

CLAIBORNE PELL - *Tom Hughes*

November 21, 1980

Pell - keeps beside him on desk a frayed copy of an old oversized one-paged collage of articles on the Chafee race in 1972. Obviously he savors that. - He was way behind in polls, it was a surprise Chafee got too negative. Pell reorganized staff, had real pros on staff, put in a long campaign of going home and getting around "in every nook and cranny in the state" (I have them now).

Tom Hughes - "I strongly believe that the poll questions should be ours. We have to probe deeply into the personality aspects of Sen. Pell, since we have to keep wondering about his love affair with a blue collar state."

"Abortion was constantly on our minds as an issue as you can see from the poll. And we had a follow up analysis of the subject which I will show you. But it never became an issue in the election. It was an issue only in our minds. And it wasn't an issue because our opponent did not make it an issue."

Talked about Michaelson, Caddell relatives. He finds it hard to recall how preoccupied they were with Michaelson "that's ancient history" but he recalls that they were. "I suppose you are always more worried about a primary in a Democratic state." He adds that they were also concerned with Cianci. "Our whole strategy from the beginning was to keep anybody from running against us--in the primary or the general election." He noted that Cianci looked stronger then than he turned out to be.

He said that he had never actually read the report, that he found most such reports "fawning" and that he only looked at the numbers.

He noted that their deals with Caddell included a provision that Caddell personally not know that Pell was client. He said that 2 of Pell's previous pollsters had been tied up with the President and he didn't like hearing about his polls in the White House (in 1960 and 1966) before he heard them himself.

I spent Friday morning looking at the 1978 Pell poll and copying stuff out of it. Saw Leo ~~5~~Kenyon and Fred Hashway: Fred says Pell is losing 20 of his people--from committee staffs.