

Bill Cohen

September 22-24, 1978

Dave Ault, Greg Stevens, Nancy Shea, Jim Pierce, Jim Ward, Gary Bowne,  
Matt Tucci,

(See schedule attached)

Jim Peirce  
Gary Bowne  
Gene Waters

SCHEDULE FOR WSC

Thursday - Sunday, Sept. 21 - 24

Thursday, Sept. 21

1:43 pm WSC arrives Bangor Intn'l. Jetport via Delta Flight #130/204. Met by Greg Stevens.

2:15 pm Interview with WABI-TV, Ch. 5, 35 Hildreth Rd., Bangor. Contact Gordon Manuel (947-8321)

2:45 pm Interview with WVII-TV, Industrial Park, Bangor, Contact Roger Lemay (945-6457)

3:15 pm Interview with WLPZ-TV, Ch. 2, Mount Hope Ave., Contact Mike Trudell (942-4822)

Overnight Gateway Ocean Inn, Route 1, Belfast (338-4260) (on the Bangor side of Belfast bridge)

Friday, Sept. 22

~~Dick Fenno to accompany all day~~

~~8:50 - 9:00 am Transit Gateway Ocean Inn to WBME, School St., (338-2277) Belfast. via Dave Ault~~ *Part to Interview*

9:00 - 9:25 am *Call it* Arrive WBME, ~~School St.~~ *radio* for taped interview with Bill Spence. *with*

~~9:25 - 9:50 am Transit WBME to Camden Herald, Bayview, Camden (236-3393) via Dave Ault~~

9:50 - 10:15 am Interview with Jim Martin, Editor, Camden Herald.

~~10:15 - 10:20 am Transit Camden Herald to Diversified Communications, 21 Elm St., Camden (236-4344) via Dave Ault~~

10:20 - 11:00 am *Interview,* Rusty Brace, owner of Diversified Communications, *each* may be there. ~~Steve Soft, News Editor of National Fisherman will ask some questions and Steven Curtis, Editor of the Belfast Republican Journal will interview for an article for the Journal. (236-4344)~~

~~11:00 - 11:20 am Transit D.C. to Courier Gazette, 1 Park Drive (594-4401) via Dave Ault~~

11:20 - 11:40 am Interview with Ray Gross, Editor of Courier Gazette ~~(594-4401)~~ *Rockland*

~~11:40 - 11:45 am Transit Courier Gazette to WRKD, 415 Main St. (594-8451) via Dave Ault~~

11:45 am Taped interview with new station manager Terry Economy of WRKD. (Paul Huber has left)

Friday, Sept. 22 (cont'd.)

Noon Stop next door at 414 Main St., (596-6689) to say hello to Ted Sylvester, Bangor Daily News correspondent.

~~12:15 - 12:35 pm~~ Transit Bangor Daily News to Moody's Diner, Route 1, Waldoboro (no phone) via Dave Ault.

12:35 - 1:35 pm Lunch with Marilyn McLoon of Lincoln County News at Moody's Diner, *Waldoboro*.

~~1:35 - 1:50 pm~~ Transit Moody's Diner to the home of Peter and Susan Glueck, Newcastle (563-5635), via Dave Ault.

1:50 - 2:45 pm Meeting with Barbara Grover, Cohen Lincoln County Chairman and volunteer town chairman at Glueck's, *Newcastle*.

~~2:45 - 3:15 pm~~ Transit Glueck's to Senator Sam and Dotty Collins home, 31 Samoset Road, Rockland, (594-5033) via Dave Ault.

3:15 - 3:55 pm R & R at Collins'. *Sam and Dotty Collins home, Rockland*

~~3:55 - 4:00 pm~~ Transit Collins to Treadway-Samoset, Rockport (594-2511) via Dave Ault

4:00 - 4:55 pm Address Maine Broadcasters Assoc. Annual Convention at the Treadway-Samoset in Rockland  
Speech 5-10 minutes on broadcast legislation  
Q & A to follow (20 min. maximum)  
George Gonyar will meet WSC in lobby of Treadway-Samoset or at MAB convention room. Gonyar will try to put WSC on at 4:00 pm however, it could be as late as 4:30 pm. Ted Cohen, Rockland Portland Press Herald correspondent may interview there.

~~4:55 - 5:00 pm~~ Transit Treadway-Samoset to Senator Sam Collins home, via Dave Ault

5:00 - 5:45 pm Meeting with Senator Collins and Knox County volunteers.

5:45 - 6:15 pm Transit Collins' to Belfast McDonald's (golden arches) 40 Belmont Ave., via Dave Ault (338-1224)

6:15 - 7:15 pm Transit Belfast to Ellsworth Holiday Inn via Greg Stevens.

7:30 pm Speak to the Maine Lobstermen's Assoc., Holiday Inn, Ellsworth (new meeting room on the second floor) (667-9341) Hastings to provide briefing. Contact Ed Blackmore, President, ME Lobstermen's Assoc.

