

October 11, 1992

MEMORANDUM TO THE LEADER

FROM: JOHN DIAMANTAKIOU

SUBJECT: POLITICAL BRIEFINGS

Below is an outline of your briefing materials for your appearances throughout the month of October.

Enclosed for your perusal are:

1. Campaign briefing:
  - overview of race
  - biographical materials
  - Bills introduced in 102nd Congress
2. National Republican Senatorial Briefing
3. City Stop/District race overview
4. Governor's race brief (WA, UT, MO)
5. Redistricting map/Congressional representation
6. NAFTA Brief
7. Republican National Committee Briefing
8. State Statistical Summary
9. State Committee/DFP supporter contact list
10. Clips (courtesy of the campaigns)
11. Political Media Recommendations (Clarkson/Walt have copy)

Thank you.

**MEMORANDUM**

To: Senator Dole/John Diamantakiou  
From: Mike Anton  
Subject: Background on Haar Campaign

Char is challenging Tom Daschle, a first term incumbent. The race is uphill, but she has made enormous progress in the last few months. She has gained national exposure to gain credibility both in and out of state.

Char has spent the last year and half driving over 100,000 miles around the state, walking the small towns and conducting a person-to-person campaign.

The honorary Co-chairmen of the campaign are Governor Mickelson, former Governor William Janklow, Senator Larry Pressler, and former Senator Jim Abdnor.

**FUNDRAISING**

Char's campaign has raised a little over \$300,000. We are planning to host three more events in the next two weeks with Phil Gramm, Nancy Kassebaum, and Alan Simpson.

**ISSUES**

Our campaign has made Daschle's liberal voting record the issue in this election. His attack has been to say we are running a negative campaign. We are working to refute these campaign charges.

Char was misquoted by the press as being against Head Start program. If the education question arises, please note that Char is a strong supporter of education and Head Start.

- Daschle opposed the constitutional amendment on flag burning
- Daschle voted for gun control several times;
- Daschle authored the "swampbuster" provision of the 1985 farm bill;
- Daschle has never voted for a farm bill;
- Daschle voted against farmers and for labor in voting for the Cargo preference bill;
- NFIB reports that Daschle votes in favor of small business only 10% of the time, (South Dakota is virtually all small business);

Issues  
Page 2

- Daschle is one of the biggest spenders in Congress--he has voted 25 times on major appropriations bills to spend more than the administration sought--for a total of \$35.2104 billion over administration requests;
- Daschle twice co-sponsored the ABC (Act for Better Child Care) bill that would have mandated federal day care, rather than the President's plan which passed that allows parents to make their own decisions about day care through federal tax credits;
- Daschle opposes lowering the capital gains tax, which Char supports;
- Daschle voted with Ted Kennedy 88.9% of the time in the 102nd Congress;
- Daschle was fourth in the Senate among Democrats in his party line voting behind only Mulkulski, Leahy, and Adams;
- Daschle has supported public financing of Congressional campaigns which Char opposes;
- Daschle opposes school choice;
- Daschle votes pro-labor consistently even though only a small percentage of South Dakota's workforce is unionized;

Recently the Argus Leader daily newspaper has distorted some comments made on veterans' issues. Char was asked to comment on one of Daschle's campaign advertisements. The campaign ad shows a disabled Vietnam Vet praising Daschle for his work on Agent Orange legislation in the Senate. The news article stated that Char had called the Vietnam veteran a "long-haired hippy".

Char was commenting on the what she heard from other vets around the state. Vets whom she had spoken with felt that this person in the ad misrepresents the vets of today. They are not the type of people that are "long-hair hippies" but they are businessmen and community leaders who have gotten on with their lives. The paper used these quotes as a statement of her own. I have included an article from today's newspaper which you might find interesting.

If Char would have received as much national publicity as the four women liberals running in California, Illinois, and Pennsylvania, we believe that the campaign would have more credibility and would be treated with more respect.

The event in Rapid City will include a small forum of business leaders from around the Rapid City area. After the 45 minute forum, we will hold a press conference.

Please let me know if you need any further information. And thanks for your efforts on our behalf.

# The Wednesday Argus Leader

Oct. 7, 1992

## Haar denies criticizing vet in Daschle ad

By KEVIN WOSTER  
Argus Leader Staff

South Dakota veterans disagreed sharply Tuesday over Republican Senate candidate Charlene Haar's criticism of a disabled Vietnam veteran, as Haar argued that she had been misunderstood.

The controversy stems from a story in Tuesday's *Argus Leader* in which Haar referred to veteran Bud Hill of Box Elder as a "long-haired hippie without a job."

Hill, a 23-year military veteran, appeared in a television advertisement commending Haar's opponent, incumbent Democratic Sen. Tom Daschle, for his congressional work on veterans issues.

Korean War veteran William Cerny said Haar's statement was childish.

"The fact that they wear the long hair, the beard, the mustache or whatever, they're still veterans, and they should be treated like veterans," said Cerny, a Burke farmer, Democratic state legislator and past state commander of the Veterans of Foreign Wars.

But Vietnam veteran Kenneth Askren of Sioux Falls said he agreed with Haar about Hill's role in the Daschle ad. Askren said Hill's appearance wearing camouflaged fatigues appeared staged and "downgraded the Vietnam vet."

