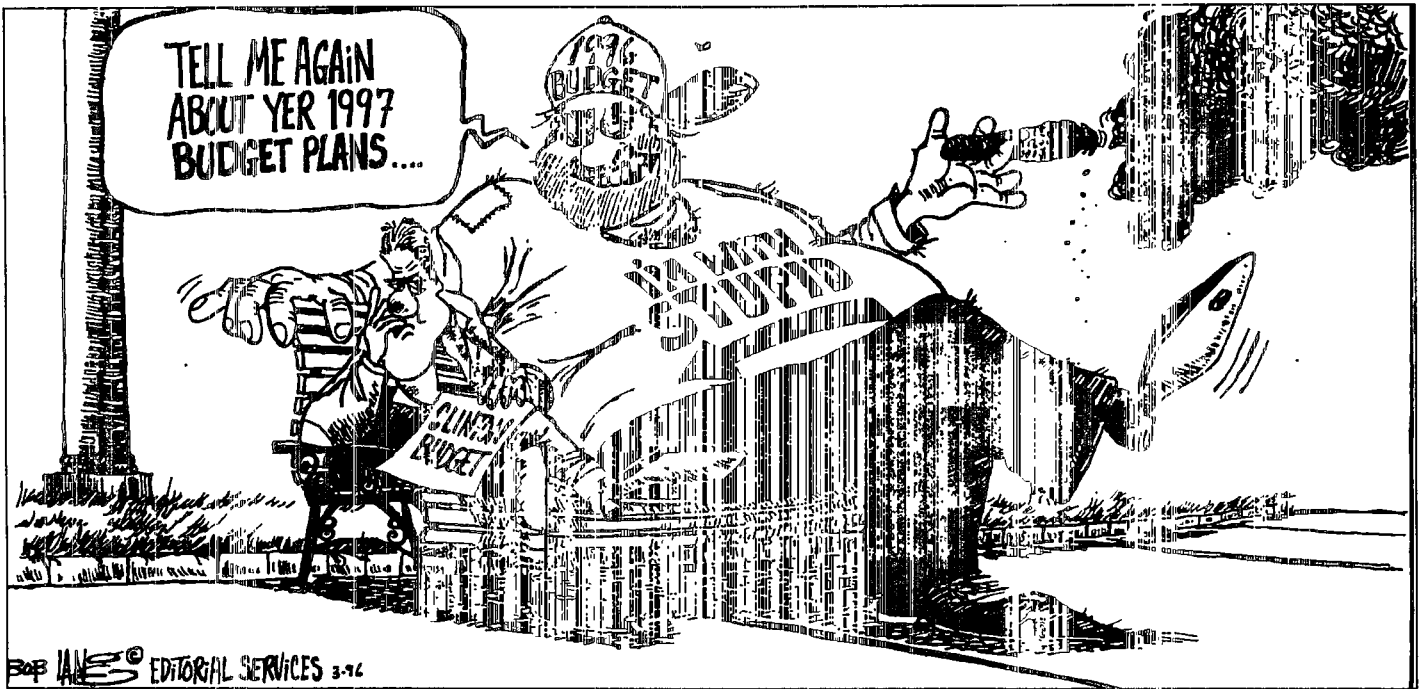
Despite Hatfield’s assertion, that strategy comes as news to many key politicians and analysts across the state, including Witwer.

“The lieutenant governor needs to be someone who is a good

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# TICKER T A P E

**PLAY OF THE WEEK:** George Witwer picked up the Indiana Right to Life endorsement, perhaps the most important endorsement on the right. It breathes more life into a gubernatorial campaign many are speculating is ready to settle for LG. Witwer has become a potential spoiler, particularly if Rex Early pulls close to Goldsmith and he gnaws away at what could be Stephen Goldsmith's core. That sets up a scenario for a deal that brings Witwer on the ticket with Goldsmith.

Former U.S. Rep. Frank McCloskey had been invited on ill-fated trip of Commerce Secretary Ron Brown. "I decided not to go 10 to 12 days

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## Goldsmith sees LG pitch to delegates 'consensus'

**From page 1**

partner with the governor. I would imagine for whoever becomes the nominee will give some indication of who would be the best person to reinforce and help the governor achieve his goals. If I win the nomination, I would fully expect the guidance of the delegates."

