

October 7, 1992

MEMORANDUM TO THE LEADER

FROM: JOHN DIAMANTAKIOU *John*

SUBJECT: POLITICAL BRIEFINGS

Below is an outline of your briefing materials for Georgia.

Enclosed for your perusal are:

1. Campaign briefing:
 - overview of race
 - biographical materials
2. National Republican Senatorial Briefing
 - overview of race
 - opposition research - '90 Budget agreement & taxes
3. City stop/District race overview
4. Latest Presidential Poll (courtesy RNC)
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 also has copy)

Thank you.

BOB DOLE

<http://dolearchives.ku.edu>

KANSAS

United States Senate

OFFICE OF THE REPUBLICAN LEADER

WASHINGTON, DC 20510-7020

October 7, 1992

SENATOR:

As you know, Fowler is on the Agriculture Committee. Coverdell would like you to indicate to his supporters, which will primarily be Ag people, that you'll put him on the Ag Committee if elected.

The Fowler campaign wanted me to pass this info on to you.

Thanks.

JOHN D.

To: Senator Bob Dole
From: Coverdell for U.S. Senate
Atlanta, Georgia
Date: October 6, 1992
Re: Coverdell/Fowler Campaign Briefing

Incumbent: Wyche Fowler (Democrat)
Elected 1986 (defeated Mattingly); seeking 2nd term
U.S. House 1977-1987

Challenger: Paul Coverdell (Republican)
Small businessman
Peace Corps Director 1989-1991
State Senate 1971-1989

1992 Republican Primary:

July 21: Paul Coverdell won a plurality but did not get 50%, requiring a runoff with former U.S. Attorney Bob Barr. Barr came in second by less than 1,000 votes over third place finisher John Knox. Charles Tanksley came in fourth.

Knox did not concede and has continued to press a challenge to this election, claiming vote irregularities.

August 11 (Runoff): Paul Coverdell defeated Bob Barr by 51%-49%.

Barr and Tanksley have endorsed Coverdell. As of the week of Oct. 5, Knox continues to press his challenge to the July 21 primary--hoping to have the courts force a new election.

Overview: The most recent poll conducted for the campaign in September showed Coverdell trailing 46-32, with dramatic shifts in Coverdell's favor occurring when voters are informed of Fowler's liberal record. Fowler has maneuvered to avoid or delay any face-to-face debates. News reports on Oct. 5 said the campaigns have reached tentative agreement on as many as three debates with details still to be worked out. (Six years ago, Fowler hounded Mattingly on the debate issue and one debate was eventually held.)

Coverdell has held recent press conferences challenging Fowler to debate, hitting the crime and congressional reform issues. In Washington, D.C. recently, Coverdell met with the press at the site of the House bank to call on Fowler to release his bank records and clear up his conflicting statements on the check scandal.

COVERDELL (Major Issues)

- Need for change/business experience in govt.
- Congressional Reform
- Term Limits
- Lead or leave pledge
- Economic growth without new taxes
- Spending restraint
- Strong on Defense
- Strong on Crime
- Health care reform in private sector

Be aware:

- Pro-choice on abortion (opposes federal funding; favors parental notification).
- Advocates rescinding 1991 Senate pay raise; ending Congressional cost-of-living salary increases; reforming the Congressional pension system.
- Supports 25% cut in legislative branch budget; six-month Congressional sessions; elimination of excessive perks and privileges.

Coverdell TV Ads: Coverdell introduced his first TV ads this week. They feature 73-year-old Mrs. Margie Lopp singing her own homespun pro-Coverdell campaign jingle. Mrs. Lopp called the campaign to offer her song to counter the Fowler jingle. It has a humorous and grassroots flavor with a biting tag line: "We've got to get rid of Wyche Fowler. He's just like Teddy Kennedy." Other ads will follow on school prayer, pay raise, check scandal, among others.

FOWLER (Major Issues/Talking Points)

--Inconsistent Statements on House Check Scandal: Earlier this year, Fowler said he never bounced a check at the House bank. But in August, news reports pointed out a quotation from Fowler's sworn deposition in a 1986 child support hearing in which he said he was thankful for having a bank that "doesn't zap me when I bounce a check". Fowler has reacted angrily to reporters questioning him on this matter. He released bank records which he said proved he didn't bounce a check. But when pressed on the fact that they proved no such thing, he formally wrote House authorities to gain release of all his records. No meaningful response is expected before the election.