"He doesn't represent me," Askren said. "I've got respect for the man for being a Vietnam vet, but he doesn't represent me."

Haar backed away from the controversy Tuesday, saying the newspaper had distorted her comments and that she was only repeating what others had told her.

But when reminded about the interview concerning Hill and a subsequent phone call to double-check her opinion of the ad, Haar said she should could not recall the conversation.

The newspaper intended to hurt her campaign and help Daschle, she said.

"That was a statement that I was reporting to you that I had heard," she said.

Haar first made the comment about Hill on Sept. 25 during a telephone interview that covered several subjects. Haar said then that the ad, in which Hill praises Daschle for helping get congressional compensation for veterans suffering from Agent Orange exposure, was offensive. She also



Bud Hill



Charlene Haar Tom Daschle

### Inside:

■ **PEROT AD:** Ross Perot delivered a lecture on the economy and criticized government officials who become lobbyists for other countries in a 30-minute national television ad. 5A

■ **BUSH CAMPAIGN:** Energy Secretary James Watkins said South Dakota corn growers will play a key role in a national energy strategy. 2B.

commented on Hill's appearance.

Haar said: "I have talked to veterans all over the state and they are offended by this ad. They are offended because there is a long-haired hippie without a job in that ad complaining, when the vast majority of those veterans have come back to this state and are holding down jobs and running the business down the street."

That quote was read back to Haar during a subsequent telephone interview on Oct. 1. She answered: "Yes, that's right."

Haar then was asked if she was offended by the ad. "I most certainly am," she said.

But on Tuesday Haar said she didn't remember making those  
Haar/See 2A

## Haar:

Continued from 1A

comments and couldn't remember having the quote read back to her.

"I don't remember that you had read me back anything that day," she said.

On Tuesday, she said she had seen the advertisement only once and doesn't have an opinion on whether it is offensive. Neither does she have an opinion on whether Hill is an appropriate representative of South Dakota's Vietnam veterans, she said. Haar said the dispute over the

quote shouldn't overshadow her commitment to veterans or other important campaign issues.

"I'm elected to the United States Senate, I certainly will support the veteran," she said. Hill, 54, said he can't work because of war-related injuries caused by a booby-trap explosion in 1973. He also said he has a type of cancer related to exposure to the defoliant Agent Orange, which

is mentioned in the ad. Hill said he was praised by many veterans for his involvement in the ad.

Fallout from Haar's comment reached Washington, D.C., said Paul Egan, executive director of the Vietnam Veterans of America. Egan said the comment was a sign that politics had reached a new low.

"This is ridiculous, for God's sake," Egan said. "Somebody who has done two tours in Vietnam certainly doesn't need this." But Haar said Tuesday that she didn't intend to personally criticize Hill, or even Daschle. She said she was only repeating criticism of the ad and of Hill that she'd heard from other state veterans.

## Charlene Haar

### BIOGRAPHY:

Mrs. Haar was born near Madison, S.D., where she now lives. She received a bachelor's degree from the University of South Dakota in 1963 and a master's degree from Augustana College at Sioux Falls in 1987. She sold real estate for 12 years and worked as a legal secretary and income tax preparer for 15 years. Since 1985, she has taught French, American government and journalism at Madison High School, but resigned at the end of the 1991 school year to run for the Senate. Mrs. Haar worked in Bill Janklow's gubernatorial campaigns in 1978 and 1982, and she was campaign manager for Republican Rep. Clint Robert's losing campaign against Democratic Rep. Tom Daschle when reapportionment limited South Dakota to one House seat in 1982. She was state Republican chairman in 1984-1985, and was vice chair in 1979-1984 and 1985-1987. Mrs. Haar and her husband, Bob, have one daughter, Elizabeth.

### PROFILE:

Mrs. Haar said she got her start in politics after former Gov. Bill Janklow encouraged her to get involved in Republican Party leadership. She worked on Janklow's winning campaigns for attorney general in 1974 and for the governor's office in 1978 and 1982. Mrs. Haar became state Republican Party vice chairman in 1979, and held that post until she became party chairman in 1984. After she left the chairmanship in 1985, she continued as vice chair until 1987. After Mrs. Haar announced her candidacy for the Senate in 1991, she got little support from Gov. George Mickelson and other Republican Party leaders, who launched an elaborate plan to draft Janklow into the Senate race. Janklow refused to run, so party leaders belatedly embraced Mrs. Haar's candidacy though she admitted she was a long shot to win against Democratic Sen. Tom Daschle. She said she learned a lot from watching her mother, who was afflicted with multiple sclerosis, work as a farm wife. "If she were able to do that with her debilitating disease of multiple sclerosis, I certainly have no excuse not to get involved." Mrs. Haar also gained attention for including a recipe in each of her regular campaign mailings. She described herself as a conservative, and said she believed she could win the Senate campaign by attacking Daschle's voting record. "I'm pro-gun, and I'm pro-life," she said. But a lack of money could hamstring her campaign. Early in the year, Daschle already had raised \$1 million for his re-election campaign, but Mrs. Haar had only \$1,000 on hand. Most of the spending by her campaign came from her private funds.

### PRIOR-CAMPAIGNS:

Mrs. Haar is making her first run for public office.

