

THE HOWEY POLITICAL REPORT



The Weekly Briefing On Indiana Politics

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“QUOTE” OF THE WEEK

“He’ll never be a father figure to America”

—U.S. Rep. Mark Souder, on the current unpopularity of House Speaker Newt Gingrich, who will campaign on behalf of the Fort Wayne Republican on Jan. 17

Gingrich a ‘liability,’ says congressman

But Speaker’s Jan. 17 Indiana visit brings in cash

FORT WAYNE - Last July, Hoosier Republicans welcomed House Speaker Newt Gingrich as a virtually conquering warrior when he addressed 2,000 party members at the RCA Dome.

When he returns to Indiana on Jan. 17, Gingrich will be radioactive.

“He is absolutely a political liability,” U.S. Rep. Mark Souder told HPR. “Politically, this is probably not a net gain, even for the money. It’s an honor for Fort Wayne to have a Speaker in. In a working relationship, you don’t say, ‘Don’t come in.’”

From mentor, to asset, to liability in the span of a mere nine months, the phenomenon of Speaker Gingrich in Indiana is an indication of the manic-depressive nature of American public opinion. And it accents the uncertain nature, if not outright volatility, that cuts across the political spectrum in 1996.

Gingrich will be featured at a reception and breakfast at the Gold Room in Evansville on behalf of U.S. Rep. John Hostettler on Jan. 17. He then flies to Fort Wayne for a reception and luncheon at the Grand Wayne Center.

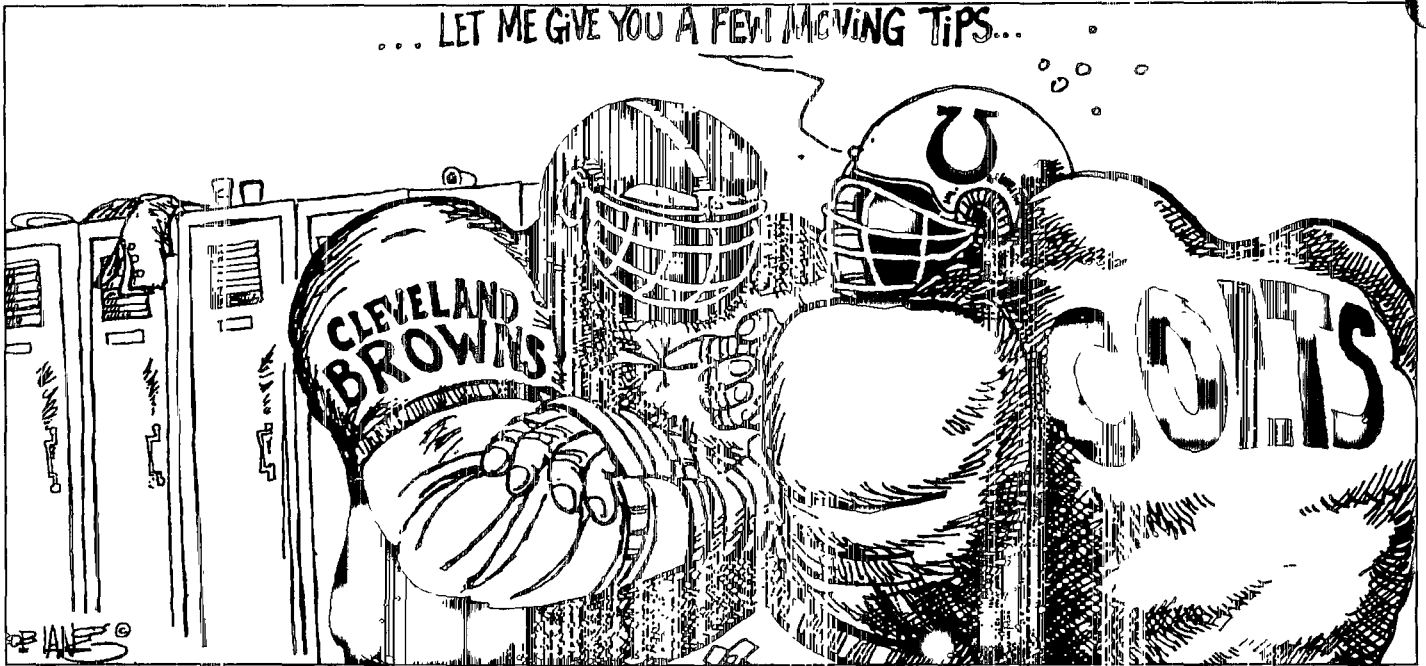
Hostettler’s camp is also aware of the speaker’s controversial stance with the public. “It just shows you the fickleness of politics,” said Curt Smith of Hostettler’s Congressional office. “He has been a success by stressing new opportunities, or he can be seen as the embodiment of fears.”

