

DALE BUTLAND

June 29, 1982

I talked to Dole about the convention speech.

"I don't have much time to think about it, frankly. The Senator has had a very busy speaking schedule lately. He did 5 speeches the week before the convention and three speeches the week before that. Besides, we didn't know until a week and half before the convention that we were even going to give a speech. And once we knew there would be a speech, we didn't know whether it would be given to a work shop or what." Long discussion of Manott's desire to avoid 1978 dis , how the speakers were arranged. Glenn put in preferences go first, go second, go last, MJ says they pcked 2nd and last, not first, because they assumed Mondale had lock on it. Manott-Kennedy arrangement, Kennedy stacking the hall, printing tickets, lugging banners, etc. Kennedy had it wired. Dole thinks a lot of , lunches with him occasionally.

"In my opinion the main object of the speech was to lift the 1976 monkey off the back of the Senator--show that he could excite an audience, that he could get applause, and that he could at the same time, distinguish himself from the leftish liberals in the party. I think he accomplished both those things in Philadelphia.

"Senator Glenn is still not entirely comfortable with a speechwriter. For a long time he resisted hiring one. He would have the legislative assistants give him speech material in their areas. He worked from notes a lot. Finally he agreed to hire one--long after the 1976 speech--and then only if that person could do something else. I came from Commerce and so I

know something about international trade. I help Ed with that; and I do a little small business. Lately, it's been full time speechwriting. He has a fear of being packaged. He got where he is by being who he is and he's afraid a speechwriter will make him something different. He's better than he used to be; but he still hasn't come to grips with the idea of someone writing speeches for him... When he delivers a speech, he always changes things as he goes along. That's his way of assuring himself that it's his speech. Then he feels comfortable. He didn't make changes in Philadelphia however. He stuck to the text.

Re the speech. "On Friday, a week before the speech, the principal people involved met in the Senator's office--the Senator, myself, Carl Ford, Ed Furtek, Len Weiss, Bill White, Bill Connell, Eric and maybe a couple of others. We decided the speech would have three parts. The first part would be an attack on Reagan. It would have as much punch and as many applause lines as we could pack into it, to prove that John could excite the audience and get applause. The second part would be more thoughtful. It would still have enough good lines but it would set forth some of his positive ideas. He didn't want the whole speech to be just an attack on Reagan, as Mondale's and Kennedy's were. Then the third part would be the more inspirational, spirit of unity theme. The unifying idea for Senator Glenn is opportunity. What distinguishes him from many party liberals is that he stresses equality of opportunity rather than equality of results. One is a less liberal notion than the other. I hope somebody picks up on that some day."

"Senator Glenn was leaving for Iowa and we told him we would have a draft ready for him by Sunday night when he returned. On Monday we met and people make suggestions as to how to improve the draft. On Tuesday we got together

and he read the new draft. I thought to myself, this is awful. Senator Glenn has all the wrong instincts when it comes to reading a speech. Some people, looking at a sentence or a paragraph can--intellectually or intuitively--pick out this place where the emphasis should come. John invariably picks out the wrong place to put the emphasis... Driving to Philadelphia, he taped the speech as he would deliver it. When he listened to it, he admitted it was not very good. We had a lot of rehearsal time in Philadelphia. We would tell him where we thought the emphasis should go. He listened to us and he worked at it and he changed. On Friday at 11:00 he rehearsed the speech for the last time in his hotel room. He was great! I thought to myself, he's peaked at just the right time. He is going out and wow them. Unfortunately, it did not come off quite that well. During the first part of the speech he had 'em. He really had 'em. Up through the Sandra O'Connor line. They were really with them. From then on interest went down, his voice got softer and he lost them. But I think they came home again with the inspirational part at the end.

A point about John. he "learned politics the hard way--losing in 1970. He didn't just go from here to politician on his hero's credentials. He learned those weren't enough. Can he "learn" to go from Senator to presidential candidate? What is there about being a Senator that makes it tough. That should be my focus.

Senator Glenn's 1976 speech left an indelible impression on a lot of people that he was boring. It has been especially painful for him. People who say Friday's speech was anything approaching his 1976 performance have no idea what they are talking about. Probably, they weren't even there in 1976. It was a tremendous improvement over 1976."

I asked about John's attitude toward words. "Is he a wordsmith". "No he's not a wordsmith. He always tends toward the common expressions." "Is there any pattern to his contributions?" "My job as a speechwriter is to

translate his ideas into sentences and paragraphs that get people's attention, to add a little humor, make people smile. It isn't to put my own ideas into a speech. When I look back at the earliest speeches I did, I can see a big change in my ability to write in a style he is comfortable with... I tend to want to put more rhetoric in his speeches. John tends to want more substance. He knows that he shouldn't speak more than twenty minutes, but he wants so much substance that his speeches have a tendency to run too long. And if he gets off on a subject that really turns him on--research and development--he may talk too long. Working on a speech, he'll say, 'if I'm going to talk about helping the elderly, I can't use just one example. We've got to put in more examples.' He always wants more substance than I think he needs."