--1990 Budget Deal: Fowler was one of George Mitchell's hand-picked negotiators at the Andrews AFB summit which forced the tax increase. Less than two years later, Fowler was voting to break the spending caps and defense firewalls contained in the budget agreement.

--Gulf War: Fowler voted against the use of force; he turned around and touted his "support" for Desert Storm troops in a 1992 fundraising letter.

--Weak on Defense: Fowler opposed key elements of the Reagan defense buildup (MX, B-1, Contra aid), opposes SDI, supported the nuclear freeze. Stark contrast to Sam Nunn (yet Nunn is prominently featured in current-running Fowler TV ads).

--Weak on Crime: Fowler opposes the death penalty; voted against exclusionary rule reform.

--School Prayer: Fowler opposed. Nunn supports. (Coverdell TV ad will use this issue).

--Health Care: Fowler has been trying to grab hold of this issue, largely by taking both sides of it. His TV ads say he favors "comprehensive" reform, with no "tinkering". "If you want a tinkerer, don't vote for me," he says. Sounds like he supports national health insurance or "pay or play". But when talking to reporters he talks about the private sector and local solutions. Recently, he pointed to local community efforts in Rochester, N.Y. as an example of what should be done.

MEMORANDUM

TO: SENATOR DOLE
FM: DAVID WARDROP
DT: October 4, 1992
RE: Georgia

A. POLITICAL OVERVIEW

An NRSC/Whit Ayres poll conducted about a month ago has the race at 46% to 32% in Fowler's favor.

When Coverdell was in town two weeks ago, he once again placed the spotlight on Fowler's check bouncing problems by holding a press conference outside of the House bank stating that the voters of Georgia deserve an answer on Fowler's checks. Several Georgia media outlets picked up on the story. When confronted with the bounced checks and court document conflict, Fowler stated "I will not tolerate this crap".

Fowler has attempted to get the reporters off his back by calling them on the carpet for not doing enough stories about issues important to voters. However, reporters at a 9/15 press conference reminded him that he had refused interview requests for many important issues in recent months.

Coverdell signed the Lead or Leave pledge which would preclude him from running for re-election if the budget deficit isn't halved in four years.

Coverdell hit Fowler for the Carnes vote stating that Fowler was showing that he was weak on crime.

Fowler's TV buy started at about \$200,000 and radio at about \$85,000 per week in mid-September. The buy has steadily been going up since that time. Currently, it's all positive.

Business Atlanta ran a story on "Wyche and the Women Scorned" in their September 1992 issue stating that many Georgia women are unhappy with Fowler's vote for Judge Thomas and that they may not support Wyche in November.

The new Coverdell campaign ads will begin today focusing on an elderly woman who in the first spot sings a little jingle (she wrote) about getting Fowler out of the Senate. Two other ads have been cut with her on taxes and reform that will be used if the original spot works. Besides the bounced checks, other ads being discussed focus on child support, fixed income, military, agriculture and prayer-in-schools issues.

PAUL COVERDELL

Paul Coverdell attended Northside High School and Georgia State University in Atlanta, Georgia. He received a journalism degree from the University of Missouri and then served as an officer in the U.S. Army in Okinawa, Taiwan, and Korea. He returned to Atlanta, where he served as president of a prominent, nationwide insurance marketing firm and as a member of the Georgia State Senate. Elected first in 1970, Coverdell was re-elected ten times and served 15 years as that body's minority leader.

In recognition of his work in the Georgia General Assembly, Coverdell has received numerous awards and commendations. These include the Georgia Institute of Technology Distinguished Service Award; the Liberty Bell Award from the Atlanta Bar Association; and the Distinguished Service Award from the Georgia Association For Retarded Citizens.

He has also been the leader in the Republican Party at both the state and national level, serving as Chairman of the Georgia Republican Party; President of the National Republican Legislators Association; Chairman, State Legislators for Reagan/Bush, 1980 and 1984; Chairman, Legislators for Bush; and Chairman, Southern Steering Committee George Bush for President. In 1989, Coverdell was sworn in as the 11th director of the Peace Corps.

Paul is married to Nancy Nally Coverdell of Atlanta.