Smith believes that Hostettler will ultimately benefit from the Gingrich trip, both in terms of money and message. The freshman Republican’s campaign will raise between \$50,000 and \$75,000 from the visit. “And there is the important message, which the party faithful and the news media will hear unfiltered. It will be a half hour to 45 minutes of unedited glory. They will see his passion. That’s important and good,” Smith said.

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HUMOR

M I L L

Devil's Dictionary

By Ambrose Bierce

Mugwump, n. In politics one afflicted with self-respect and addicted to the vice of independence. A term of contempt.

Noise, n. A stench in the ear. Undomesticated music. The chief product and authenticating sign of civilization.

Newtonian, n. Pertaining to a philosophy of the universe, invented by Newton, who discovered that an apple will fall to the ground, but was unable to say why. His successors and disciples have advanced so far as to be able to say when.

Souder: Gingrich made two critical mistakes

From page 1

How could Gingrich, who helped ignite the campaigns of several Hoosier congressmen and then ushered them into office by landslide proportions in 1994 with his Contract with America, become a liability so quickly?

Souder breaks it down into two reasons. First, "Gingrich is taking bullets for everybody. By that I mean for years I heard the Democrats say, 'While I don't like what Congress is doing, my Member is OK.' So Jill Long was OK here. Ed Roush was OK. Tip O'Neill was the bad guy; Tom Foley was the bad guy, but not my Member. You have a little bit of that going on here.

"Secondly, his personality does not play well. This is almost petty to say, but it's true: A White House press spokesman said about Gingrich and Dole that the reason they weren't invited up front (on Air Force One) was because Gingrich and Dole aren't the kind of guys you play hearts with."

Souder said that Gingrich made "two very critical mistakes" that accelerated the Speaker's plunge in the polls. The first was the Air Force One incident on the way back from Itzak Rabin's funeral. That, Souder said, "trivialized the budget and he knows it."

The Fort Wayne Republican added that

House leadership "bullied" freshmen to vote on a continuing resolution in November that delayed the government shutdown.

"If we had shut down and stayed shut down in November, we might not be shut down now," Souder said. He added that this tactical mistake occurred "because Gingrich panicked over the airplane incident."

Souder believes Gingrich's stature will improve with Hoosier voters, if not nationally. "He'll never be a father figure to America, but I think he's already started back up."

On the money front, bringing in \$70,000 in one day would be a boomlet for Hostettler, who doesn't take PAC money or use franking privileges but will need \$400,000 to run a credible campaign in a targeted district.

Both Hostettler and Souder watched the December special election in California where the Republican was "morphed" into Gingrich in TV ads. Smith takes issue with analyst Stuart Rothenberg's assessment that the reason Democrats lost that district was due to a lack of money.

"They have a sitting president and I can't believe they lacked for money," said Smith. "I think they saw it had limited impact. It worked for a week or two in the heat of the budget talks."

Calculating the Republican LG 'race'

This was inevitable.

Who will be the Republicans' choice for lieutenant governor? Second banana? The Ed McMahon of the Executive Branch?

Apparently the formation of an exploratory committee by State Sen. Steve Johnson of Kokomo got the Grand Old Party started on this exercise. It was a better topic for the Democrats even months ago because we know that Frank O'Bannon will be the nominee.