Overnight Airport Hilton Inn, Bangor International Airport. (947-6721)

Saturday, Sept. 23 ~~Dick Fenno to accompany all day.~~

~~9:25 - 10:15 am~~ ~~Transit Bangor Intn'l. Airport to Presque Isle via Bar Harbor Flight #12. (942-4675) via Nancy Shea.~~

~~10:15 - 11:45 am~~ ~~Street Tour of Presque Isle~~

~~12:00 - 1:30 pm~~ ~~Maine Assoc. of Nurses Luncheon at Keddy's Motor Inn (formerly Swamp Fox), Presque Isle. WSC is speaker (764-3321) Contact James Donaghue, Progr. Chairman~~

~~1:30 - 2:30 pm~~ ~~Transit Presque Isle to Houlton via Nancy Shea. Natalie Bunnell to accompany.~~

~~2:30 pm~~ ~~Picture at Degenhardts, 101 North Street, Houlton (532-9800) Briefing provided by D.C. office.~~

~~2:45 - 3:30 pm~~ ~~Street tour of Houlton via Nancy Shea. Jim Williams to accompany.~~

~~3:30 pm~~ ~~Depart for Jeanette and Bob Anderson's for fundraiser, 6 Ridgeway, Houlton (532-6301) via Nancy Shea.~~

~~4:00 - 6:00 pm~~ ~~Anderson Fundraiser, Houlton~~

~~6:30 - 7:45 pm~~ ~~Transit Anderson's to Peter and Jane Hunt, 1 Riverside, Fort Fairfield (472-4121) for fundraiser. via Nancy Shea.~~

~~8:00 - 10:00 pm~~ ~~Hunt Fundraiser, Fort Fairfield~~

~~10:30 - 11:00 pm~~ ~~Transit Hunt residence, Fort Fairfield to Presque Isle, Keddy's Motor Inn~~

~~Overnight~~ ~~Keddy's Motor Inn (formerly the Swamp Fox), South Main Street, Presque Isle (764-3321) (late reservations made) via Nancy Shea.~~

Sunday, Sept. 24 ~~Dick Fenno to accompany all day.~~

~~8:00 - 9:30 am~~ ~~Transit Presque Isle Airport (764-0193) to Portland Jetport (main terminal) (774-7301) via Jerry's Flying Service (Twin Cessna 310, tail # 87437)~~

~~9:30 - 9:45 am~~ ~~Transit Portland Jetport to Franklin Towers, 211 Cumberland Ave., Portland (774-7226) via Jim Ward~~

~~9:50 am~~ ~~Meet Mrs. Gladys Shaw at Franklin Towers (outside)~~

~~10:00 - 11:15 am~~ ~~Coffee and discussion at Franklin Towers, Portland Mrs. Delilah Buxton, Head of Residents Committee (772-7542)~~

Sunday, Sept. 24 (cont'd.)

- ~~11:15 - 11:30 am~~ Transit Franklin Towers to St. Ansgar's Lutheran Church, 515 Woodford St., Portland, (corner of Brighton Ave., and Columbia Rd. in the Rosemont area) via Jim Ward (774-8740)
- 11:30 - 12:30 pm Coffee and discussion at St. Ansgar's Lutheran Church, *Portland*
- ~~12:30 - 1:00 pm~~ Transit St. A's Lutheran Church to University of So. Maine's Gorham Campus Soccer Field via Jim Ward.
- 1:00 pm ~~WSE~~ Official starter of Bailey's 4th Annual 5-Milo Road Race, ~~Contact Charlie Sawyer, President, James Bailey Co.~~ *Gorham.*
- ~~1:30 - 1:45 pm~~ Transit USM, Gorham to Munjoy Hill Headquarters, 101 Congress St. (775-9559) via Jim Ward.
- ~~1:45 - 2:30 pm~~ Mrs. Shaw's surprise party with senior citizens at Headquarters, *Munjoy Hill*
- ~~2:30 - 2:40 pm~~ Transit Munjoy Hill Headquarters to the home of Margie and Bruce MacDougal, 3-Sea Cove Rd., Cumberland Foreside (781-3633) via Jim Ward.
- 3:00 - 5:00 pm Fundraiser (cocktails and conversation) at MacDougal's, *Cumberland Foreside*
- ~~5:10 - 5:20 pm~~ Transit MacDougal's to District 7 via Jim Ward.
- 5:20 - 6:20 pm Campaign door to door with Mary Karatsanos, candidate for Maine House of Rep., District 7.
- ~~6:20 pm~~ Meet Buddy Demont at Arlington Street and Forest Avenue.
- ~~6:20 - 6:30 pm~~ Transit to home of Richard & Janet Palmer, 105 Davis, So. Portland (799-8380) via Buddy Demont.
- 6:30 - 8:00 pm Coffee at Palmer's, *South Portland*
- ~~8:00 - 8:15 pm~~ Transit Palmer's to Portland Jetport via Buddy.
- 8:55 - 10:47 pm Transit Portland Jetport to New York (LaGuardia) via Delta Flight #771.

This was new area for him. Dave said we should get 60%, need 65%.

Hathaway pushing conscience too much. People are beginning to say we didn't elect you to vote your conscience, we elected you to reflect our views.

Watergate talk - *wrote it* at 5:00 in *evening* - tried to convey to people how he felt without conveying idea that he was attacking the symbol.