Early's campaign has been, for months, telling the press that Goldsmith has "promised" the nomination to several candidates.

Goldsmith's strategy to enter the convention without a specific nominee and allowing the delegates to nominate a person would do several things. First, it would give what have normally been boring or, to the other extreme, contentious gatherings an air of electricity. Secondly, it would give the delegates the opportunity to develop "consensus," which will be important in heading off any notions of a "Republicans for O'Bannon" committee that some diehard Goldsmith haters are contemplating.

**■ GUBERNATORIAL NOTES:** Witwer reacted to reports that his sending a staff person to a Republican State Committee meeting of convention candidates showed his true intentions of running for LG. "We were asked to send someone," Witwer said. "At the meeting, they asked, 'Is anyone here from the Goldsmith camp

or from the Early camp?" As it turns out, we were the only campaign represented. What is very unfortunate about that is that it reinforces this idea that I'm running for Lt. governor."

■ Witwer said his endorsement by Indiana Right to Life has been a big boost to his campaign. And Witwer was skeptical of the

## 1996 WATCH

*Times/WSBT* poll, which was conducted before he began advertising on radio and Early began hitting

Goldsmith on the crime issue.

■ Goldsmith will begin talking about his welfare reform proposals a bit differently this week. Prior, he had unveiled a welfare reform proposal. Now, it will emphasize his 20-year record.

■ All three gubernatorial candidates say they will support the proposed Interstate 69 link between Indianapolis and Evansville (Mark Stalcup, *Evansville Press*). Said Early, "I will get I-69 built or die trying." Added Goldsmith, "I find it hard to believe there's only 500 of you in attendance tonight, because at least 1,000 of you have asked me to sign a pledge to construct I-69. I do. I do. I want it."

## Supt. Reed in 'tossup' race against Rep. Lohr in June showdown

# HORSE RACE

**TRENDLINE:** How will you be able to tell if Rex Early is creeping up on Goldsmith in the polls? When Goldsmith goes on the attack, using topics such as Early's "hognuts" parties, or outtakes of Early on old *Indiana Week in Review* TV shows.

### REPUBLICAN GOVERNOR

Rex Early, Steve Goldsmith,  
George Witwer

### STATUS

Leans  
Goldsmith

### COMMENTS

Goldsmith vows to "ignore" Early attacks. His "I take crime personally" TV ad is new tactic. Early's "Captain Jack" ad a nega-classic, complete with spooky audio. *Times*/WSBT Mason-Dixon poll has Goldsmith 48, Early 18, Witwer 2.

### REPUBLICAN SUPT OF PUBLIC INSTRUCTION

Suellen Reed, David Lohr,  
Bruce Smith

### TOSSUP

Word is that Supt. Reed is fearful she may be the "sacrificial lamb" thrown to right-wing wolves at the convention. And she should be worried. Lohr won a race he wasn't supposed to in '94 and will be a major foe to contend with.

### REPUBLICAN 7TH CD

Jeff Baldwin, John Meyers,  
Ed Pease, Dan Pool, John  
Lee Smith, Dick Thompson,  
Cathy Willing and 8 others

### Tossup

Smith up on TV. Willing playing the "female" card. Thompson camp spinning old poll that shows he and Pool leading the pack. Pease appears to have edge in fundraising. HR still sees John Meyers as the fly in the honey.

### REPUBLICAN 3RD CD

Brad Allamong, Rich  
Burkett, Dan Holtz, Brian  
Haygood, Ted Noell, Joe  
Zakas

### Leans Zakas

St. Joseph County Chairman Carl Baxmeyer denies lack of Lincoln Day dinner is aimed at depriving Zakas a cozy home county forum. Zakas camp claims there is no rift. But HPR detects low pain threshold there.

### DEMOCRATIC 77TH INDIANA HOUSE

Brian Hasler, Norbert  
Woolley, Glenda Hampton

### LEANS HASLER

U.S. Rep. Lee Hamilton endorses Hasler. Woolley gets endorsement of Betty Knight Smith. But we see Hasler as the man to beat in this seat now held by the retiring Jeff Hayes.