But it's ridiculously early to even be talking about the LG simply because the Republicans don't have a nominee yet.

But if we must...here's how Horse Race calculates, in order, the strengths and weaknesses of probable candidates mentioned on the "short list."

■ **State Sen. Sue Landske:** She would be, perhaps, the most intriguing possibility simply because so many factors line up in her favor. The former Lake County assessor would add gender and geographical balance. That last G-word is important considering Lake County has the state's second largest pool of Republicans. Hammond Mayor Duane Dedelow's upset re-election victory has emboldened some Republicans to think they can make inroads in a heavily populated county hard to reach by TV advertising in the costly Chicago market. Sits on Senate Finance Committee. The early female front-runner.

■ **State Sen. Steve Johnson:** Well respected in the Senate, Johnson might add that "legislative component" that the ticket topper won't have. The Kokomo Republican would add northern exposure to the ticket. His weakness: he formed an exploratory committee. Some may think he wants it too badly. The early male front-runner.

■ **Mayor Paul Helmke:** The Fort Wayne mayor brings geographical balance and electoral prowess, winning his last two elections by landslide margins. Allen County Chairman Steve Shine, one of the truly powerful county chairs in the state, is angling for a slot on the ticket from NE Indiana. He would

be a Goldsmith choice, since Rex Early cunningly took him out of the governor's race in 1993 over his support for the Clinton stimulus package. Weaknesses would be two big-city mayors on one ticket. Also, some Republicans fear pictures of Helmke Yale friends Bill and/or Hillary Clinton might pose a problem.

■ **Clerk of Courts John Okeson:** Again, Shine wants a slot on the ticket and Okeson hails from Fort Wayne. Okeson is young, bright and a willing defender of Republican principles. He might be the early "dark horse" in this exercise.

■ **State Rep. Bill Friend:** The Macy

HORSE RACE

Republican is "considering" a run for LG. Has agriculture experience deemed a plus in running the Department of Commerce. Would be a better matchup with the urbane Goldsmith rather than the folksy Rex Early.

■ **Connie Nass:** Former mayor of Huntingburg has made a tireless round of Lincoln Day dinners. Offers geographical and gender balance, but folks aren't talking her up.

■ **Secretary of State Sue Anne Gilroy:** Lugar protege, who ran and won definitively as a Lugar protege. She offers gender balance, but geography (hometown: Indianapolis) is her curse. In addition, Secretary of State Gilroy occupies the most conspicuously "reformed" office in the history of Indiana. Evan Bayh and Joe Hogsett made it a bastion of efficiency. And no one accused Ed Simcox of running the place as a patronage fiefdom.

■ **State Sen. Tom Wyss:** See Helmke and Okeson entries. Wyss will be conspicuous in the coming legislative session because he is joining forces with Bayh on tougher drunken driving legislation, which will endear him to the CCC/Family Values core.

■ **State Sen. Bob Garton:** Has geography, clout and legislative experience. A compromise in the post-Pearson convention era?

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Gov. Evan Bayh had expected to give his annual State of the State address on Jan. 9. But that has been moved back to 7:30 p.m. Thursday, Jan. 11.

Indianapolis Mayor Stephen Goldsmith was to forego the hoopla of his 1992 inaugural and do a simple swearing-in ceremony at 6:30 p.m. Jan. 3 at the Arts Garden. Goldsmith was to combine that ceremony with his 1996 State of the City address, which his staff said would review his accomplishments and set the tenor for his 1996 plans. Goldsmith has not officially announced his gubernatorial candidacy, but is expected to do so later this month.

Thus far there are only two officially declared candidates for governor: *Rex Early* and *Lt. Gov. Frank O'Bannon*. Republican *George Witwer* has yet to officially kick off his campaign. Spokesman *Ryan Martin* explained, "He just hasn't put a lot of emphasis on a formal announcement. We've all known he's in the race and has been since 1995." Martin expects Witwer to make it official in late January.

