

PETER LINCOLN

April 9, 1985

Worked in Senate press gallery.

When he first took the job, he said he went around to introduce himself to press people in the state ^(Indiana) (he's from Conn.)

"When I introduced myself to my counterpart in the Governor's office, he said 'I know, you work for Senator Quayle of the Kennedy-Quayle Bill.' I got the message. He was telling me that the message that was getting through back home was Kennedy, not Quayle. So I set out to cut Kennedy out of every mention of the JTPA. You will not see the word 'Kennedy' in anything that came out of this office after that date. In our releases, we always call Dan the principle Senate sponsor of JTPA."

Re JTPA "It's a godsend. We can use it a hundred ways. Mostly it enables us to portray Dan as a genuine conservative, but a conservative with a heart. It also enables us to present him as an effective Senator. It's the biggest weapon in our arsenal."

They use it to related to Dan to constituencies--women, dislocated workers, elderly, summer youth, regions of state, etc.