## MEMORANDUM

TO: SENATOR DOLE  
FROM: David Wardrop/NRSC  
RE: South Dakota Trip  
DATE: October 3, 1992

### A. POLITICAL OVERVIEW

Although Senator Daschle continues to lead, Char Haar's name ID continues to grow and with it comes increasing support. An October 1, Sioux Falls Argus Leader poll listed the race as 56% to 33%. Only a few days before this poll was released, Daschle claimed that his internal polling showed him winning 66% to 23%.

South Dakota is a very cheap state to run a race. The coordinated of \$110,000 will be able to buy about 3,000 gross ratings points. This will be spread out for TV over the last three weeks of the race. A radio buy has been backing up television to this point, but with only about \$27,000 in the bank they've had to cut back some.

Haar has been hammering Daschle for taking a no-tax increase pledge in the waning days of the 1986 campaign and then voting for increases. Daschle's response has been to apologize for taking the pledge in the first place. Char has also hit Daschle for opposing the balanced budget amendment and the line-item veto and for his support of gun control and pro-choice position on abortion. And she has taken Daschle to task for his huge amount of PAC money (in a 1982 Congressional race when the two Congressional seats were combined into one, Daschle stated that only South Dakota money should be spent).

Haar has received a great deal of press when she seconded the nomination of Vice President Quayle. She also had appearances on CNN's "Inside Politics" and the FOX Morning News. The Washington Times showcased Haar earlier this month, as did the Detroit News and USA Today.

Haar was also successful in bringing Governor Mickelson and former Governor Janklow together at a press conference to sing her praises. Senator Pressler and Senator Abdnor have also signed on as Campaign Co-Chairmen.

Haar's financial situation is not good (cash-on-hand of about \$27,000), although she does make very good use of NRSC research on Daschle and gets some good earned media as a result.

## **CHARLENE HAAR**

In 1987, Charlene Haar was recognized as a Distinguished Teacher from South Dakota; she was nominated again in 1990. In 1989 she was one of five educators from South Dakota invited as a guest of the United States Department of Education "A Teacher's Inaugural Experience." For the past seven years, Charlene has taught French, American government, and journalism at Madison High School. In addition, she was also the coordinator of the gifted program. She has taught a total of 11 years, resigning at the end of 1991 school year.

She is past Chairman of the Board of Directors of the Dakota State University Foundation, past president of the Madison Education Association, treasurer of the Chamber of Commerce Education Committee, and State President of the Questers- an international organization of antique collectors.

A life-long Republican, she has been active in the party, serving for approximately ten years as either the South Dakota State Vice Chairman or State Chairman. She was the only George Bush alternate delegate to the 1988 National Convention, a delegate and member of the Committee on Rules and Order of the Business at the National Convention in 1984, and a delegate and member of the Committee on Resolutions at the National Convention in 1980.

In 1982 she was the campaign manager for the state-wide congressional race, and she has worked on the presidential campaigns of George Bush and Ronald Reagan; senate, house, gubernatorial, and numerous other state candidate campaigns. She is a member of the National Federation of Republican Women.

Charlene is married to attorney Robert J. Haar and has one daughter, Elizabeth.

## **SENATOR TOM DASCHLE**

Senator Daschle is one of those baby boomers who has spent almost all his adult life in politics. He tends toward liberal positions on foreign and cultural issues and a mixed stand on economic issues. He spends much time on farm issues. On the Agriculture Committee, he tried to change the course of the 1990 farm bill. Daschle was more successful on the 1990 Clean Air Act with his amendment to require reformulated gasoline to replace regular gasoline in the nation's nine smoggiest metro areas. Daschle has also been the leader in the Senate to get compensation for Vietnam veterans exposed to Agent Orange. He has also worked on issues from South Dakota Indian problems to congressional campaign reform.

Daschle wants to provide more aid to beleaguered middle-class Middle Americans. He supported Richard Gephardt's 1988 presidential campaign, and keeps in touch with Gephardt and his "message board" group of Democrats in the House. Daschle sees his victory in the Senate as a model for a national populist movement for America.

**B. SURVEY DATA**

2/18-20/92	8/13-16
Mason Dixon	RSM
N=823/3.5%	N=400/5%

**1992 INCUMBENT**

**DASCHLE REELECTS**

Reelect (Standard)	58	56
New Person	31	32

**DASCHLE ID**

Aware	94	98
Favorable	62	76
Unfavorable	14	17

**DASCHLE JOB**

Approve (Exc/Gd)	61	74
Disapprove (Fr/Poor)	38	14

**1992 Ballot**

Haar	14	24
Daschle	67	63

**C. FINANCIAL UPDATE**

<b>Incumbent:</b>	<b>Tom Daschle</b>	<b>Gross (Cycle):</b>	<b>On Hand:</b>
		<b>\$3,352,467 (6/30)</b>	<b>\$1,120,789</b>
<b>Republican:</b>	<b>Charlene Haar</b>	<b>\$295,300 (10/1)</b>	<b>\$27,000</b>

**D. ORGANIZATION**

Campaign Manager:	Lon Anderson
General Consultant:	Susan Bryant
Media Consultant:	Jay Bryant
Polling:	Vince Breglio



**E. STATE INFORMATION**

1. Population: 694,004
2. Voter Identification: 207,036 (49%) Republicans  
180,181 (43%) Democrats  
33,134 (8%) Unaffiliated
3. U.S. Congress: Senate 1 D and 1 R / House 1 D
4. Legislature: Senate 17 D and 18 R / House 25 D and 45 R

