

BILL LOUGHERTY AND LONNIE TAYLOR

July 21, 1982

Bumped into Bill in hall and we talked about the report on Allegheny County. "He hasn't read all of it. But he was surprised to find he did so well in the city and so poorly in the suburbs.

I'm going through and editing out all references to 1986. He doesn't like that in there."

"So much of what happens is out of our control... He feels that way because he's taken so many hard knocks. But if there's a landslide there's nothing you can do. On the other hand there are some things you can do." i.e., targeting.

"We'll do the same thing we did in Allegheny County for the Scranton-Wilkes Barre area. He didn't run as well as he should have there. And he doesn't get up there as often as he should. We will locate the persuadables and start sending them mail pretty regularly.

"You can't change name ID till you get over 100,000. Our first newsletter went to 50,000 people. The second went to 100,000, the third to 200,000 and the last one to 350,000. But that's still a very small proportion of the people in a state like PA. Those 350,000 are your most sophisticated; they are not representative." (All generated by mail they got.)

"North Central PA is so large an area and so sparsely populated that they can't campaign there as much as he would have to have on impact. It's just not a good use of his time to do so. He can visit there once every couple of years. But in between we'll just mail to everybody in that area... the same, perhaps, for south central."

Bill took me and introduced me to Lonny, who took me through his operation.

The picture is of a Senator very concerned about his mail. "The senator is very concerned about the backlog. We answer 83% of our mail with a 45 hour turnaround. He heard that Paula Hawkins answered 100% of her mail with a 24 hour turnaround. So he asked me why we couldn't do 83% of our mail in 24 hours. I said, Senator, we just can't do that. I called Sen. Hawkins office to see how they did it. Of course her state is smaller than ours. But I found out they had one letter on every subject--'Thank you for your views.' 'We send much more personalized replies than that. And we have 957 items in our file."

"I try not to go see the Senator very often, but if there's a problem and I want to see him I have complete access to the Senator."

They don't send every incoming letter to a legislative correspondent as Cohen does. They sort them originally by issues and by legislative correspondent and most of the mail gets put in an issue slot and gets a form letter. Like Pryor, some CMS people specialize in groups (over 10) and some in individual letters. They use an auto pen - some signed Arlen, i.e., VIP letters. Bill Lougherty decides which letters should go on Arlen's desk. He tried, originally, to sign all VIP letters himself, but found he couldn't. Too many. Bill also decides which drafts of letters or items should go to Arlen for a look. Lonny estimates Arlen sees 25-30% of all draft letters. Bill Cohen signs off on all of them.

AS asks for special reports on mail and gets a report about every 2 weeks from Lonny.

They can't get state lists (he showed me a list they have of all state social service agencies. as example) on the computer because it would take too much time away from the regular mail. Lonny seemed proud of his turnaround

time. He talked about NAR letters (a group retrieved from computer for special letter i.e., railroad retirement) and targeted mail--they have very few and pretty small groups in their computer compared to Pryor, but that's the time problem again.

They average 10,000 a week. They have gone as high as 30,000 a week. They have 13 people in their section. 10 full, 3 part time and 4 interns. One guy gets in at 6:30 to start on the mail. It's delivered 4 times a day and "It goes upstairs twice a day, 10:30 and 4:30"--to the legislative correspondents.

Philly and Pittsburgh offices have computers tied in to Washington to record casework. You are only allowed two such computers in the state.)