"I need to find a way to touch on that moment in 1974 during the campaign. But it's tricky with Nixon coming back to respectability in the polls--just as Carter fell in the polls. In Democratic areas where I expect to do well that's the one reason they will vote for me. Democrats come up and say they're voting for me because of what I did in impeachment--that I voted my conscience and not the party. And that's the only reason they'll vote for me. So I've got to reach back to reenforce that feeling. But I can only do it a little without losing the other side. So there's a whipsaw effect working here. I haven't figured out how you do it." Says ~~now~~ that Republicans have come to agree with him more now.

Was physically ill after the impeachment vote - voted *on* Art. 1 on *Saturday* ~~set~~.

"After all the sleepless nights, my strength just drained away. I had a temperature of 103. I flew home to go to the Bangor Daily News and then went to Portland for a statewide radio broadcast. My ears were filled with fluid, I was sweating and I couldn't hear anything I said. I said I can't go on; but they said everyone is waiting to hear your speech. The national press was there. So I spoke for 1/2 hour and never heard one word I said. I couldn't tell what was coming out. People said "The best you ever did Cohen!"

Story of running in marathon (from Fort Kent). He ran only last 4 miles in six minutes per mile with 30 others - side hurt and he kept going in great pain - sprinted at the end. "My strength ebbed away and it took me 20 minutes to recover. The cameras were grinding away as we sprinted to the finish line.

*1/16/78  
Physical condition  
& Impeachment  
press*

The marathoners hung back so I could finish first. Great PR! (smiling) Road racing has become a great sport in Southern Maine. You reach people you don't meet in politics. It's all part of spreading out your roots. But it's getting harder when you do it by running." Example of his competitiveness.

1-16  
Cohen  
1977

Then he went into great riotous story about how he had to get in stock car race before 1800 people and got bumped all over the track for seven laps by 7 of the best drivers in *Calais* or somewhere up there. "I was scared shitless. A photographer caught a picture of me in the shadows in my helmet with one eye showing. It showed sheer terror." Afterward they tell him only danger was fire.<sup>"</sup> "That's why you had a fire extinguisher in the car." I hadn't noticed any fire extinguisher."

This morning has consisted of stops in radio, newspapers in various towns. Very informal visiting with media--each town has paper and local readership. So you have to touch 'em all. Subjects--power, fishing, taxes, how is race coming.

Bill does not seize every chance to shake a hand. Talking on way to airport the last evening he said to Buddy that he wanted to tour a plant. "I don't want the quick handshake at the gate. I want to go inside and go around and talk to them. Get me 3 hours for that." "You'll never do it in 3 hours. There are 1200 people on six floors." "Well set aside a half day. I won't do the handshaking at the gate."

Lady in the restaurant told him he should have shaken hands in hospital day before. That triggered discussion of such depression BC says he can't do that. People in hospitals don't want politicians around. And he went on to say...

"I hate campaigning in restaurants. It's an intrusion on people's privacy. Especially in a close race like this one. Forty percent of the people in the place hate your ass. If you interrupt them while they're eating Mother Fellini's

lasagna, they'll feel like punching you in the mouth." When he did shake hands in one today he <sup>hit</sup> ~~put~~ plate of chowder! *Like bumping up the girl a dance floor!*

This is the first year they've had a phone bank--a big change. They are targetting areas where their polls showed they are weak.

They've had 3 commercial polls and they show only 10% undecided at this point. "Right now I'm in good shape. If the election were held today I would win. So if I can raise enough money and stay even with Hathaway on television I should be alright. Of course, we don't know what he'll do. We are emphasizing differences now and we'll go softer later. We expect him to get stronger toward the end. But if I can match him TV for TV from here on it I should be all right."

On way home from lobsterman's meeting("That was fun.") he talked about "shifting gears" from the great letdown at Broadcasters "a blah meeting that made me wonder why I ~~got~~ so up for the meeting." To "the nice people" at Senator Sam Collins' house to the lobstermen's meeting" the best example of democracy at work you'll ever see.

At Hilton he said "I'm the reluctant candidate always. The staff is always pushing me to do more, and I'm always telling them to lay back. Some congressmen love to throw themselves into every situation, all day long. Yet I work harder than most. It's a wild paradox."

Spoke about how he decided it was too much to give up for family to run vs. Muskie. "I thought about running against Muskie and what I would have to do for the next two years if I did. For 13 months I would have to travel all over the country raising money. I would have to be away from my family. My sons, 13 and 15, were going through a particularly difficult period. I said that, and they reported it in Asbell's book, and that was the reason, but nobody believed me.

*Not good  
at routines  
of politics  
a natural  
enemy of  
him.  
Does it  
hike up  
some of his  
politics*

Actually I was reading Zen and the Art of Motorcycle Maintenance at the time. He writes about how people climb a mountain for the challenge and then find they must climb another mountain; and that they never stop. Life, he says, is lived best at the side of the mountain. I decided then that I wasn't going to run, and when I finished the book, I wrote my speech. I delivered it here in the hotel and you could see the wind go out of everyone. 'Why did you do it,' they said. Their feeling was that I had let them down. But my feeling was, why should I take two years out of my life for you. Don't put your ambitions off on me. That's too much of a burden to ask me to carry.'