5. Elections:

1988 Presidential	Bush	53%	Dukakis	47%
1984 Presidential	Reagan	63%	Mondale	37%
1980 Presidential	Reagan	61%	Carter	32%

6. Major Media Markets:

Sioux Falls	77%
Rapid City	20%
Minot/Bismark	2%
Sioux City	1%

7. Political Leadership:

Governor: George Mickelson(R)  
Lt. Governor: Walter Dale Miller (R)  
U.S. Senator: Larry Pressler (R)  
U.S. Senator: Tom Daschle (D), seat up in '92  
defeated Senator Jim Abdnor, 52% to 48%  
Daschle - \$3,485,870 / Abdnor - \$3,410,387

## SOUTH DAKOTA STOP

### **Rapid City**

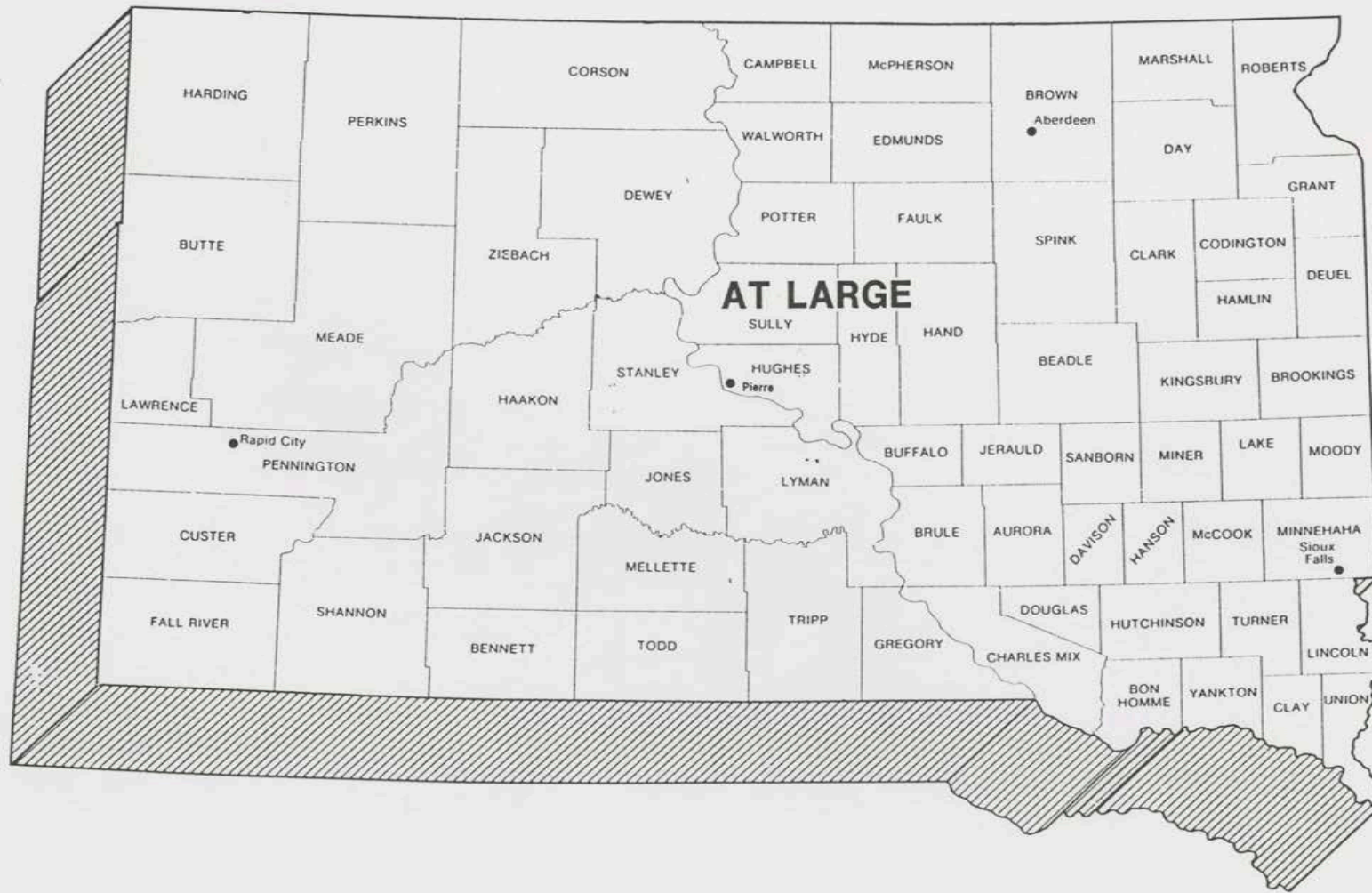
South Dakota has one at-large seat represented by Tim Johnson (D) who won with 68% of the vote in 1990. Johnson is expected to win again, since there is no serious opposition.

The focal point of eastern South Dakota is the states's largest metropolis, Sioux Falls. The city grew 24% in the 1980s, to 101,000, as it made the transition from meatpacking town to regional commercial hub. Today, it is a service center whose banks, insurance companies and farm implement dealers are all tied closely to the agricultural economy.