While *Witwer* was wrapping up a four-day family vacation on Tuesday, Martin was willing to toss a few barbs *Rex Early's* way. "This campaign isn't going to be won on who told

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Thomas New likes the climate of O'Bannon's 1996 campaign

INDIANAPOLIS - With the illness of Democratic strategist Bill Schreiber placing a cloud over the gubernatorial campaign of Frank O'Bannon, former state treasurer candidate Thomas L. New has assumed the key role as campaign manager.

Sources tell HPR that Schreiber's prognosis on his battle against cancer is not good, meaning that New's entry into the campaign will be extremely vital.

New has been an adviser to O'Bannon for more than a decade. He offered his insights into the Democrat's campaign and the political atmosphere in Indiana on Tuesday amidst the din of hammers and saws in the state party headquarters.

HPR: Was it planned for you to assume the campaign manager's position all along?

New: Certainly it wasn't planned all along. We had been thinking about it for some time. We looked at a variety of options. It became pretty clear several months ago that this is what I was going to do.

HPR: Was that because of Bill Schreiber's illness?

New: I really wouldn't want to characterize it that way. Certainly Bill was in the mix as far as who filled what slot. It made the decision much clearer once we understood what Bill's status was. I think that regardless of Bill's health I would have ended up here anyway.

HPR: How do you view the political landscape right now in O'Bannon's context?

New: We feel very good about the things we are able to control. The fund-raising has gone exceedingly well. When our report is filed later this month, we're going to show a healthy balance; more than we originally we thought we'd have. As Frank is fond of saying, we wrote a campaign plan more than a year ago and we've stuck to it. We just had a real good feel around the state. There's not much more I can add to that.

HPR: What about the things you can't control, like the national dynamic going one way or the other like it seems to have done in the past two federal elections?

New: It's certainly improved from a year ago. After the '94 election, we were concerned about what was happening at the national level and how Bill Clinton would run in Indiana in 1996. Over the last year, there's been a lot of improvement. Our own polling has shown that Clinton has made substantial improvement here in Indiana while Newt Gingrich's negatives are very high. Obviously we have to see how this whole budget battle plays out over the next couple of weeks. Hopefully it won't be months. Our general feeling is that the president and Democrats have gotten the better of it so far. Whether that remains true after the next several weeks we'll just have to find out.

HPR: Since the 1992 Coats-Hogsett Senate race, the emphasis seems to be who can define the other candidate. We've even had Republican Chairman Mike McDaniel say the Republicans might use money to define Frank O'Bannon prior to the primary. Are we going to see Frank come out guns ablazing the day after the primary or will there be a more conspicuous presence prior to that?

New: Prior to the primary?

HPR: Yes.

New: I think you'll see high visibility on Frank's part prior to the primary on television. That's something you can expect. We're not going to sit idly by while the Republicans are duking it out. To what extent we do that I'm not sure yet. We'll have to evaluate that after the session is over and as we move into the primary.

HPR: Do you expect the Republican candidates to be firing their shots at each other, or do you think they can train their sights on O'Bannon?

New: I don't know. I haven't been able to worry about that. Obviously we'd like to see them train their guns on each other, but as you said, the Republican state chairman has already said he may take money to define Frank. So we have to be ready when that happens and we will be ready.

HPR: What are the dangers of trying to define somebody? Can that backfire?

New: If they try to do it in any kind of



"What you see is what you get with Frank O'Bannon. Frank's not going to change. That doesn't mean he won't be aggressive...."

- Thomas New



overtly negative way early in the process, yes, I think that would backfire.

HPR: People who have watched O'Bannon give his log cabin speech - even Republicans - view him as a candidate who truly loves Indiana and as almost a beacon of civility. Are those strengths in this day and age of negative advertising that you can compete with?

New: We hope to do that. What you see is what you get with Frank O'Bannon. Frank's not going to change. That doesn't mean he won't be aggressive. People who have known Frank a long time and have seen him recently are amazed over how he's changed over the last several months. He's in a good position to win. The kind of qualities he displays and exudes will work to his advantage.

HPR: How much will Evan Bayh come out and campaign for O'Bannon.