### REPUBLICAN 78TH INDIANA HOUSE

Vaneta Becker, Scott  
Minette

### Leans Becker

Local GOP organization appears to be coalescing around Becker. She also has IMA endorsement. Becker up on TV, but Minette is "winning" eastside "yard sign war" in Evansville.

# TICKER T A P E

ago," McCloskey told The Indianapolis Star. "It's a very strange feeling today." In 1974, U.S. Rep. Andy Jacobs refused to board an airliner that had only first class seats. It later crashed over Shelby County.

Two books worth reading: Elizabeth Drew's "Showdown," the behind-the-scenes story of relationships among Newt Gingrich, Bill Clinton and Bob Dole. Among the juicy items. Gingrich saying that Dole treats him "like my stepfather. I'm always trying to please him." Gingrich doesn't like to be "physically with" Clinton. Drew observes, "Clinton was saved by Republican intransigence" on the budget. If Bill Clinton had cut a deal, he would have had a party fight on his hands. Also, Yale Prof. Stephen L. Carter has a new book out, "Integrity." Carter takes the whole book to define "Integrity," a campaign staple.

Terry Spradlin has moved over from the Department of Education to handle Supt. Suellen Reed's tough renomination fight.

The traditionally liberal Fort Wayne Journal Gazette opinion page lauded Northeast Indiana Republicans Dan Coats, Mark Souder and

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## Early-Goldsmith campaign seen through the prism of TV ads

NOTRE DAME - Could it be Chairman Jekyl and Mayor Hyde?

On Dyngus Day in South Bend, Republican gubernatorial candidates Stephen Goldsmith and Rex Early party-hopped on a bus together.

In Evansville last week and at countless Lincoln Day dinners and debates prior, when Early and Goldsmith appear together, reporters call the end result "monotony" and note that the two agree on virtually every issue.

But turn on the television, and the two are sniping, charging, counter-charging, with folksy assaults and shrill responses.

In essence, the 1996 Republican gubernatorial nomination is being fought through the prism of TV commercials. TV news directors and newspaper editors are less likely to commit staff resources to the announcement of public policy, as George Witwer will attest when only a handful of reporters showed up to hear his tax reform plan, or as Early did when he unveiled a proposal to stop the flow of gambling money into campaigns.

But the news crews are showing up when the candidates want to introduce a new TV commercial, as Early discovered in January when he unveiled his first warm and fuzzy TV ad at the Columbia Club.

Forget the white paper. Hoosier reporters want the VHS tape, which is instant sound and image, as opposed to digging up "B-roll" to explain a story on tax reform or education.

Even if news coverage goes beyond the hyping of TV ads and into the arena of public policy, it does so with a nose for the dirt. Yale University's Stephen L. Carter notes in his new book "Integrity," that the "misleading sound bite is more attractive than a principled argument."

Observed Carter, "The media seem far more interested in tracking down hypocrisy than in reporting episodes of integrity."

All of this led HPR to chat with Robert Schmuhl, chairman of the Department of American Studies at the University of Notre

Dame and author of the book, "Demanding Democracy."

Schmuhl has studied the history of TV's impact on American politics and he is watching the Early-Goldsmith TV battles and the ensuing press coverage.

**HPR:** What do you find interesting about the Republican gubernatorial race so far?

**Schmuhl:** This is a holy day up here with Dyngus Day and there was a quip in the paper that the Republicans were going to have a bus to take the candidates around from place to place but they didn't know if those two would want to sit on the same bus, given what they've said in their TV commercials. Here's the question: one wonders which is the real campaign? On the one hand, you have agreement and collegiality. On the other - on our television screens - you have attack-oriented statements and questions about the other's character. Usually campaign strategists talk about having the free media and the paid media working together. In this state, you have something else entirely.

**HPR:** What is driving this phenomenon? Or is it a phenomenon? Is this kind of campaign occurring in other regions of the country?