Near the western border of the state is South Dakota's second-largest city, Rapid City, with a population of over 54,000. Originally a market for surrounding ranchers and farmers, it grew rapidly in the 1970s and has now settled into a prosperity matched only by Sioux Falls. Tourism has been an important factor in the growth: The Badlands, the Black Hills and Mount Rushmore are nearby.

Disenchantment with the Reagan administration's farm policy hindered President Bush's 1988 presidential bid, both in the GOP primary and in November against Democratic nominee Michael Dukakis. Bush won the state over Dukakis with 53%, well below President Reagan's 60% plus showings in 1980 and 1984.

# SOUTH DAKOTA

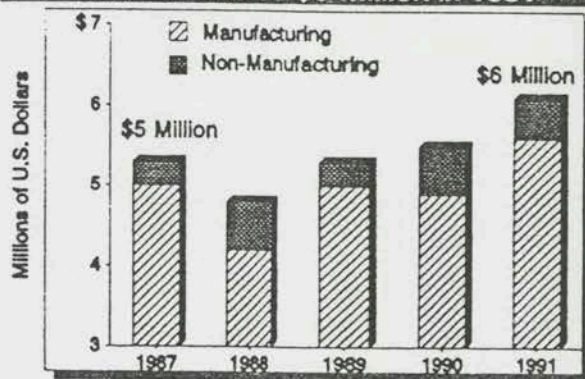


# SOUTH DAKOTA EXPORTS & JOBS

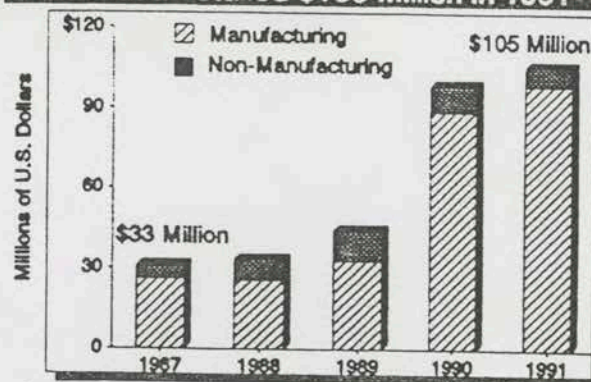


## THE NORTH AMERICAN FREE TRADE AGREEMENT

**South Dakota's Merchandise Exports to Mexico Totalled \$6 Million in 1991**



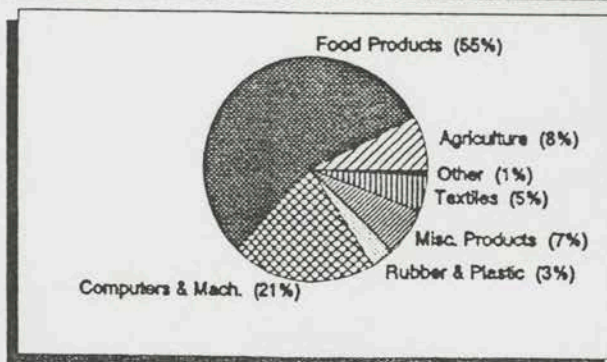
**South Dakota's Merchandise Exports to Canada Totalled \$105 Million in 1991**



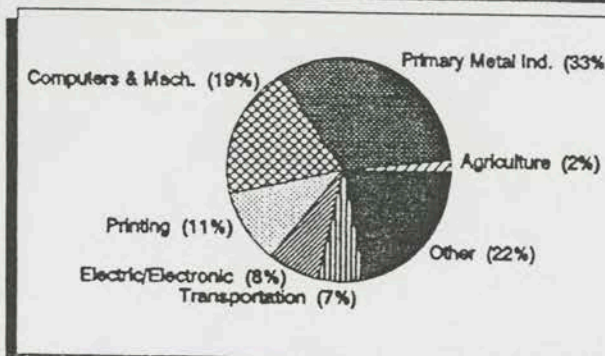
Manufactured exports accounted for 94 percent of South Dakota's \$111 million in exports to Canada and Mexico in 1991, and supported an estimated 6,800 jobs.

- South Dakota's sales to Mexico and Canada accounted for 46 percent of the state's total exports.
- Since 1987, South Dakota's exports to Mexico have grown 14 percent, while exports to Canada have tripled.
- Canada and Mexico are now South Dakota's first- and seventh-largest export markets.
- An estimated 600 new jobs have been created by growth in South Dakota's manufactured exports to our North American trade partners since 1987.

**Composition of South Dakota's Exports to Mexico 1991: Total \$6 Million**



**Composition of South Dakota's Exports to Canada 1991: Total \$105 Million**



## **SOUTH DAKOTA**

### **REPUBLICAN ELECTED OFFICIALS**

#### **Constitutional Offices:**

Governor **GEORGE MICKELSON**

Lt. Governor **WALTER MILLER**

Secretary of State **JOYCE HAZELTINE**

Attorney General **MARK BARNETT**

Auditor **VERNON LARSON**

Treasurer **HOMER HARDING**

#### **Congressional Delegation:**

U.S. Senate

1 R, 1 D

**LARRY PRESSLER (R)**, next election 1996

U. S. House of Representatives

There is only one At-Large seat in South Dakota and it is held by **DEMOCRAT  
TIM JOHNSON.**

#### **State Legislature:**

State Senate

18 R

17 D

The Senate Majority Leader is **GEORGE SHANARD.** The Speaker is **JIM HOOD.**

State House

45 R

25 D

The House Majority Leader is **JERRY LAMMERS.**

## **SOUTH DAKOTA**

### **1992 PARTY STRUCTURE**

#### **STATE PARTY**

##### **Committee Members**

###### **Chairman DON PETERSON**

Elected: February 1991

Next election: February 1993

**PETERSON** is a former state senator who seems to work well with Governor **MICKELSON** and Senator **PRESSLER**. He is a native of Yankton who is involved in the agriculture commodity business, and was a member of the Committee on the Call.