WYCHE FOWLER

Fowler was a staffer for liberal Congressman Charles Weltner, a member of the board of aldermen, and then president of the city council until being elected to Congress in 1976, beating civil rights leader John Lewis in the primary. In the House, Fowler got a seat on the Ways and Means Committee; at home, he soundly defeated black candidates in a black-majority district. His record seemed too liberal for the state when he ran for Senate in 1986. But in the primary, he got 50.2% to beat Hamilton Jordan. In the general, he won with 51%.

In his first years in the Senate, Fowler made a liberal record, as one of the first southern Democrats to oppose Robert Bork's nomination and as Jesse Helms's challenger on the issue of obscenity and the National Endowment for the Arts. Fowler made himself out as an environmentalist, trying to stop oil drilling in the Arctic National Wildlife Refuge and to increase money for protection of wetlands. He tried to

promote low-pesticide farming and to reduce funding of roads for timber companies in federal forests. But his environmental causes weren't very successful and he even switched positions on some.

Fowler only won narrowly in a state George Bush carried off with 60%, and he does have a record notably to the left of Nunn's. His vote against the Gulf war resolutions won't help either.

If there ever was a doubt as to exactly who was responsible for the 1990 budget deal which dealt Americans a \$147 billion increase, Wyche Fowler set it to rest. In 1990, Fowler publicly gloated over the Democrat controlled Congress' strategy to force the president to capitulate on taxes.

" 'We could not have anticipated that our strategy would work as well as it did,' said Sen. Wyche Fowler Jr., D-GA., a key behind-the-scenes player as [Senate Majority Leader George] Mitchell's representative in the summit." (Emphasis added)

(National Journal, 8/11/90)

But fearless Fowler and his band of Democrats were just as quick to duck behind the president's apron.

"Sensing that lawmakers would be more willing to embrace the plan if it was supported by the public, congressional Democrats called Monday for Bush to take to the airwaves to sell it to the voters;

" 'We've put together the pain,' said Sen. Wyche Fowler, D-Ga., who was one of the bargainers during four months of budget negotiations this year. 'Now it's his job.' " (Emphasis added)

(The Associated Press, 10/2/90)

Fowler's culpability for the 1990 budget debacle, and his record of hypocrisy, could not be clearer.

B. SURVEYS

	9/17 Mason-Dixon	8/31-9/4 Ayres/NRSC
FOWLER ID		
Aware	96	89
Favorable	45	42
Unfavorable	22	31
COVERDELL ID		
Aware	74	72
Favorable	20	25
Unfavorable	14	14
FOWLER REELECT		
Reelect		32
New Person		48
FOWLER JOB		
Approve		51
Disapprove		25
BALLOT		
Coverdell	31	32
Fowler	53	46

C. FINANCIAL DATA

	<u>Gross (Cycle)</u>	<u>On hand</u>
Incumbent: Wyche Fowler	\$3,624,550 (6/30)	\$2,038,004
Republican: Paul Coverdell	\$1,212,860 (9/28)	\$132,370

D. ORGANIZATION

Campaign Manager: Tom Perdue
Polling: Ayres & Associates
Media: In House
Finance Director: Lora Butler

E. STATE INFORMATION

1. Population: 6,478,216
2. Voter Identification: no party registration
3. U.S. Congress: Senate 2 D and 0 R / House 9 D and 1 R
4. Legislature: Senate 45 D and 11 R / House 145 D and 35 R
5. Elections:

1988 Presidential	Bush	60%	Dukakis	39%
1984 Presidential	Reagan	60%	Mondale	40%

6. Major Media Markets:

Augusta	6%
Savannah	8%
Macon	8%
Atlanta	55%
Jacksonville	2%
Albany	6%
Columbus	5%
Chattanooga	4%
Greenville/Spartanburg	2%
Tallahassee	3%
Dothan	.2%

7. Political Leadership:

Governor:	Zell Bryan Miller (D)
Lt. Governor:	Pierce Howard (D)
U.S. Senator:	Sam Nunn (D)
U.S. Senator:	Wyche Fowler (D), seat up in '92 defeated Mack Mattingly, 51% to 49% Fowler \$2,779,297, Mattingly \$5,119,249

PERSPECTIVES

Overheard

What is it that you get on the Larry King show, Mr. Perot, that you don't get on 'Face the Nation' or 'Meet the Press' or the Brinkley show? Is it the softballs that my friend Larry throws at you?"

"60 Minutes" correspondent MIKE WALLACE, calling in during King's TV interview with Ross Perot

They're trying to prove their manhood."