New: First of all, let me say that the governor has already done quite a bit. He's done more than what most people give him credit for. He has cleared the field for us on the Democratic side. That's an enormous advantage in terms of not having to contest a primary. I want to say that first. The governor has told the lieutenant governor that he will do everything possible to help him both in the fund-raising area and in others he has asked to help. The governor and lieutenant governor talk regularly about these things. You'll see a very supportive and active governor throughout the year.

HPR: What are the stakes for Frank O'Bannon during this year's legislative session?

New: Basically we just want to get through it. It's one of these situations where you want to make sure, from a political point of view, that nothing bad happens. Obviously the big question will be how to handle the state surplus. The more that question is politicized, the bigger the impact it will have on the campaign.

HPR: Does Bob Garton's withdrawal either help or hinder that process?

New: It helps in that you're not going to be able to attribute any political motives or any kind of electoral motives to any actions that Sen. Garton takes. I think it just makes it easier on him to operate the session and the General Assembly in general.

HPR: Are you surprised that Rex Early has been able to line up lawmakers to carry some of his legislation for him?

New: Rex Early has a lot of support among rank and file Republicans and party activists and that includes folks in the legislature. He has, from my conversations with people in and around the legislature a number of supporters there. He's been in the trenches for a number of years fighting various party battles. He's made a lot of friends there. I think he has much stronger ties there than Mayor Goldsmith.

HPR: With the current Republican field, this will be the first year since 1952 when George Craig won office that the party's nominee won't have extensive legislative experience. Is that a plus or minus in contrast with Frank O'Bannon?

New: Well, in the sense that someone doesn't have a long record to examine, it's both a plus and a minus. There's less to attack.

Anybody who's been in government a long time develops a long track record that can be subject to scrutiny; twisted and taken in a certain way that can be attacked. In terms of qualifications for governor, it's certainly a plus to have that experience to make the decisions a governor makes. We come down on the issue that Frank O'Bannon's experience as lieutenant governor is a major positive for him.

HPR: Do you believe the Republican nomination is Steve Goldsmith's to lose?

New: If the election were held today, yes, Steve Goldsmith has the advantage. But that Republican primary has yet to be played out. I still think it's a wide open race from the Republican standpoint, given the kind of resources Rex Early can bring in.

HPR: Do you think a Goldsmith-O'Bannon matchup would place Frank at a disadvantage when it is posed as a reform v. status quo question to voters?

New: With regard to the privatization, I believe the people of Indiana have heard only one side of that story. The mayor really hasn't been taken to task on these issues. We believe that if he is the candidate, we'll get an opportunity to do that.

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the funniest joke. It's nice to have a few laughs, but it's time to get down to business," Martin said. The spokesman also said that Witwer's proposed cap on state spending makes Early's \$25 license plate proposal look like "peanuts."

Witwer had a press conference at the Louisville City Hall on Dec. 19, where he urged the building of another bridge over the Ohio River that would connect Indiana and Kentucky.

GOP candidate Rex Early appeared at a December press conference with State Reps. Bob Alderman and Woody Burton to propose a moratorium on casino gambling licenses and political campaign contributions to political campaigns. Early said he fears that an influx of money from gaming interests could "ruin" the two-party system in Indiana. Early cited indictments and investigations in Louisiana and Missouri as evidence that gambling spreads graft in state legislatures.

State Rep. Mary Kay Budak told the Michigan City News-Dispatch that she doesn't think Alderman's gaming proposal "will go anywhere." State Rep. Tom Alevizos noted that the Indiana Gaming Commission recently delayed the licensing of a casino in East Chicago. "The commission itself held it up. So it seems the

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process is working so far."

Rob Shuford, vice chairman of the Indiana Libertarian Party, predicts the party will have 50 candidates running in the state this year. Shuford added the party's goals include doubling its membership and tripling its county organizations. Currently there are "three or four" active party organizations. The Libertarians would like to run 10 Congressional candidates in Indiana in 1996.