###### **National Committeeman WALTER MILLER**

Elected: August 1988

Re-Elected: June 1992

Next Election: June 1996

**MILLER** is currently the Lt. Governor of South Dakota and was elected on a ticket with the Governor. He was a member of the RNC Rules Committee. Miller was re-elected at the June State Convention.

###### **National Committeewoman ARLENE HAM**

Elected: August 1988

Re-Elected: June 1992

Next Election: June 1996

**HAM** is a former Chairman of the SD GOP (1978-80) and owns a realty company. She was on the 1992 Arrangements Committee. Ham was re-elected at the June State Convention.

##### **Party Leaders/Key Figures in State:**

**BILL JANKLOW**, Former Governor (1978-86) and Bush-Quayle 1988 Co-Chairman.

**DEBRA ANDERSON**, Executive Director of Bush-Quayle 1988 and former Director of Intergovernmental Affairs at the White House.

**JIM ABDNOR**, former U.S. Senator and former Administrator of the Small Business Administration

Governor **GEORGE MICKELSON**

##### **Bush-Quayle '92 Leadership:**

Chairman, Governor **GEORGE MICKELSON**

SD

**State Party Overview:**

The South Dakota party has a small staff of four people. **HERB JONES**, Executive Director, does an excellent job of directing the staff. The Party works well with the Governor's office. The Governor's sister, **PAT ADAM**, is the Party's Co-Chairman.

**Financial Status:**

The Party raised approximately \$400,000 in 1989-1990.

The 1992 budget is the largest in the history of the state party. To date, fundraising is slower than expected.

A recent fundraising event by Marilyn Quayle resulted in raising \$15,000 for the Victory '92 effort. A scheduled Vice Presidential visit to the state should further assist the fundraising effort.

## SOUTH DAKOTA

### POLITICAL LANDSCAPE

#### ELECTION UPDATE

##### 1992 Ballot:

President/Vice President

U.S. Senate: **TOM DASCHLE**

U.S. House: 1D

Public Utilities Commissioner

All State House - 70

1/2 State Senate - 35

Term Limitations Initiative

Repeal of video lotteries initiative

Construction and operation of the Lonetree Solid Waste Facility initiative

Enactment of regulation and reclamation for surface mining initiative

Personal and corporate tax initiative

1992 Electoral College Votes:      3

##### Political Environment/Overview:

The Presidential Preference Primary was held on February 25, 1992. The results of the primary are as follows:

##### Republican Primary

<u>Candidate</u>	<u>Raw Vote</u>	<u>Percentage</u>
President George Bush	30,927	69%
Uncommitted	13,709	13

##### Democrat Primary

<u>Candidate</u>	<u>Raw Vote</u>	<u>Percentage</u>
Kerrey	23,974	40%
Harkin	15,153	25
Clinton	11,421	19
Tsongas	5,756	10
Brown	2,304	4



A poll conducted by Mason-Dixon/Political Media Research of 812 registered voters September 25 and 26 resulted in:

Bush	30%
Clinton	37
Perot	15
Undecided	18

### U.S. Senate:

Former State Party Chairman **CHAR HARR** is challenging incumbent Democrat Tom Daschle. Harr is the only Republican woman U.S. Senate candidate in 1992.

Republicans currently control the state senate by just one vote (18-17) after a net loss of one in 1990. All 35 State Senators will be up for re-election in 1992. The state party is focusing most of their attention on maintaining control of the senate.

### Congressional Race:

In South Dakota's at-large district, Democratic Congressman **TIM JOHNSON** is up for re-election. Former state legislator **JOHN TIMMER** is the GOP nominee. Timmer, of Sioux Falls, is expected to run a credible campaign and has focused significant efforts on in-state as well as PAC fundraising.

### Miscellaneous Points:

Several initiatives will appear on the November ballot including term limitations, a repeal of video lotteries, the construction and operation of the Lonetree solid waste facility, enactment of regulation and reclamation for large scale gold or silver surface mining, and the imposition of a personal and corporate tax.

The Perot forces submitted over 14,000 signatures to qualify for the fall ballot (2,000 signatures were necessary).

The Perot campaign selected **JAMES STOCKDALE** as the vice-presidential running mate prior to August 15, therefore securing Perot's effort to be on the fall ballot.