A lady came to the table to tell us she voted for him for Congress, but was committed to Hathaway and how she wished he'd waited 4 more years to run vs. Muskie. He said to her "that's four more years of my life". After she left, he said "Why should I give up four years of my life just so she can feel better."

Told story about how he was in Saco-- went to a Good Samaritan Jamboree and then had to stop by a bar where people were waiting to see him and a lady asked him to dance. "All of a sudden, I thought to myself what in hell am I doing? There I was in a broken up bar in Saco, Maine at 12:00 at night dancing with some 60 year old lady on a slanting floor. I hadn't seen my wife for 10 days. If people knew what I went through, they would know that there is no way they could compensate for my loss."

Spoke again about how he'll be upset if he loses because he has competitive spirit and wants to win, but that losing will not be the end of the world.

When he finished the story above about the Saco bar, I asked "Would it be any different in the Senate." He said, "No." Then he added "I won't have to push myself as hard as I do. I'll have more time to think about things and

and to read. Do you remember the poem about soaring like a hawk. I wrote that in a transatlantic flight. I love transatlantic flights. I can read and think and be absolutely alone."

"People watch everything you do. I can't go up to a bar and order a beer. It wouldn't go. The other night at the \_\_\_\_\_, Bill Hathaway sat with a beer in his hand all night. You couldn't tell whether he was drinking all night, how many he had, whether it was his first or his tenth. It didn't go over. People watch to see how fast you drink your beer, whether you order a second. You're never anonymous."

At one point in one of the livingroom talks to the faithful he spent a lot of time talking about how hard it is to get anything done as one of 435 and how you need to work up slowly, gain respect of colleagues and he seemed to say by comparison that Senate would be different. This was in context of praise for Bill Emery in Knox County. Compared Emery with Bella. But he didn't ever get to a description of Senate job or why he wanted it or why he would do well at it.

At the diner with Marilyn McClure the reporter. She asked him why he was doing it. He told her to ask me. I replied that I was waiting to hear the answer and we laughed. He then simply answered by ticking off his life from Bowdoin (I <sup>major</sup>~~ignored~~ in the classics, studied Latin and wanted to be a Latin professor. I had no interest in politics, took no political science courses. Then in my senior year, I got bored with it and decided to go to law school. But I had no burning desire to be a lawyer.") Then he traced his career through law school, teaching at BU, law practice, county attorney's office, city council, school board. And she summed up "Just a series of challenges." Which I thought was not a bad summary. He just described the movement from one to the other as almost natural--

yet at each point there's the point he conveys that "Why not try it?" plus fact that other people suggest it to him. Father and law school; friends and city council. Later in the trip, he described most of the events in the political career "accidents."

Later in the day, quite spontaneously he said "The real question is just what that lady asked, why am I doing this?" No answer. He's very introspective.

*my notes*  
But the picture is not clear as to the extent of his ambition. It still seems like he is competitive more than ambitious. And when someone sets the competitive situation for him he becomes very tenacious. He hates to lose; but he can also be very philosophical about losing.

Losing hurts others more than the candidate sometimes. I was led to reflect during the day on another question. What makes other people work so hard for him? You can't run a Senate race without people killing themselves all over the state. Why? I asked Bill and he said "My staff has been wonderful. They work 12-14 hours a day every day. I'm the one who tells them to hold back. But they don't. And I yell at them, get mad at them, and still they keep on working. I don't know if I understand why. They seem to want it worse than I do. They even say that if I win this one I should try to go all the way. I'm not thinking that way, but they are." Dave Ault said just that to me today. Sees Bill as potential V.P. in 1980. I noted that some will go to Senate with him; but the others are a mystery to me. He agreed. But it is an interesting question. Not "What Makes Sammy Run?" But what makes all the others run for and with him?

Almost as soon as I got in the car he started talking about Steve Wermeil. What triggered it, I forget, but it indicated some considerable <sup>irr</sup> ~~inv~~itation, and some trust in me. He returned to the theme again when Greg Stevens

took over and we headed for Ellsworth. "He says I'm humorless, calculating and a social climber. He also says I'm moody. Well, moody I accept. As for social climber, I said to him I have no desire to social climb. As a matter of fact I like being alone most of the time. Besides that I'm poor. So without the desire or the money, it's pretty hard to be a social climber."

"Well," he said "you threw lavish parties." I said "we have to sit on the floor because we don't have enough chairs, and the meals are catered by my wife." He said, "But you entertain so many prominent people in Washington." I said, "I always felt when people ask you out you have an obligation to pay them back. Besides we have friends of all sorts. We try to get the most interesting, smartest people we can find, have a nice dinner and good conversation. I don't have to defend my private life to you or anyone else." And what do you mean "calculating" I said. He said, "well when you walk down the street you think about whether you will walk into the next store or not. You aren't spontaneous." I said, "yes I do calculate whether to go into a bar or not. I don't go into bars. Or beauty shops--I rarely go into a beauty shop." As for humor, I know he's out to get me so I can't relax with him. I can't joke easily with people I don't trust. I'm sure the tension shows. He has no sense of humor himself. He asked me if I liked Robert Redford movies. I said "yes I like Robert Redford." He said "did you see The Candidate." I said "yes, I thought it was a great movie." He said "I hear you are patterning your campaign after Robert Redford in The Candidate." I said "Come on now. I was campaigning long before that movie came out." He asked if he could take a picture of my car if he promised to take a picture of Hathaway's car too. I drive an old Porsche. I said, "sure, but why do you want a picture of my car. You're the one whose always complaining that politics is all style and not substance and you want to take a picture of

my car. Why don't you write about the differences on the issues between us-- the indian issue, the pay raise, Dickey Lincoln, federal spending, tax policy. He said well, I don't know what the issues will be." I just threw up my hands. I can't win. They'll kill me anyway. I know his article will cut me up and there's nothing in the world I can do about it."

