

CATHY PENDERGAST

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We talked at lunch about Breslin's staff study and then a little about how I might do it and a little about press operation.

She said that Breslin interviewed everyone in 5 or 6 offices and was interested in uniformities--especially in terms of motivation. It is that you can't measure staff output and can't reward staff or output. Rewards have to come from inside. What kind of people do this. Why don't more staff blow whistle on Senators, given the fact that "it's such an intimate" relationship between staff and Senator. The latter was Cathy's question.

She thought I could talk to 5 or 6 in each office--those who had access to Senator--and one who had none.

She thought Senator made a difference and cited Proxmire who types own press releases "In his office, one person does what 6 of us do in our office. That's a rare case, but it's because of the Senator."

"One thing you might look at is the amount of politicization in the office. Ours is a very unpolitical office, because the Senator is very unpolitical. I'm sure if I went in and said to the Senator, 'if you support this measure, you will be clobbered in 5 newspapers in Ohio,' that he would say 'I don't care what they do. I'm right on this.' We almost never ask what the political consequences of a position are. Did you read the NY Times article? That conversation about the budget was a very unusual one for our office. And what Kennedy did not print was that Glenn spoke up in the middle of it and said 'why isn't anyone looking at the merits of the thing? What about the merits?' That's typical of him." She said Kennedy and Metzenbaum had very political offices.

She says press secretary is top paid job in Metzenbaum office.

As for his job, Ohio is very different from most states in that "It has the largest number of cities over 100,000 of any state--sixteen. They all have newspapers and they all have correspondents here. Plus, there are 3 TV stations that have stringers here. The only ⁱⁿstate newspaper is the Cleveland Plain Dealer. But people in Dayton or Toledo take it only as their second paper. So you have all these different media markets. And believe me, they have very different interests. The people in Toledo don't care about the problems of Cincinnati. I know some press secretaries who only have two papers to worry about, the afternoon paper and the evening paper in one city. We have to worry about a lot of them."

She's keeping some figures on which papers call. "Before the election three-quarters of all our press requests were from Ohio and one quarter from elsewhere. Now, it has completely turned around. The national requests make up 75%, along with the international requests. We are getting lots of those now, so many that we have to turn some down. The Senator's explanation is that if he should ever decide to run, they will want pictures of him, but he won't have any time to do it. They are collecting file footage for possible use at a later date so they won't get caught short."

She said she likes to know who else in the office is talking to reporters because "when something appears in the press it's my neck on the block," but she said reporters with specific interests develop relationships with individual staffers--like Andrews on defense.