State Rep. Bill Bailey was certainly in the holiday spirit when his "Report from the Statehouse" printed in the *Crothersville Times* centered on the "true story" behind the famous Christmas song, "Grandma Got Run Over by a Reindeer." Bailey also told a true story about his playing Santa Claus at a company holiday party. A little girl sat on his lap and subsequently left a "real warm, wet spot."

U.S. Sen. Dan Coats' Project for American Renewal is the featured article in the latest issue of *Policy Review*, the public policy journal published by the Heritage Foundation.

Washington, Ind., broadcaster Dave Crooks announced his candidacy for the seat State Rep. Don Hume, D-Winslow, is

Which Republican spends the first \$100,000 is the key clue in the gubernatorial race

1996 marks the 10th GOP governor's race in Indiana in which I have voted. I have also personally participated in them all, in one way or another - from a precinct worker in Lake County in 1960, to campaign manager for winners. Over time I have learned that it is the voter's perception about the quality of the candidate that most often determines who the winners and losers will be, but today I want to talk about mechanics - the strategies and tactics necessary for victory.

The nomination and the election, in past gubernatorial races, was often won based upon what the winning candidate did in the off year. Such things as endorsements, fund raising, volunteer recruitment, petition gathering and plan drafting in the off year (1995 in this situation) would determine the nominee. My goal as a campaign manager for statewide candidates was to pre-empt the nomination. That was done by putting forth a high quality candidate and letting him or her sell their own merits. It was also done by doing those necessary things I just mentioned; those things not much noticed by the voters at large.

Three candidates remain for the Republican nomination for governor. Two announced, one still officially coquettish. Have they all done their homework? Was 1995 a productive year for them? I presume the field is set since the petition gathering deadline for getting a name on the ballot is fast approaching. If your campaign is efficient, petitions should be presented to county officials by January 2nd of the election year. Do Rex Early and George Witwer have their petitions ready to go? I have read that Steve Goldsmith has charitable organizations that are prohibited from doing political activity circulating petitions for him.

Remember, if 500 certified registered voters from each congressional district are not submitted to the Secretary of State in February the candidate will not be a candidate. How has fund raising gone in 1995? Rex Early seems to have done quite well, while George Witwer may be having a little more difficulty. Rex has party support which brings volunteers, while George

Witwer has built a statewide volunteer organization. Goldsmith raised funds under the guise of mayoral solicitations, but he seems to have the largest cache of funds on hand.

Which one jumps out of the pack? Which one will be the clear leader by mid-April? That has been the norm in my experience. One candidate jumps out of the pack, so that when the primary or convention day arrives, we pretty well know who the winner will be. If that does not happen in 1996, it will be a new experience

Gordon Durnil

for me. Something that is not new to me is the reliance on television for a broad based exposure of the candidate and the candidate's message. What is new is the proliferation of channel options that keep many television viewers away from television news. Some studies indicate that a majority of television viewers do not watch television news. The reliance of "free" or "earned" media no longer is something statewide candidates can rely upon. The 30-second spot on the network channels is the only sure contemporary method for broad candidate exposure. That's where the big bucks come in. \$100,000 per week spent on television commercials on statewide television gives the candidate a run-of-the-mill exposure. That \$100,000 would include Louisville, but not include Chicago television, which is watched by 9 percent of statewide Republican Primary voters.

So, who spends the first \$100,000 on television? How many weeks can they afford to be on? Ten weeks at \$100,000 adds up to a lot of money. Can any of the remaining candidates spend one million dollars for television in the primary? If the race is still contested in mid-April, that amount might be necessary to win the nomination. What strategies then come into play? Does a candidate just advertise in some priority markets, and not others? Twenty-nine counties represent 70 percent of the Republican primary vote. Indy television

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COLUMNISTS ON INDIANA

Paul A. Gigot, *Wall Street Journal* - When it comes to lifting political ideas, no one is a better, stealthier cat burglar than Bill Clinton. Which probably explains the president's new interest in a little-known, right-leaning Indiana senator. Dan Coats is a card-carrying conservative, heir to Dan Quayle's seat and a favorite of the religious right. In other words, he's the kind of Republican this White House routinely calls "extremist." Yet last week (Dec. 22, 1995) before a private White House briefing on Bosnia, Mr. Clinton cornered Mr. Coats to talk about the senator's *domestic* policy ideas. After the briefing, the president pulled Mr. Coats aside again to underscore his serious interest, asking for speeches and the like. Then Mr. Clinton alerted his policy development shop to get on the case. So what's got the White House so hyped up? The answer is it's looking for ideas for Campaign 1996. And Mr. Coats is pushing a big one with his "Project for American Renewal" which he launched last September with virtue maven Bill Bennett.