10/6/92

## SOUTH DAKOTA STATE STATISTICS

<b>POPULATION:</b>	<b>696,004</b>
<b>Largest City:</b>	<b>Sioux Falls (100,814)</b>
<b>Second largest:</b>	<b>Rapid City (54,523)</b>
<b>Third largest:</b>	<b>Aberdeen (24,927)</b>
<b>GOVERNOR:</b>	<b>George S. Mickelson (R) elected 1986</b> <b>Next election: 1994</b>
<b>SENATORS:</b>	<b>Pressler (Humboldt) &amp;</b> <b>Daschle (Aberdeen)</b>
<b>DEMOGRAPHICS:</b>	<b>92% White, 46% Urban, and 54% Rural</b>
<b>MEDIAN FAMILY INCOME:</b>	<b>\$15,993 (48th)</b>
<b>VIOLENT CRIME RATE:</b>	<b>136 per 100,000 (47th)</b>

SOUTH DAKOTA REPUBLICAN PARTY

P.O. Box 1099, (401 E. Sioux Avenue)  
Pierre, South Dakota 57501  
Executive Director: Herb Jones  
(605) 224-7347 (GOP)  
(605) 224-7349 FAX #

Chairman:

Don Peterson  
P.O. Box 1099  
Pierre, So. Dakota 57501  
(605) 224-7347 (o)

National Committeewoman:

Arlene Ham  
Conrad - Ham & Associates  
3121 West Chicago  
Rapid City, So. Dakota 57702  
(605) 343-1600 (o)  
(605) 348-1506 (h)

National Committeeman:

Walter Miller  
500 E. Capitol  
Capitol Building  
Pierre, So. Dakota 57501  
(605) 773-3661 (o)  
(605) 224-6768

1988 DOLE SUPPORTERS, STATE OF SOUTH DAKOTA

Chairman:

Dave Billion  
1816 South 1st Avenue  
Sioux Falls, S.D. 57105

9/24/92

DOLE FOR PRESIDENT, POLITICAL SUPPORTERS

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LAST NAME	FIRST NAME	TITLE	ADDRESS 1	CITY	STATE	ZIP CODE	PHONE (O)	PHONE (H)	CODE
Adam	Thomas	Mr.	215 West Broadway	Pierre	SD	57501			*SD
Adams	Dwight	Mr.	2150 Derdall Drive	Brookings	SD	57006		605-692-4665	*SD
Bogue	David	Mr.	RR 3, Box 40	Beresford	SD	57004			*SD
Burke	J. Shanard	Mr.	503 North Grand	Pierre	SD	57501	605-224-9211	605-224-7964	*SD
Cullum	Robert	Mr.	48 Montgomery	Custer	SD	57730	605-673-3178	605-673-4389	*SD
Dahl	Bruce	Mr.	3710 Holly Court	Rapid City	SD	57702			*SD
Dorsey	W.E.	Mr.	620 North Main	Redfield	SD	57469			*SD
Dvorak	Karen	Ms.	500 East 12th Street, #2	Sioux Falls	SD	57104			*SD
Fischer	John	Mr.	P.O. Box 607	Long Lake	SD	57457			*SD
Gabel	Hazel	Ms.	2150 Derdall Drive	Brookings	SD	57006			*SD
Goldammer	Vance	Mr.	2432 South Main	Sioux Falls	SD	57105			*SD
Groseclose, Jr.	Chester A.	Mr.	P.O. Box 1030	Aberdeen	SD	57401			*SD
Gunderson Olson	Karen	Mrs.	6241 Chokecherry Lane	Rapid City	SD	57702	348-1511	605-348-1511	*SD
Haar	Sharon	Mrs.	RR 2, Box 50H	Wagner	SD	57380			*SD
Hier	Perry	Mr.	1514 South Lloyd Street	Aberdeen	SD	57401		605-229-0150	*SD
Hillard	Carole	Ms.	2809 Frontier Drive	Rapid City	SD	57702			*SD
Hills	Thomas	Mr.	1421 Woodburn Drive	Spearfish	SD	57783	605-642-6212	605-642-5620	*SD
Hirsch	Lyla	Mrs.	RR 1 Box 520	Yankton	SD	57078			*SD
Hultgren	Dennis	Mr.	RR 2, Box 147	Akron	IA	51001		605-565-3053	*SD
Kayl	Doreen	Ms.	P.O. Box 447	Clear Lake	SD	57226			*SD
Kumm	Doris	Mrs.	521 - 6th Street, S.E.	Watertown	SD	57201			*SD
Lakness	Milton	Mr.	RR 1, Box 36A	Hazel	SD	57242			*SD
Meyer, Jr.	Jack	Mr.	536 Ashmont Road	Madison	SD	57042			*SD
Mickelson	George	Honorable	500 East Capitol	Pierre	SD	57501			*SD
Mydland	Gordon	Mr.	RR 2, Box 24	Lake Preston	SD	57249			*SD
Nohava	George	Mr.	RR 1, Box 41	Tyndall	SD	57066			*SD
Ortner	Michael	Mr.	P.O. Box 629	Hot Springs	SD	57747			*SD
Owens	Howard	Mr.	1255 Country Club Drive	Spearfish	SD	57783			*SD
Parish	Dan	Mr.	405 Jefferson Avenue	Murdo	SD	57559	916-961-3775		*SD
Peterson	Dick	Mr.	P.O. Box 77	Brookings	SD	57006			*SD

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DOLE FOR PRESIDENT, POLITICAL SUPPORTERS