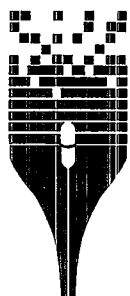
**Schmuhl:** What's happening on television is caused by the media orientation of our time and the belief that the cutting or slashing commercials make an impact on the electorate. All one has to do is look at the national Republican race in the early stages to see that this is the case. We run in cycles. Back in 1988, there was the enormous attention about negative advertising. In the 1990 mid-term races, there was the continuation of the negative commercial trend. By 1992, people were so sick of it the negative commercials didn't really have that much impact. But now they are returning with avengence and this state is no different than the others.

**HPR:** It seems like the Indiana print media is willing to accept a campaign where the candidates talk about each other's TV commercials rather than getting involved in a serious discussion of public policy.

# HPR INTERVIEW

"Usually campaign strategists talk about having the free media and the paid media working together. In this state, you have something else entirely..."

-Robert Schmuhl  
Notre Dame



**Schmuhl:** More and more campaigns focus on television. Press conferences become occasions to air the newest commercials and talk about them rather than a planned statement or an outline of a new program. The current joke in politics is that a campaign rally these days involves gathering three people in front of a television. We're seeing that in Indiana.

**HPR:** Is the legacy of the "it has to bleed to lead" philosophy that various TV assignment editors and news directors have brought to the process?

**Schmuhl:** One wonders about the seriousness of television news directors in covering politics these days. I think there is much greater reluctance to deal with genuine, substantive issues. And in many cases, you see a real hesitancy to do very much at all with politics. To a certain extent, the assignment editors and news directors think that since so many people are turned off by politics, they won't want to include it in their local news. In many cases, they are looking for ratings and if they decide to cover news that the public might perceive to be negative, it will hurt their ratings.

**HPR:** It's give the people what they want.

**Schmuhl:** Yeah. And television is what they want and it's television they're going to get.

**HPR:** What is the eventual dilemma this poses to good leadership?

**Schmuhl:** That television which is numbers driven and ratings driven, it's everybody is mad at politicians. The thinking is, 'If we can avoid it that as much as possible, and if we have to do it and Early is in town and he's going to show one of his new TV commercials which is clever or cutting, that's what we'll tie our story to.'

**HPR:** What are your thoughts on the Early and Goldsmith TV battle, and I ask this question I guess fully aware that I may be falling into this pit myself.

**Schmuhl:** Yes. In both cases, they do what the people responsible for them want them to do, which is to draw into question the opponent and to say what they can about the sponsor. But more so, it's saying negative things about the opponent.

**HPR:** It's as if Hollywood has taken over

the political process. I've been saying during the presidential campaign that people want a little Hollywood in their president.

**Schmuhl:** In fact, I have a piece in the *Philadelphia Inquirer* this morning about Perot being back and the whole point of it is he's good on television. Here's someone who was very much in the public doghouse in September of '92 and by the following month, he reversed his standing from the negative to the positive largely based on his television performances.

**HPR:** It almost seems like a detachment evolving. Goldsmith and Early are both decent men and when they're on stage together, their eyes look innocently to the heavens but when we see them on TV ads, it's like Hollywood; like they're trying to paint something that isn't totally true.

**Schmuhl:** You can almost link this question to what we started with. What is the reality of this campaign and what is the make-believe? That's what citizens want to know when they see the discrepancy between their public actions and public television commercials.

**HPR:** We've got a situation where Early and Goldsmith have taken the same Indianapolis crime stats and are giving two entirely different interpretations. I know Sue Dillman had a story in the *South Bend Tribune* that tried to resolve that, as well as the Indianapolis Star's "ad watch" series. Is the print media basically reduced to settling the scores on what goes out on TV commercials?

**Schmuhl:** Right. One can manipulate the images and words on TV without great difficulty. It often times takes print reporters to try to explain exactly what the facts of the matter are. Yet, clearly, one has to question how the people behind the campaigns view the public who is out there receiving their messages.

**HPR:** Any new national trends coming, like the morphing ads of 1994?

**Schmuhl:** Clearly the potential for mischief is there with all the new technology. The other genuine concern that more and more people have is the way that negative political advertising drives down voting, and infects the political system with larger cases of cynicism. Those are high prices to pay for whatever office someone is seeking.