The other thing he said early--which set his own mood--as we sat down in the diner for breakfast was to quote Alice in Wonderland--which way to go-- don't much care--then it doesn't matter which way you go does it! A nice quote.

In the first radio station in Belfast, a man said he'd come from N.Y., and he said he thought politics was conducted with a certain "arms length respect" in Maine as compared to N.Y. where people hated each other. I asked Bill (and Greg) about this. Bill said he had never said anything personally against Hathaway and would not conduct a personal campaign. He said he only pointed up their differences in his ads. He said Hathaway was the same, but not his staff. "They have taken to calling me Billy, to downgrade me. That's the closest they've come to being personal. We expect them to get more negative near the end of the campaign!" Greg said "when they get desperate."

With respect to the Billy image, Hathaway's people are trying to paint him as frivolous or inexperienced or whatever. The other image they are trying to create is that he's some kind of Washington effete. In talking about his fundraiser in Bangor (which has turned into a war between factions and where he is keeping hands off) he said some of them wanted Elizabeth Taylor to come in. "Nothing could be worse than Elizabeth Taylor. In the first place she isn't attractive anymore. In the second place the last thing I need is to be connected with a star. They'd say I was showy, splashy, that I liked to associate with the stars. The opposition would love that." Greg said "That would be terrible for your image."

I heard BC do little explaining on issues (maybe Kemp Roth) but in the two volunteer groups he spent a lot of time saying how he corralled large number of votes, unexpectedly, on a R.I. indian bill--because of respect he had earned and how they had bill won (a suspension) till Tip O'Neill started twisting arms and changing votes. Talked, in this connection about how racquet ball helped with guys like <sup>Downey and</sup> ~~Dwyer~~ Russo. "How can a chairman refuse you in the steamroom?" Big laugh.

Bill is a very serious person. He smiles, but it's not a warm smile. It's closer to Jimmy Carter's, but not as constant or as compulsive. Also, there is no hilarity on the campaign. Not like Jim Johnson. Staffers have humor--though it's not as loud as Tsongas staff humor. But Jim Johnson encourages hilarity around him in way that Bill does not. He's very low key. But serious is the best word for him, I think--not humorless. His story about stock car race was funny.

I asked if his citation of his frustrations as a minority member might not cause people to wonder why they should send him to be a minority member in the Senate. "I don't have to tell people here what I've accomplished. They know that I have a record of passing amendments and sponsoring bills. I get a lot of publicity on these matters. So I don't have to come on strong. It goes back to the nature of Maine people. It's much better to use understatement and to talk about your frustrations and let them bring up your accomplishments. My assumption is that they know what I've done and want me to expand my opportunities in the Senate. They know that the Senate is a higher office than the House and they want to see me move up to that higher office. They don't have any specific idea of what a Senator does that's different. They like what I've done and they want me to do well. That's what the Senate means to them--doing better, moving up. It's that simple.

*Need  
for a  
promotion*

Talked again about how his technique of staying with families helps him cultivate new territory--this time it's <sup>Monjoy</sup> ~~Marjory~~ Hill, the Irish stonghold of Portland. "I started a little cultivation last year when I went in and played baseball with some of the kids. That caused a little stir and broke the ice. Then I got Jim Ward who knows everyone and <sup>he got</sup> Matt Tucci. Diane and I went to stay in their home one night. They invited fifteen or twenty people in to meet me and they talked to others. So you work out in circles, getting to know people. People come because Ida and Matt said they liked me. Basically, it boils down to the fact that you are paying attention to them. That's what counts--not party or issues. The Democrats had been taking <sup>Monjoy</sup> ~~Marjory~~ Hill for granted for years. And they have the highest voter turnout in Portland. I've done this ever since my first campaign--stayed in people's homes, picked almost at random. They might be embarrassed and say the bed was too small. I would say I don't care what you have, I'll sleep in a chair. When you stay with someone, you have made a friend for life. Ida and Matt are on the streets going from house to house for me. It's more of a grassroots operation than Arroostok. We have a headquarters there and a lot of volunteers."

Talk about Arroostok county "the county" after 2 big fundraisers to raise 1600 at one and 1300 at the other--1st in Houlton, 2nd in Fort Fairfield.

He commented for second time that he expected they would get "nasty" at end and he was "playing it the opposite way." I asked him whether he was going to concentrate heaviest on TV in Portland and he said yes. Then I asked him if Portland was going to be a media campaign and he said "No, it's going to be even more grassrootsy than this." (i.e. Arroostok). Then he went into the <sup>Monjoy</sup> ~~Marjory~~ Hill story.