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LAST NAME	FIRST NAME	TITLE	ADDRESS 1	CITY	STATE	ZIP CODE	PHONE (O)	PHONE (H)	CODE
Peterson	Don	Mr.	406 James Place	Yankton	SD	57078	605-665-7801	605-665-4573	*SD
Pressler	Larry	Honorable	133 Hart Office Building	Washington	DC	20510			*SD
Rentschler	Jack G.	Honorable	4401 Vista Lane	Sioux Falls	SD	57105			*SD
Roesch	Bonnie	Mrs.	RR 2, Box 46A	Roscoe	SD	57471			*SD
Roth	Glenn	Mr.	P.O. Box C	Freeman	SD	57029			*SD
Simpson	James	Mr.	3102 Meadowbrook Lane	Rapid City	SD	57702			*SD
Terca	Barbara	Mrs.	P.O. Box 446	Presho	SD	57568			*SD
Warkenthien	Gene	Mr.	Star Route, Box 9	Willow Lake	SD	57278		605-625-5244	*SD
Wiese	Mary	Ms.	1412 Tahoe Trail	Sioux Falls	SD	57103			*SD

HEADLINE: SOUTH DAKOTA: DASCHLE LOOKS HAARED TO BEAT

An internal poll released by Sen. Tom Daschle (D), surveyed 505 registered voters 9/20-22; margin of error +/- 4.4%. Tested: Daschle, teacher Charlene Haar (R) (S. Falls ARGUS LEADER, 9/24).

	NOW	8/92
Daschle	60%	66%
Haar	22	23
Undec.	17	11

NOTE: The Daschle camp released the poll in response to a claim made by Haar during a 9/22 news conference that "she was gaining on Daschle and believed she had narrowed" the gap to "single digits." Haar campaign dir. Lori Anderson dismissed the poll as "slanted" (Woster, ARGUS LEADER, 9/24).

SOUTH DAKOTA: Political Media/Research poll conducted 9/25-26 surveyed 812 likely voters; margin of error +/- 3.5% (Sioux Falls ARGUS LEADER, 9/30). Tested: Sen. Tom Daschle (D) and teacher Charlene Haar (R).

	ALL	MEN	WOM
Daschle	56%	57%	55%
Haar	33	32	34
Undec.	11	11	11

HEADLINE: HOUSE RACE BRIEFINGS: SD At Large

Political Media/Research surveyed 812 LVs from 9/25-26;  
margin +/- 3.5% (Sioux Falls ARGUS LEADER, 9/30). Tested: Rep.  
Tim Johnson (D), ex-state Rep. and John Timmer (R).

	ALL	MEN	WOM	EAST	WEST	DEM	GOP	IND
Johnson	65%	64%	66%	67%	62%	84%	49%	64%
Timmer	19	20	18	16	24	5	31	14



## ADI: RAPID CITY IN SD

### Political Landscape:

ADI is contiguous to the state of South Dakota and represents .6 electoral votes out of a total of 3.

The Rapid City ADI performed well above average when ranked by 1988 Bush/Quayle Percentage. It ranks 46 out of 210 ADI's.

Past Republican Electoral Performance has been successful in Presidential Elections:

1990:	Governor Race	63.9% of ADI Vote
	Senate Race	58.7% of ADI Vote
1988:	BUSH/QUAYLE	60.5% of ADI Vote
1984	REAGAN/BUSH	71.0% of ADI Vote

Turnout for past Presidential elections has been around 70% in the past two races topping out at 70.9% in 1988 to 71.4% in 1984.

As of 1990 Census, Total Population of ADI was 167,754 people with Voting Age Population at 116,431.

Breakdown of Voting Age Population reveals a younger ADI than the nation. Breakdown is as follows:

30-49 year olds	41%	of Voting Age Population
50-64 yr. olds	17%	" "
65 and above	16%	" "
18-24 yr. olds	14%	" "
25-29 yr. olds	12%	" "

\*Average cost for a paid political commercial is \$21 per GRP. By doing a free 5 minute Q/A for a local TV station, the estimated savings from the hit would **\$8,400 dollars**. This is based upon a 400 GRP during the early news. Cost is based upon 4th Quarter Arbitron Cost Information.

**Media Recommendation:**

The following stations would be ideal to penetrate key county in the Rapid City, SD ADI. The stations are ranked by largest share during the 5:00 - 6:00 p.m. & 6:00 - 7:00 p.m. time slot.

- KOTA for interview purposes has the largest viewership during the evening news hour.
- KEVN is second, with share to the p.m. time slots in the key county.
- The top Radio stations based on morning commute times:
  - KKMK - share 26.6
  - KOTA - share 25.5

**Key Counties**

**PENNINGTON COUNTY, SD**

Represents 24% of ADI VAP.  
1.4% Black VAP  
40% Households w/ children  
20% Wholesale & Retail Trade  
Commute time: 10 to 19 minutes

**Media Share**

<u>Station: (5-6:00p.m.)</u>		<u>Station: (6-7:00p.m.)</u>	
KOTA	48%	KOTA	41%
KEVN	30%	KEVN	20%

**ADI #469: RAPID CITY, SD - KEY POINTS:**

**Significant demographics:**

- American Indian voting age population is 7%.
- 19% of population is of German ancestry.
- The education level for the ADI is higher than the National average.
- Median family income is somewhat lower than that of the Nation.
- Predominant industries include retail trade (19%) and agriculture (10%).
- The average commute time is 10-19 minutes with less than 1% using public transportation.
- Median home value is about \$50,000.
- Veterans account for 17% of those age 16 and over. Active military is 3%.