PEROT, on two female reporters who asked him tough questions

Sstuff like that doesn't bother us at all."

Perot campaign coordinator TRISH MILLIS, after learning that Perot hired private detectives to probe some of his own volunteers



He went to the most expensive private schools in Washington, D.C., and I'm the product of the public schools. I'm at a big disadvantage, but we'll do all right."

DAN QUAYLE, on Al Gore

We believe he wanted to win in the worst way." Seminole County, Fla., Sheriff DON ESLINGER, after state representative candidate Eric Kaplan allegedly shot at the home of his opponent, Rep. Bob Starks, whose wife was wounded in the assault

I like being a famous writer. Problem is, every once in a while you have to write something."

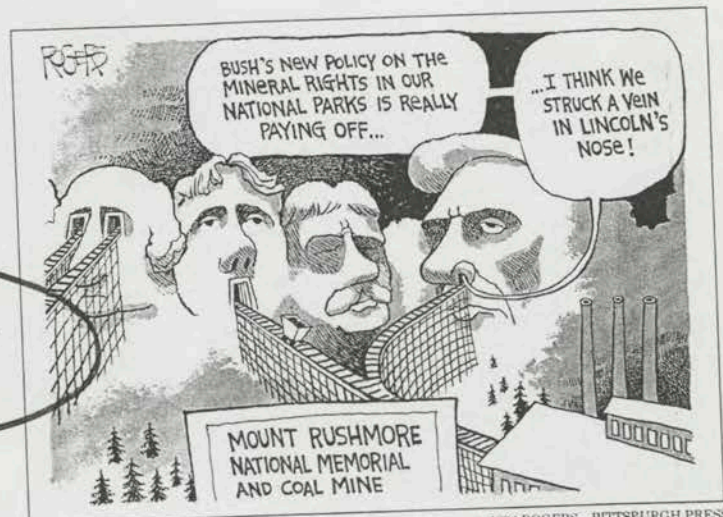
Author KEN KESEY, on his craft

It's more relaxed here. It's an atmosphere I can relate to. In Oakland it was always win, win, win—and you get fed up with it."

Sluggo JOSE CANSECO, on being a member of the Texas Rangers

Students don't vote. Do you expect me to come in here and kiss your ass?"

Georgia Sen. WYCHE FOWLER, to young volunteers campaigning for deficit reductions. Fowler denies making the statement, but the volunteers insist he did.



10/2/92
 STATE SURVEYS

PAGE 3

DELAWARE

	MAY 17-19 N=500 R	MAY 22-24 N=500 R	SEP 14-16 N=618 L
BUSH	31	33	37
CLINTON	28	20	42
PEROT	31	31	11
BUSH			41
CLINTON			49

FLORIDA

	MAY 29-31 N=826 R	SEP 10-12 N=804 L
BUSH	31	42
CLINTON	22	36
PEROT	34	12
BUSH	50	48
CLINTON	34	41

GEORGIA

	M27 - APR 10 N=433 L	JUNE 3-13 N=472 L	JULY 7-9 N=820 L	SEP 15-17 N=812 L
BUSH		35	36	36
CLINTON		25	28	43
PEROT		39	22	10
BUSH	53	41	48	42
CLINTON	39	35	35	48