I suppose the funniest story of this trip is Hays Geoghan, one of the 3

Independent candidates (He won't get more than 2% of the vote and that's not enough to have any effect on the election.) and his charge that some invisible "force" has placed subliminal messages in his campaign picture. Apparently some lady wrote him and told him that and he's taking it seriously. He claims that the word sex is printed across his knuckles, that the word fuck is written across his forehead, that his hair is air brushed to look like a female reproductive organ and that his left ear looks like a male reproductive organ! When people look at the picture and say they can't see anything, he says, of course, it's all subliminal. He promises if elected to investigate the industry--whatever the hell the industry is! Anyhow that has convinced the few who aren't already convinced that he's really "wacko."

His speech to the Nurses went very well--lots of questions--one was hostile I thought (how many bills have you passed with your name on it.) That was when he went into his performance on amendments, nonpartisanship on the ageing committee.

He was opposed to Kennedy plan on health insurance--more in favor of Carter's. But his main message was that he was not an expert--indeed, he jokingly discussed a few ideas he had had in health field that didn't work--and that he needed to hear from them when they wanted something and that they had to organize. It was very much the same posture he had struck with the Lobstermen "I'm here to listen to you." "If you are going to get your message across you've got to organize." After the lobstermen's meeting he said "That was a lot of fun. You'll never see a better example of democracy at work."

His pitch at both fundraisers on Saturday had more warmth to it than the day before when he was on the coast. He spoke about how much he had been there, how he had started his walks there in "The County" because of the warm

response (You always gave me the best lemonade or coffee . <sup>up</sup> ~~of~~ in the St. Johns Valley when they give you coffee they pour a little something out of the bottle into it so you have to be careful." He talked about Diane and what she was up to <sup>"</sup> (She's taking our son to his first rock concert. When she found out he and a friend were going she decided she ought to go to the first one.) He talked about her trips around Aroostook and warmth of her reception. (He talks about her quite a lot, but I never heard anyone say anything about her to me privately one way or another.) He thanked them for all their help in the past and told them that he had great support in Aroostook and then he needed it to offset his weak areas. "Think Biddeford and Saco." The day before, describing Biddeford he said "It's like trying to break into Alcatraz from the outside." Then he added <sup>"</sup> If that gets into print I'm dead. <sup>"</sup> But it was not a "pep talk" in tone. It was a few words of of identification and appreciation. He wasn't selling himself or selling them on working hard.

Afterward he noted that "Everything I do in Washington gets reported on radio and on television. On television they show a still photo of me during the time of the story. The impact of the media never ceases to amaze me. In MacDonald's just now I was waiting in line and just asked two older guys "How's it going" and they said "OK." Then after they got their hamburgs and were on their way out, they said "We hope you win and you got two votes right here." It's funny to watch things like that unfold. They know who I am."

He complained early the first day about people coming in and making quick assessments as to how he should behave. <sup>"</sup> The other day up in Winthrop festival I was walking around by myself and a lady came up to me and said why aren't

you gathering <sup>a crowd</sup> ~~around~~ around you and talking. When Brennan came here, he was the center of a big crowd. I said people know I'm here. They know who I am. But she insisted that I was going about it all wrong. I felt like saying, 'Lady get off my case.'

Last night after we got back to the motel at about 12:00, he went down to the disco joint downstairs. Said he got talking with a guy and his girl-friend. She asked him to dance "She's one of these women who dances by throwing herself all over the dance floor. She hit two or three people with her arms-- she hit one girl so hard on the ear I had to go apologize. I said to myself 'Cohen what the hell are you doing here' and finally I asked her to slow down. That's the danger of dancing with a stranger. I lost a lot more votes than I gained--a disaster." Earlier he had said he had good relationship with the kids in the area and he just wanted to go in and be seen. *- Like playing basketball with kids in Manjy Hill area.*

*This goes with Bill's personality - He throws himself into situations like this because he's hungry for experience. You know he's not like that. Who knows?*

Last night I saw another TV ad of Bill's--pictures flash on of BH and BC with pay raise on top and yes under BH picture and No under BC picture. Voice says that one voted for it the other against it. Then Bill sits with stream in background and talks like Kennedy about responsibility to set example to others. Then it ends with Cohen. "A Senator for Maine." It was OK--not of exceptionally high quality.

After listening to him Sunday after our talk in the plane it becomes clearer that he is "sharpening that differences" with Hathaway--size of debt, size of interest, cuts Dept. of Education, CETA abuses, government a giant <sup>ameba</sup> ~~ameba~~ bursts open and subdivides into little <sup>amebas</sup> ~~amebas~~ which grow. HEW is 3rd largest budget in world, bigness = waste (GSA, HEW) - anti Kennedy health program - <sup>pro</sup> catastrophic, Hathaway is <sup>funneling</sup> ~~finally~~ benefits to low income, but it's middle income that hurts - people are alarmed about loss of liberty, they are losing freedom

of choice, finding out connection between political liberty and economic liberty, losing options, welfare, more they work the more taxes they pay - Kemp Roth. Bill's own experience.

Yet he says that he can't sharpen the difference so much so that others fall off - very tricky - so he's sharpening list then going to soft sell - 5 minute biography. Thinks <sup>Hathaway's</sup> ~~Bill~~ hard sell at end will sound hysterical. "It's a big gamble."