# TICKER T A P E

George Witwer who are "willing to think about the impact of fashionable libertarian philosophy on poor people." Of Witwer, the JG wrote, "His thoughts on welfare reform sounded both more humane and more sensible than most of what we've heard out of Indianapolis in the past couple of years - from both parties."

U.S. Rep. Lee Hamilton, facing farming State Sen. Jean Leising in November, has been aggressively working the 9th CD the past several weeks. Hamilton is touting his support of the 1996 Farm Bill. "I believe it will strengthen the American farmer, both at home and abroad, and maintain the U.S. food supply as the cheapest and safest in the world."

A recent Fountain County Republican Lincoln Day, including many of the 15 7th CD Congressional candidates, lasted more than four hours.

WANE-TV in Fort Wayne reported that the motor voter laws have worked in Allen County. Currently there are 167,000 people registered, compared to 152,000 last year.

Allen County Sheriff Joe Squadrito and Kosciusko County Sheriff Al Rovenstine have endorsed Rex Early for

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# TICKER

## T A P E

governor.

The Blankenaker for Congress 10th CD campaign begins running TV next Monday. It will cap off what the campaign considers to be a good week. Earlier, former Gov. Otis Bowen endorsed Virginia Blankenaker, who lived across the street from the governor's mansion when Bowen resided there. How did the Bowen endorsement come about? "We called and asked him," said campaign manager Jim Knoop. "He said he'd be delighted."

Marvin Scott, the slated Republican in the 10th CD, reportedly raised \$2,500 at a fundraiser two weeks ago that was attended by U.S. Reps. Mark Souder and Dan Burton.

Sources tell HPR that several Republican leaders have approached State Rep. Sam Turpin about 1.) stepping down as chairman of the House Ways and Means Committee and/or 2.) resigning his House seat. The GOP caucus, already in a tight situation for retaining majority control of the House, fears that Turpin's legal problems will pose big election problems next fall. These sources say Turpin is resisting talks of stepping down. "He's in complete denial," one source said.

# COLUMNISTS ON INDIANA

**Sylvia Smith, Journal Gazette** - If there's one thing Republicans have done in the past couple of years, it's hammer into our awareness their conviction that Washington is Too Big. Uncle Sam can't do it all. States have rights and responsibilities, and the federal government should back off. What to do with poor families? Let the states handle it. What to do about education? A job for local school boards. How about job training, health care, poverty-stricken elderly, abortion? The governors know better than Congress any day. You get the picture. It's become a fixation for the GOP - an automatic response to any issue of the day. Then along comes a dramatic demonstration of states abdicate their responsibility for public safety, and we find Republican lawmakers caught between their one-size-fits-all dogma and the very human needs to right a wrong before other people are maimed or killed.

**Brian Howey, HPR** - Sen. Dan Coats and Gov. Evan Bayh appear to be on a collision course for a 1998 Senate race. That would be a national-scale showdown that many see Bayh as a favorite. But I'm not so sure. Coats has gained national prominence for his American Project Renewal, a comprehensive retooling of tax and social policy that attempts to put a compassionate face on revolutionary conservatism. President Clinton used Coats' themes in last January's State of the Union address. The Bayh camp marches to a drumbeat that the governor never raised taxes. Neither has Coats. Democratic consultant Bob Squier says of Bayh, "The expectations are extremely high for him. There's a feeling that this is just the beginning for Evan." The career question for Evan Bayh is does he risk a shot at Coats - the best opponent he will face - midway through a second Clinton term? That's the John Kennedy model - running for president as a backbench senator. Or does he follow the footsteps of Jimmy Carter and Bill Clinton, who used successful governorships to propel them into open Democratic nominations for president, which will be the case in 2000?