James Warren, *Chicago Tribune* - Many Democrats of Tim Roemer's ilk have been in what analysts term marginal districts - and many were wiped out in November 1994's Republican avalanche (it's a mistake to think traditional liberals were the prime victims). Roemer's is typical and, no surprise, was represented from 1980 to 1990 by a Reagan Republican, John Hiler. Such Democrats, especially in the South, are switching to the Republican Party. And, more germane these days, they are the ones who hold a key to solving the current mess. That's because House Speaker Newt Gingrich and Senate Majority Leader Bob Dole need their votes to get veto-proof majorities in their respective bodies on any budget deal. The Roemer type Democrat, many of whom have coalesced into something called the Democratic Coalition, have a proposed budget solution. It's not where hard-line Republicans and the Clinton administration are at the moment, but it well could be where they'll wind up.

Leonard Larsen, *Scripps Howard* - Sen. Richard Lugar, a grown-up man who ought to know better, is advertising his own desperate goofiness in order to salvage his campaign for the Republican presidential nomination. Lugar, who looks like a semi-successful pastor fighting attacks of shyness, has set out to scare people into voting for him. He's using nuclear bombs. A celebrated Johnson TV ad - used only once and then hooted off the airwaves - had its little girl not in her jammies but outside picking daisies when the bomb hit, presumably in a nuclear exchange touched off by Goldwater's militant craziness. The difference in then and now might be that Johnson's campaign wizards quickly realized they'd turned into a false and frightening alarm but Lugar's people - so far - don't. The Lugar professionals have pushed their candidate a long way into a "what if..." phase of presidential campaigning. What if Senator Lugar hadn't done such a dumb thing?

Harrison Ullman, *Nuvo* - I first encountered America's worst state legislature while it was still only one of America's bad legislatures, back in the early '60s when I came from the *Willoughby News-Herald* to work a while for the *Indianapolis Star*. There were ancient reporters and editors with ancient memories of the Indiana General Assembly. They were the newspaper's institutional memory. They knew the histories of the issues we covered and they knew the public and private careers of the legislators we covered. Institutional memory is no longer given much book value in the ledgers of large news organizations. The older reporters and editors are carried as liabilities for their high wages and for their claims on health insurance and pension programs; most of *The Star's* institutional memory has been bought out or forced out, to keep the weight off the company's bottom line. When America's worst legislature gets itself together in Indianapolis (in 1996), it will sell your laws, spend your money, and do whatever the Indiana Chamber of Commerce tells it do do. You can read all about it in the *Louisville Courier-Journal*.

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vacating after 21 years. Crooks is president of Old Northwest Broadcasting Inc., which includes WWBL-FM in Washington. Crooks wore an I-69 lapel pin at his announcement and outlined a platform that centers on improving transportation. A Republican has yet to announce for the Hume seat.

Former Secretary of State candidate **Tim Jeffers** has decided not to run for the 10th CD seat being vacated by U.S. Rep. **Andy Jacobs**. "We have two experienced, well-known and capable candidates seeking the Democratic nomination," Jeffers said of **Ann DeLaney** and **Julia Carson**. Instead, Jeffers said he would work to return the Indiana House to Democratic control in the 1996 elections.

Brian Howey, editor of *The Howey Political Report*, will appear on WFWA-TV's report on the 1996 Indiana General Assembly at 7:30 p.m. Friday in Fort Wayne.

