

RICH GALEN

November 3, 1981

Parkinson media

We talked about Dan and AWACS. I asked him about relative degree of media interest. "Except for Paula Parkinson, this was the most media we've gotten. That one was like a magnesium flare. We had 81 press calls in one day. On AWACS you have to separate the national media from the local media."

adpt

"We have just started sending out press releases. We send them to 500 media outlets. But we haven't done that before. I said in the beginning that we would start in October and we have. Maybe we should have started in February; but we didn't. And I think we were right not to. I wanted him to establish a reputation as a hard worker. And I think he has that reputation now or at least he's on the way. When you have a Senator as young and good looking as Dan you run the risk of having him treated as some bubble headed lightweight. I thought we should bring him along slowly. If we're wrong, well, that's the advantage of a six year term. If you make a mistake, you have plenty of time to correct it. The worst thing that can happen to you around here is not to be taken seriously--like Hayakawa or Pressler. I think AWACS was important to Dan because he played a pretty important part in it and because it gave him a lot of confidence. He held back and didn't rush into it. He may have been a little too conservative, from a publicity standpoint. But he was on national television three times--with people like Tom Pettit and Phil Jones. Phil Jones even calls the office now--that's really something. He even took the play away from Lugar on AWACS and Lugar's staff is trying to build him up as the Republican spokesman on foreign plicy. The trouble is he's too gray. And he came off the fence on -no story there. Anyhow we are entering a new phase in our press relations. We're also doing beeper TV live interviews. The reporters who ask questions from back home and we send them the tape. I think Dan is ready for that now. He wasn't last

*11/3
med age
not informed*

February. I'm very pleased with what we've accomplished. It's like a fetus in the womb. In the first months it grows faster than it ever grows again-- from one cell to a trillion cells. He'll never grow as fast as he has in the early ^a period. He's grown tremendously as a Senator and his growth as a person.

Re his increased confidence. "He and Gorton arranged a meeting of the freshmen Senators this morning. They all came except one. (Rudman) He wouldn't have done that 9 months ago. Yesterday he got all the freshmen on the budget committee together. He didn't do that the first time around. They all came. Even Grassley came; and he doesn't go to the White House when they ask. It is not that he wants to be a leader. Senators aren't looking for a leader. It's just that he's more comfortable as a Senator now. Things he might have wanted to do before but didn't have enough confidence to do, he's doing now."