

Kim Haddow - June 29, 1992

- General feeling is one of uncertainty, not like last time, trying to figure out what will work this time.
- "I don't think 1986 will have any carry-over for Wyche. He has a lot of educating to do. The only thing people know about him is his ^{name,} home. They don't know anything about him. He's in Mattingly's position now. He's the incumbent. And in a time when incumbents are part of the problem. He's an incumbent at a time when pork doesn't count like it did. People think it's nice that you got money to restore the Augusta Court House; but they want to know about jobs. People are 'big-picturing' it this year. Wyche may have been at his best attacking an incumbent. We don't know whether he'll do as well now that he is an incumbent."
- The picture I got was that: "there are a lot of balls in the air this year. I don't want to say it's an experiment we're engaged in, but it is. We don't know whether any of the old rules will work. They will have to be filtered through extremely different [set of voter attitudes--or TV viewer attitudes]. Not sure."
- "It's frustrating, but that's what makes it exciting."
- She was big on the focus groups in the sense that it would be their first good fix in voter attitudes.
- Given the pervasive uncertainty on all fronts, she concluded: "you're still going to have an exciting race. Wyche has a lot of things going against him. [Fenno: "He may have a weak opponent."] I pray (crossed her fingers) it's Coverdell. The one that worries me is Tanksley--40 y/o, never been in politics, forceful. He has everything a challenger needs this year, except money (big smile)."
- At one point, she said Wyche was "glib." "He's so used to giving political speeches, and that people don't want anything canned or slick or political this time."
- Wyche's assets? "He is a Georgian. He has roots. He has family. He is a real guy."
- Lots of talk that echoed Bill--about budgets and timing. "We've had 10 budgets. Now I think we're down to two--I think."
- Re the decision to go on TV. "A lot depends on Wyche's gut. How many hits can he take? How long does he want to take them? The decision is his."
- The idea of the TV in July is to blunt the negatives that will come from the winner of the Republican primary and to neutralize the inevitable "bump" among the public that the winner will get from the primary.
- I think they would like a Republican run-off so that they would have to

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shoot at each other instead of at Wyche, and use up all their money.

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