**Joe Klein, Newsweek** - (Bob Dole should) take Colin Powell at his word. He doesn't want to run for office. But he does want to be active in public life. He says he's interested in race relations and the urban social disaster. The conventional wisdom has Powell as secretary of state. Be unconventional: make the general Domestic Policy Czar-in-Waiting and chief spokesman on shame. If willing, Powell should be surrounded by a "commission" that might include people like Alexander, William Bennett, Sen. Dan Coats of Indiana and Adam Welinsky (the RFK aide whose Police Corps proposal is a form of national service that Dole supports). Their mission would be to figure out what a new, virtue-based, shame-inducing social policy might look like. If Powell isn't willing, Dole - and the rest of us - should take the hint and let the general proceed unimpeded along the lecture circuit.

**Gerry Lanosga, Indianapolis News** - A grave threat to the morale and morals of our country quietly went away last week without any help from the government. The big threat - depending on your perspective - consisted of three paint-splattered American flags on display at a downtown cafe. Rae Witvoet, the gallery owner who painted the flags, considers them thought-provoking art. That's her right. Some patrons of the cafe, however, were offended and told the owner as much. That's their right. The owner, perhaps fearful of losing business over the flags, told Witvoet to remove them. That's his right. Resolving it didn't take an act of Congress or a constitutional amendment. All it took were a few people to exercise the rights they already possess.

**Stuart Rothenberg, Roll Call** - For all the hype in the national media about Generation X and the importance of younger voters, evidence suggests that the youth vote will continue to be the least important age group in the 1996 elections. Seniors could turn out to be this year's most influential age group of all voters

# PERHAPS... WE WANDER

By Brian Howey

## Era of print political activism passed long before Al Spiers did

MICHIGAN CITY - During the 2nd CD campaign between Joe Hogsett and David McIntosh two years ago, both candidates confided to me that newspapers from around the district were staffing the elections with rookie reporters, or those with little knowledge or interest in politics.

I recalled these comments - independent of each other - when I learned of the death of Al Spiers, the former editor of the *Michigan City News-Dispatch*, at age 82 last week. Spiers made a career out of audacity in a way that gave northern Indiana some of its best prose on newsprint. His brand of community activism gave Michigan City a conscience and a guiding light that has long since passed from Hoosier journalism.

A colleague, Henry Lange, wrote of Spiers' expose on "Bloody 20," a stretch of U.S. 20 where a "forest of white crosses" marked scores of fatal accidents. He wrote pulse-quickening accounts of the Dillinger era crime spree, witnessed an execution at the Indiana State Pen, and returned from World War II to find his city swarming with slot machines and brothels. He openly backed a candidate for sheriff, and, once elected, urged him, the Indiana State Police and the FBI to force the vice out. Michigan City became an "All-American City."

Spiers broke the mold, wrote free-lance that documented some of Indiana's most unique folklore, coached scores of young reporters and ended up doing an outdoor talk show on ESPN.

Most importantly, Spiers noticed that too many people were uninterested in politics because they didn't understand the process. He used a program called "People in Politics" that recruited interested citizens and, through weekly seminars, armed them with the proper

tools to develop public policy, ranging from the drafting of city council ordinances to how to organize grassroots movements and run campaigns. The hundreds of people who participated provided Michigan City leadership.

In today's newsrooms, you are more likely to hear an editor or news director complain about egotistical politicians than talking about how to engage the citizenry in the process.

It's worth noting Spiers' career today, because Indiana journalism has changed, and the years when great professional courage will be required may lie just ahead. In the days of Spiers, there were two wire services, AP and UPI, that served the state. Now there is only one. The *Indianapolis Star* and *News* have combined into a singular staff. Mid- and small-size papers in places like Michigan City, Peru, Franklin and, soon, Columbus, are shifting from afternoon to morning papers. Two big city papers abandoned Statehouse news bureaus in the middle of the Indiana General Assembly session. Evansville may have only one paper within the year.

Editors complain about "milk-the-turnip" budgets and publishers wonder why it is so hard to practice the concept of treating journalism like a business.

The lesson to learn from a man like Spiers is adaptability. He acted within his knowledge and instincts to protect the interests of Michigan City, whether it was developing bulls-eye police sources or taking his experience from the Army Air Corps to establishing a local airfield.

Smart reporters and editors are the key. They have to adapt. As more and more seasoned reporters leave the business in search of higher pay, the institutional memory fades. Spiers was less likely to cover a mundane meeting as opposed to digging around in a dark corner. Tell a good story, do it smartly and in perspective and people will consume you.

