He talked about Iowa campaign of Glenn - "a classic case of how to goof things up."

"Organizationally, it was a disaster. I don't know whether it was the main thing or not; but it probably made it impossible for Glenn to win in Iowa."

"He was very popular. He had the best data base of any candidate, the most people to draw on. More people came through the door to hear him than heard any other candidate at that level. He met more people in Iowa than any other campaign. But they did not contact those people after they met Glenn. They must have thought that once people shook his hand and looked him in the eye, they would turn out for the caucuses. But there was no follow up that I ever heard of."

"The people who ran the campaign in Iowa from February to November (the Donny and Marie show) had no political experience and did not know what they were doing. Maureen Roach had been a legislative correspondent for Tom Harkin. And she had come in to do the same kind of thing part-time in the evening during the last three weeks of his campaign. She walked over to the Glenn headquarters and they gave her the top job in Iowa. She had no idea what she was doing and she didn't know enough to know she didn't know. Just one example, she had one staff member spend 3 months--when manpower was a scarce resource--looking up the addresses and telephone numbers of all the newspapers, TV and radio stations in the state. We had all that information at the state party. Or, she could have gotten all the newspaper information from the Iowa Press Association and the other
information from the Iowa Broadcasters Association. Just one or two phone calls. But she didn't know enough to ask. And someone worked on that for 6 months!

"Jerry Fitzgerald, our Candidate from Congress from the 5th District took over Glenn's headquarters there after Glenn left. When they were cleaning it out, they found a box which was filled with the caucus manuals for the precinct leaders in the 5th District. Each Glenn precinct captain should have had one on caucus night; but not one of them had been delivered. We found out that the Glenn coordinator there had worked his heart out. He had called the home office time and time again and had never gotten any support or cooperation. He got so frustrated he said 'I'll get 'em.' And he just didn't distribute the manuals. Now that's a pretty high level of frustration and breakdown."

"When Glenn started attacking Mondale, Iowans didn't like it. Iowans don't like negative campaigning. They were victimized by it twice, in the Clark campaign and the Culver campaign. They don't like people turning the machine gun on their own ranks and spraying bullets all around. And they don't like the bullets lying all around waiting for Republicans to use them against Democrats. That hurt Glenn badly."