"I'm one out of 435. If I get to the Senate, I'll be one of 100. That's why I'm here to ask for your help. One of a hundred can do a lot. The Senate Finance Committee on which Bill Hathaway serves voted down the Kemp-Roth bill. One vote can make a <sup>difference</sup> ~~district~~."

After this, he got into RI indian bill. "With one speech I picked up 140 votes." "No one person can do it all. And no one should stand here and promise you more than he can do. But one vote can make a difference."

(John Manley quote in Lutheran church)

He talks about Britain as bad example and says "fiscal ruin" will come.

Made strong civil liberties speech in connection with assassinations committee "serve as deterrent against future abuses of CIA." Compared US to USSR.

"It's my philosophical belief that the larger we get the more we waste." Don't even know what programs we have--in field of old-age for example.

Talked about his "single entry system" of medical care bill. Decide what people need and treat 'em as individuals.

"My father is a baker, he's 70 years old. He's worked all his life and he works from 12 to 18 hours a day. He gets up at 12 o'clock midnight and goes to bed at 6 the next day. When I was younger I used to say to him, Dad you've got to slow down. You've got to retire. Now I realize that if he retired he probably wouldn't survive. He loves to work - it's his whole life. He takes great pride

in his work. He's still trying to bake the perfect roll. He takes one week of vacation each year and do you know what he does? He goes down to Boston to the bakeries to see why their rolls are better than his. His desire for perfection has been a great example to me. I remember once when I was playing basketball in a church league. My father came to watch and I scored 43 points. I came off the court feeling pretty good and grinning from ear to ear and asked him 'how did I do.' He said 'If you hadn't missed those two foul shots you'd have made 45. That pursuit of excellence made a great impression on me.' Went on to say man like that shouldn't be made to retire.

At the ~~past~~ coffee, he talked a little bit about House-Senate differences. "In the House you make more friendships. It's a warmer, put-your-arm-around-a-person type of place. Senators are more conceited; no, that's not right, arrogant is better. When I come to the floor I stumble on with my briefcase weighing down one side and papers under my other arm, falling onto the floor. Senators come into the Senate in the grand manner. The doors swing open and they make their entrance. The Senate is a quiet place. The House is more like the Cow Palace. The noise level is high, people are walking around talking. The Speaker will gavel the chamber quiet and then the noise level starts to rise again. It's more disorderly than the Senate. They have assigned seats, we sit anywhere. Between the chambers there's a quiet hostility. House members feel they know more about the legislation than Senators and that's the truth. Senators are spread thin and are dominated by their staffs. House members see that when they sit in conference committees with the senators. House members think they are better legislators; Senators think they are statesmen. I'm trying to go from one to the other. My friends in the House want me to go, but they say to me 'Don't get to be like them.' I tell them I'll come back if only to use the gym."

*Cohen with  
Papers  
Organized*

When his aide told him he had to leave, he said, "I'm not going to stop talking yet. I'm running for the Senate so that I can talk as long as I want to. In the House I only get five minutes." This humor came to him as follow-up to his discussion.

He also discussed the 2 year term and the 6 year term. "Senators can get ahead of their <sup>citizens</sup> ~~cities~~ and lead them." House members are on a short leash and have to think of citizens' wishes. Yet a House that is responsive is a check on a Senate which gets far ahead of citizenry. He spoke in favor of retaining this "delicate balance" between the two. But I'm not sure his reading is correct. Founders didn't see Senate as leading <sup>other</sup> citizens or getting ahead of them.

As his last point to the South Portland group, he spoke of his strategy. "We are the challenger, and so we have to be aggressive. It's like Leon Spinks versus Ali in the first fight. So we are carrying the fight into the heart of Democratic territory. We have opened our Headquarters on <sup>Monjay</sup> ~~Marjory~~ Hill which has been a democratic stronghold. That's just what I did when I began back in 1972. People said, don't go into Lewiston, don't go up in the St. John Valley. Those are Democratic strongholds and you can't crack them. It's no use. Well, true to my nature I headed <sup>st</sup>right to those two places. We set up headquarters in Lewiston. The first year I cut my margin and the next two years I carried Lewiston. This year I'm going to carry Fort Kent in the St. John Valley, the most Democratic town in the state. That's because I went there, talked to them and listened to them. I believe if you do that you will find a lot of common ground. You can dispel the myth that you don't care about their problems. I believe you can win anyone's support - regardless of party--if you pay attention <sup>win</sup> to people and their problems. A Republican can/over Democrats and Democrats can win over Republicans. That's what I'm doing."

At Mrs. Shaw's surprise birthday party at <sup>Monjay</sup> ~~Marjory~~ Hill Headquarters I

talked with Matt Tucci, Bill's entree into Marjory Hill. "I met Bill in November. Jim Ward asked me to put him up at the House. He's a fight fan. His wife went to bed. But he and I stayed up and watched the fights. He's a great guy. You can't help but like the guy."

