

FRANK BOND

January 4, 1984

Came back from Santa Fe and went around to the new PVD headquarters. I happened to catch Frank Bond, campaign manager, in the office for his first full day.

They have a campaign going. They have spent most of their time fund raising so far. Frank says his job is political. "My job is to win." He stressed organization. They have 5 full time, paid staffers on board and the headquarters.

Frank Bond, Manager David Nummy, Deputy Manager, Mary Jo Rymer, Finance Director, Barbara Catley, Organization Director, Lee Henson, Volunteer Director. All of them are new, as paid staffers, and not from the last campaign.

They have a fairly elaborate structure pretty much in place--- county chairmen or co-chairmen. A campaign chairman for each of the 3 regions. A Northern and Southern Coordinator, Regional Steering Committees, County Finance Committees, etc.

He said "I checked and double checked each one of these people to see how they behaved in their communities, whether they had had problems since the last election. My job is to win." He's been spending a lot of time on this.

"People are flattered when we call them and ask them to help, even though it means work. People have a lot of pride in Pete Domenici. There's a great deal of residual emotional support for Pete Domenici left over from past campaigns. We tap into that. But I would say at least 50% of the people are new." He did not make a big thing out of new and old people. He has a mix--but not at the top. Later on in the interview he said "In the last campaign, there was a lot of dissension among the

staff. This time there isn't. I'm not firing people."

"Pete Domenici is the most popular politician in New Mexico, by leaps and bounds... There is simply no organized opposition to him anywhere in the state, no group around which the opposition could rally. In a state with so many varied elements as this, that is simply amazing. Of course he has his enemies, but no group. Even organized labor has not decided on Domenici. He'll get his share of <sup>the</sup> ~~top~~ rank and file. And the leaders may decide to stay neutral. After all, who wants to drop a million dollars trying to defeat Pete Domenici."

He noted that Nick Franklin "has no natural constituency."

When I asked him what would hurt the most he said "The only thing that would cause Domenici to lose--and I cannot imagine that happening under any circumstances--would be some external force that I can't presently imagine. More likely, it would have to be a combination of forces. If Reagan does badly, that would not pull us down. We would lose some; but we are not dependent on Reagan. The voters do not see Pete tied to Reagan. The opposition will try to link him to Reagan. They will blame him for the budget deficit. But I don't think the budget is an easy issue to convey to the man in the street. If he has a job, if inflation is down and if interest rates are lower than they were, I don't think people are going to vote on the basis of the budget. I know how they might do it, but I'm not going to say. And foreign policy--the Senate does not make foreign policy. And it will be hard to argue that Domenici is responsible for our foreign policy."

I asked him what poll figures--besides job approval--he found most encouraging and he said "The number of people who say, no matter who is running, they will vote for Pete Domenici. That number is staggering."

I asked, re polls, whether they convinced him that people felt Pete had been a national senator and a constituency senator and he said they did. "People are proud of his influence in Washington, but they also believe that he looks after New Mexico. We see no evidence that people think he has 'gone Washington'. He's been on all the right TV shows, but he's not on the Washington social circuit. It seems that he has managed both sides of his job well. Anaya is getting a lot of criticism now on just those grounds, that his desire to become a national Hispanic leader has taken him away from New Mexico. We have bumperstickers that say-- after ET--"Toney Anaya--call home." But Pete has not received that criticism."

I asked him about low key and high key, and he said what Fran had said, without the real twist coming through. "The campaign will be low intensity in the sense that we won't have the candidate around as much as people might like. He is going to be tied very closely to his work in Washington, so we are going to have to make do without him. I'll do a lot of surrogate speaking for him. That's a new twist for a campaign manager, so they tell me. But if we get behind, I'd bring him out here and turn him loose. People want Pete to punch back. And I trust his judgment and his instincts. He's got the best instincts of any politician in this state." He made it sound more like Pete's devotion to duty than a central strategic decision.

"I worry because the state is 3-1 Democratic. And I worry on top of that because the state is probably the most difficult politically of any state, for either party. You have so many different (he ticks them off) elements. The number of elements is mind boggling. That's why it is impossible to reach a consensus on anything in New Mexico. But now there

is a consensus on Pete Domenici, produced by the person himself, by the nature of the candidate."

"We are better off today than we were at a comparable time 6 years ago. For one thing, the average man in the street knows who Pete Domenici is and thinks he's going to win. For another thing, we have a very strong Democrats for Domenici group going. They are the kind of people who talk; and they should be causing the Democrats a lot of worry.

"We've built several new wrinkles into the campaign this time. For instance, all our media will be done by people in the state. That's a first for a statewide campaign."

"There is not issue out there around which the opposition can coalesce. And Nick Franklin has not natural constituency on which to build. The Democrats ought to be very worried. But I worry too, because it's a 3-1 Democratic state."