Jessica Mathews, a senior fellow on the Council on Foreign Relations, writes in the *Washington Post* on the loose nukes issue and Sen. Dick Lugar: "Three lessons bear remembering. One is that dealing with Russian plutonium is a security threat that we continue

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to largely ignore at our peril. The second is that congressional cuts in the very modest government program to improve Russian nuclear security are unwise in the extreme. The last is that knowing how hard it is to get rid of separated plutonium, we and others ought to be doing everything possible to stop countries from making more." Mathews concluded by saying, "Or will it turn out as Sen. Lugar wondered: 'Will this new threat be given the priority it deserves only on the morning after the first act of nuclear terrorism?'"

The GOP primary for the Fort Wayne state Senate seat held by John Sinks is currently a two-way battle between former legislator Mitch Harper and former Councilman David Long. Keep your eye on a third legislator and that seat.

"One of the best.."

That's how Washington Political Analyst Charles Cook describes the Howey Political Report

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Lugar's TV gambit brought plenty of reaction, but he has yet to pick up support in polls

SOUTH BEND - U.S. Sen. Dick Lugar was due back in Indianapolis later this week to finish another flight of TV commercials to run in his Iowa and New Hampshire presidential campaign.

These come on the heels of Lugar's most audacious political move since he ushered in Unigov to Marion County a generation ago. Lugar made four ads in December that underscored his concern over America's vulnerability to nuclear terrorism. One ad had a young girl in her pajamas fearful of a terrorist blast, causing some to compare it to the famous "daisy" ad Lyndon Johnson used against Barry Goldwater in 1964.

Campaign Manager Mark Lubbers knew the ads would be controversial, but felt the attention was critical to ignite the thus-far moribund campaign. Lugar certainly sounded the alarm of pundits. Political analyst Charles Cook predicted on CBS News that the ads would probably have to be pulled. Syndicated columnist Leonard Larsen was one of many extremely critical columnists, asking, "What if Senator Lugar hadn't done such a dumb thing?"

But former Reagan image maker Michael Deaver called the ads the most powerful campaign images since the "Morning in America" ads in 1984.

Currently, the first three 30-second ads featuring the little girl have been shelved and the campaign is now featuring the four ad in which Lugar explains why his leadership is important in an unstable world.

While the ads have brought the campaign some notoriety, the polls have yet to yield good news for Lugar. U.S. Sen. Bob Dole would have gotten 35 percent of the vote and millionaire publisher Steve Forbes 16 percent if the state's leadoff presidential primary had been held on Dec. 21 according to the poll for the

LUGAR

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Boston Herald and WCVB-TV in Boston.

Texas Sen. Phil Gramm

would have gotten 8 percent of the vote, former Tennessee Gov. Lamar Alexander and commentator Pat Buchanan 6 percent and Indiana Sen. Richard Lugar 3 percent, according to the poll.

The University of New Hampshire telephone poll of 509 likely Republican primary voters was conducted Dec. 15-20 and has a margin of error of 4 percentage points.

However, that poll was conducted prior to the controversial ads. "We didn't expect any immediate impact," said campaign spokesman Terry Holt. "A presidential candidate has to demonstrate the ability to get people's attention. Now we can begin to build on that attention."

■ **Lugar notes:** The senator is expected to spend 15 full days in Iowa before the Feb. 12 caucuses, and at least that much time prior to the New Hampshire primary on Feb. 20.

■ Lugar was one of four candidates to qualify for the Rhode Island primary. Phil Gramm, Pat Buchanan and Forbes did not.

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reaches 42 percent of those counties. Chicago television reaches nearly 8 percent of those counties, while South Bend TV reaches 7 percent and Fort Wayne TV reaches only 4.5 percent of the top 29 Republican primary voting counties.

If a candidate follows that reality and buys Indy and Chicago television, \$100,000 per week will not be adequate.

"Everything equal," we used to say, "volun-

teers and political organization win the election." The reality is that television quickly makes everything unequal. On the other hand, if a candidate has sufficient funds for television, plus a good volunteer base and the support of the political organization, that candidate should be a winner. If I am correct about that, perhaps Rex has the upper hand.

■ **THE**

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