Indiana's media seems to be in a mode of survival, when the state needs a conscience.

## TICKER T A P E

The Associated Press quoted Senate President Pro Tem Bob Garton as saying the possibility of disciplinary action against Turpin and State Rep. Charlie Brown is "driving the delay" of a special one-day session of the legislature to make technical corrections on several bills. Garton added, "I don't feel any urgency at this point that these bills can't wait another six or seven months."

U.S. Rep. John Hostettler "drew two standing ovations" from Republicans at the Vanderburgh County Lincoln Day Dinner, just a week after his father, Earl, passed away. "If your fathers are still with you, please appreciate them," Hostettler said. "Please tell them that you love them" (Mark Stalcup, Evansville Press).

U.S. Rep. Steve Buyer urged the Pentagon to continue investigating the cause of ailments suffered by veterans of the Persian Gulf War. That came after the Pentagon released a study that found no evidence of a "Gulf War Syndrome," an affliction Buyer suffers.

U.S. Sen. Dan Coats and Indiana House Speaker Paul Mannweiler both appeared at the Hancock County Lincoln Day dinner in Greenfield last week. Coats was stung last winter by

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# TICKER T A P E

Mannweiler's tax cut deal with Gov. Evan Bayh. "I think that is a record we certainly can take a great deal of pride in," Mannweiler said. "I think if we do continue to emphasize this record and continue to build on that record, I think Hoosiers will stick with us this fall as we elect a Republican governor" (Jeff Stanton, Greenfield Daily Reporter).

Julia Carson's web page is at <http://a1.com/carsor>. She is receiving e-mail at [jcarson@indy.net](mailto:jcarson@indy.net).

## Goldsmith's decision to ignore Early ads dangerous

From page 5

**HPR:** Rex Early will counter and say I'm not just presenting negative advertising. Mayor Goldsmith has invited us to look at his public record and Early will say that all he is doing is pointing out the inconsistencies of Goldsmith's career as a prosecutor. Is that fair, or is that negative?

**Schmuhl:** It's all in the execution. In most cases, the statements end up being very sharp and that sharpness cuts through the clutter of all the other messages. But it also has a detrimental effect over the long term.

**HPR:** Mayor Goldsmith says he's just going to ignore Early's ads. He's been telling that to people across the state over the past couple of days. Is that an intelligent strategy on his part?

**Schmuhl:** The problem, and history explains this or certainly points to the people who have let charges remain unanswered, that

in most cases, it is dangerous for a politician to let a charge go unresponded. Especially in a campaign where the principles are not all that well known. The opponent can influence the way that the other candidate is perceived by the public. In that sense, the opponent defines the other candidate and that is very tricky business. All you have to do is look back to 1988 and the campaign George Bush ran against Michael Dukakis. Dukakis left the convention with a 16-point lead and in fairly short order, he had been defined and negatively defined.

**HPR:** The ride on the tank may have been the ultimate undoing there.

**Schmuhl:** Yes, but that was his own volition. But I'm thinking of Willie Horton, I'm thinking of Boston Harbor, I'm thinking the number of commercials about raising taxes. Those all played heavily in the public's perception of those who were largely unknown.

## HPR INTERVIEW

# THE HOWEY POLITICAL REPORT



With the Tax Research Analysis Center presents its first special event for subscribers and guests:

## Campaign '96 Pre-Primary Briefing

Know what's happening before it happens

10:45 a.m. to 2:30 p.m. Tuesday, April 23

Capehart, Riley and Steele Rooms

The Columbia Club 121 Monument Circle Indianapolis

Featured speakers and panelists include:

- Chris Sautter, Democratic consultant, Washington DC
- Brose McVey, Republican consultant, Indianapolis
- Sheila Sues Kennedy, director of the Indiana Civil Liberties Union
- Dr. David Reed, economist, Marian College
- Dick Robinson, columnist, Terre Haute Tribune-Star
- Host: Brian Howey, publisher, HPR

The Weekly Briefing On Indiana Politics

Cost: \$35

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