

the grant with Woodman's
numbers - The Ad as they see AS
advisory
DAN McKENNA

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Stopped in early to ask Dan about last week's press conference. "We didn't get any of the major TV networks. But we had a couple of TV stations and some less known national radio networks. We had a good representation of the Pennsylvania press. And we've gotten good play in the state."

I asked him if his credibility had something to do with the state turnout. "I called them all personally. I told them I thought this was something they ought to cover. I think they like me--well I don't know whether they like me or not. But they know that I don't get them over here when there's nothing really going on. I have to keep my credibility with the press."

the message
"We started slow, but we've gained momentum (in the press) since the summer. We haven't made the national networks yet. Arlen wanted to start slowly, almost casually--as if he didn't care about press. He wants the media. But he doesn't want to appear to be a hustler." I commented that they had in the state already.

media
"Heinz. Yes, he has a reputation for wanting to be in the press all the time. He fired his press secretary the other day... He was a print media guy, who wasn't good at the gimmicky public relations stuff. That's how I consider myself. One thing I don't go for is this crap about taking credit for something you didn't have anything--or hardly anything--to do with. When these agencies award a grant to your state, they call us up right away so you can get out a press release, and take the credit. You insinuate that you are responsible for the grants. Maybe you constantly voted moral support, but that's all. We haven't done any of that. This business of appearing to do something you didn't is pure shit."

"The thing that I've noticed here is how everyone thinks what he does is crucial to the Republic, when the truth is that when Congress acts, it

usually screws up. Maybe the Senators have some reason to think they are crucial--one of 100, the upper body and all that--but not the staff."

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The trouble up here is that when people think about a problem, the first thing they think of is 'how will I look to the folks back home' or with Kennedy to people in other states or whoever. I can see it with Arlen. He's a good guy and he'll do a good job. But the first thing he thinks about is 'is it politic?' Survival is the bottom line around here. And, I don't mean reelection six years from now. I mean 'do I have the good will' of people down here right now. They worry about that daily."

Spoke of Heinz firing his press secretary because (he speculates) Jack Anderson wrote that Heinz was ineffective in the Senate. Then he talked about a major goof by Heinz office last week. They put out press release and it was wrong.

Re press conference. "We plastered the Senate TV, and radio, press and periodical galleries, with announcements of the press conference. And I personally called all the major TV networks and national newspapers. All we got was the Toledo Blade! That's what I mean when I say we haven't been able to get any national publicity yet. Of course we were competing with Haig on AWACS that morning. With a freshman Senator, you have to be awfully lucky to get any publicity. There has to be almost nothing else going on." One reporter had said that Pete Williams was having a press conference, too.

I asked why no story in Philly Inquirer. He said that Dave Runkel of Bulletin came to Friday press availability and got the story. He got it out in the Thursday Bulletin which came out before the press conference. (Rules of press availability were not to publish till Thursday.) Inquirer was scooped by nearly 24 hours so they didn't publish story. They couldn't get it in paper till next day. They didn't come to press availability to get early info.

They had a staff party at Arlen's last night and Dan thinks it helps. He kidded one of the office staff. "Arlen was atoning for his sins." and he said to me "Arlen asks an awful lot of his staff. He works them very hard. O course, he works just as hard himself."

AS still plays squash in AM. Dan mentioned several senators he has played with--