At the birthday, Bill spoke of Hancock Street and what a great ethnic neighborhood it was because there was "pride." That's what he sees as essence of <sup>Marjory</sup> Hill. Later, he said "We're going to storm <sup>Marjory</sup> Hill and we'll carry it." Buddy Dement said "<sup>Marjory</sup> Hill could be the St. John Valley of 1978." And Bill responded with the "storming" idea.

He said he was less than happy with his pay raise issue. "I know they'll run an ad saying "If you were so opposed to it, how come you took the raise." "That's what I'd do if I were them." He seemed a bit uncomfortable with that one.

He spoke about mistakes he made in interviews. "During my first primary campaign I answered a question about amnesty in a philosophical way saying that a person can choose to disobey the law, but if he does, he must pay the penalty. My opponent, a real right wing hang-em-by-the-thumbs kind of guy, seized on that and said Cohen says people have a right to disobey the law. He printed up 40,000 leaflets with that question on it. I was reeling around the district for 3 weeks thinking I 'd lost the primary. I learned a lesson. It made me very careful--yes, calculating--about everything I say in public."

Told also about how he gave a long philosophical, analytical discussion of impeachment to James Houghton of NY Times and ended by saying "I guess you could say it like love, it's indefinable but when you know it it's unmistakable." The quote was printed everywhere--Time, Newsweek, NY Times, Washington Post, etc. but without any of the analysis that went before--thus making it seem very flip. Cohen was very upset.

Speaking of his father and mandatory retirement, he said "If a person

needs a pulpit to pound and you take that away, you threaten his survival."

On the overall strategy, the best description of it came during the ride from Presque Isle to Portland in the little Cessna. "We know what Hathaway's strategy will be--the same as he did last time. Now he's going around the rural areas talking to people in gas stations and stores. Then in the last two weeks he'll put on a \$200,000 media blitz. Then they will pull out their knives and it will get nasty. They'll attack me on style--the pretty boy stuff. On substance, they'll say there isn't much difference so why trade an experienced, effective Senator from the majority party for a new one. Well, he's wrong, there is a difference. And we are taking the opposite strategy starting out by sharpening those differences, hitting hard on the issues and then finishing up with the soft touch. Our TV and literature is hitting on the indian lands issue, the pay raise, the spending issue. At the end we will switch and put on the 5 minute biography, things like that. It's a gamble. Our polls tell us that Democrats make up their minds by Labor Day, so we've been trying to help them. Bill Hathaway's voting record is not in line with the thinking of the Maine voters. He's a Harvard educated liberal and he votes that way. But he hides that strong liberalism behind the down to earth, old shoe approach. People like him; and he's very likeable. But he isn't very effective in Washington. He gets publicity here; but no one in Washington knows who he is. ~~But~~ <sup>W</sup>hen that man said last night "We're voting for you because you'll do the same as Hathaway, only <sup>it's</sup> better" I said, "No that's not why you should vote for me. I'll do it differently." If you understand the Maine psyche, you understand that the Democrats think more like I do. Mill workers like those in Rumford live close to the land. They are hunters. They feel just like I do about gun control, Dickey Lincoln, the indian lands. They are also union men and the unions support Hathaway. So the thing cuts two ways; but I think I can reach those voters."

"The Maine Teacher's Association has endorsed Hathaway. I expected they would. It will make it easier for me to vote against a Department of Education. They told me they would give me their membership list so that I could at least make my case. Now they'll give it to Hathaway only."

When I asked him if there was any difference between campaigning for the House and for the Senate, he said flatly "No--just the calibre of the opposition and the intensity of the campaign. But I'm doing the same thing I always did."

There's no doubt that he is really at home in his old district. But, curiously, he is at home on <sup>Monjoy</sup> ~~Marjory~~ Hill too. The pictures in the window with him stripped to the <sup>wast</sup> ~~waist~~ playing basketball one on one with some local resident are really pretty remarkable. He said at one point "I never talk down to people. I'll quote from poetry or from philosophy no matter what group I'm talking to. People want to be lifted up, not talked down to." And I think he conveys this when he talks to people on <sup>Monjoy</sup> ~~Marjory~~ Hill.

On the other hand he noted with respect to clothes, which he changes often "It makes a big difference what clothes you wear with which group." He takes his coat off in most situations, but wears a suit for formal talks and no tie for informal groups. Changed from suit to sports attire also. Among his complaint early on about people coming in and making snap judgments was one about a newsman who rode with him for 15 minutes." When he got out of the car he said to the guy with us, "He's not just style. He's got a lot of substance." "How the hell does he know whether I've got any substance or not. He was in the car with me for 15 minutes. He's still judging on style."

He noted he was getting "a lot more attention now." and noted off and on that the major networks were coming in.

One thing he does with me is to talk about books or articles he's read. He was interested in the Esquire article distinguishing the new elites, "the technocracy" and the "left behinds". And during the trip, he would speak of this or that person or group as among the "left behinds." He also had me read an excerpt from "Dylan," showed me a book by Jude Wanniski "The Way the World Is."

"I'm totally relaxed with you. I've let you see it exactly as it is. If you were Steve Wermiel, I would have been up tight the whole time."

I asked about Waterville strength and he said he was pretty strong there. His campaign manager's from there. "I got to give commencement speeches back to back at Waterville and Winslow last June. That was a great coup and gave me lots of good exposure in that area."