HAWAII

	APR 2-5 N=413 L
BUSH	35
CLINTON	27
PEROT	23
BUSH	44
CLINTON	35

STRATEGIC INFORMATION DIVISION
 REPUBLICAN NATIONAL COMMITTEE

1992 GEORGIA REDISTRICTING
 CONGRESSIONAL DISTRICTS*

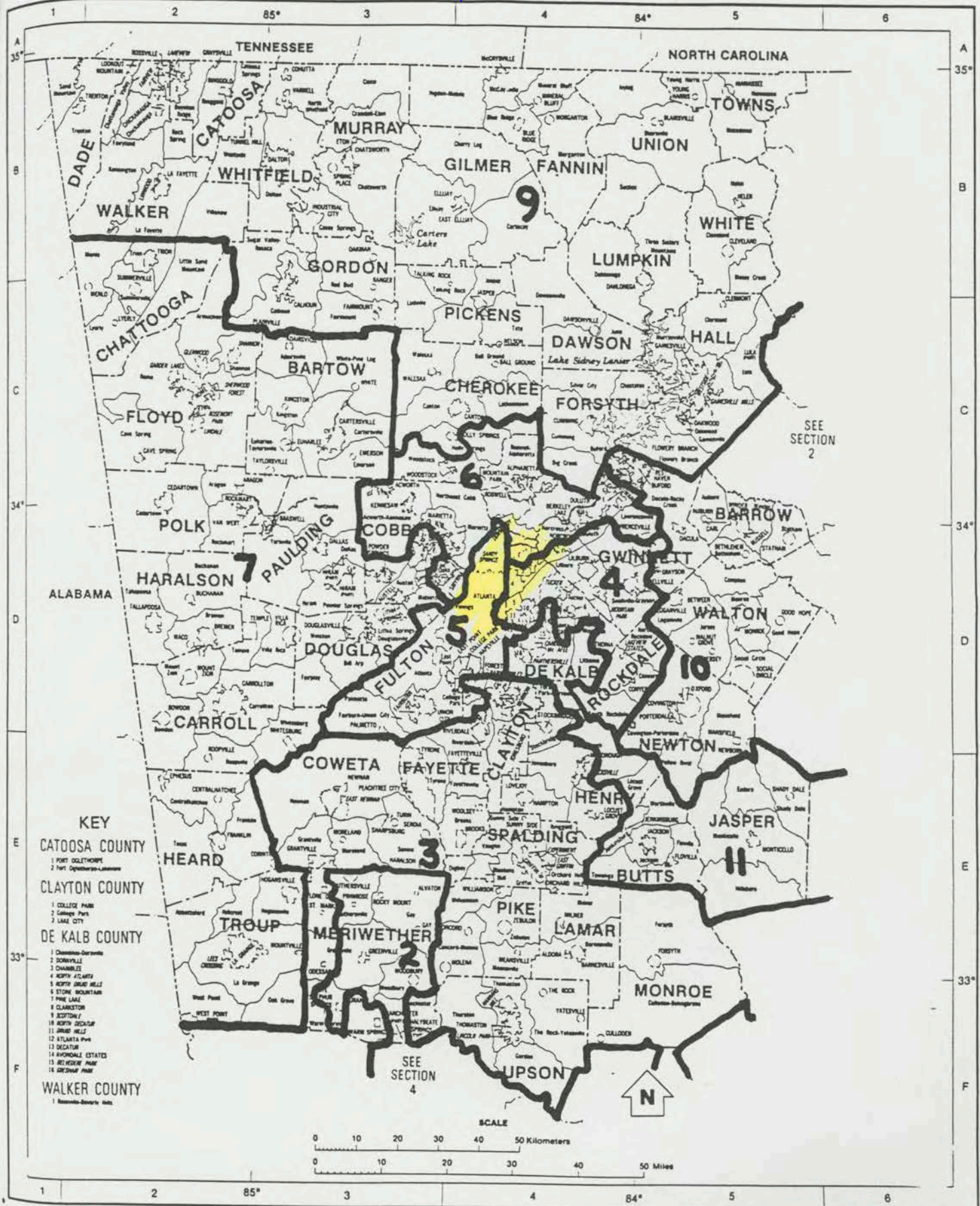
Dist	Incumbent	Persons	Dev	New CD % Bush	Old CD % Bush	Diff % Bush	% 90 Gov (Isakson)	% Afr-Am
1	Open - Thomas (D) retired	589,540	611	65%	60%	5%	43%	23%
2	Hatcher (D) defeated in Primary	591,740	2,811	47%	58%	-11%	36%	57%
3	Ray (D)	591,328	2,399	68%	57%	11%	47%	18%
4	Open - Jones' (D) former seat**	588,293	-636	64%	59%	5%	54%	12%
5	Lewis (D)	586,485	-2,444	36%	31%	5%	33%	62%
6	Gingrich (R)	587,118	-1,811	75%	67%	8%	66%	6%
7	Darden (D)	588,071	-858	67%	70%	-3%	47%	13%
8	Rowland (D)	591,574	2,645	63%	54%	9%	48%	21%
9	Open - Jenkins (D) retired	586,222	-2,707	70%	71%	-1%	44%	4%
10	Jones (D) defeated in Primary	591,644	2,715	65%	65%	0%	48%	18%
11	Open - Newly created seat	586,201	-2,728	42%	NA	-	33%	64%
Totals / Averages		6,478,216		60%			45%	27%

* Partisan data are approximations and useful only as indicators

NA = Not available

NRCC REDISTRICTING

Page 14 of 44

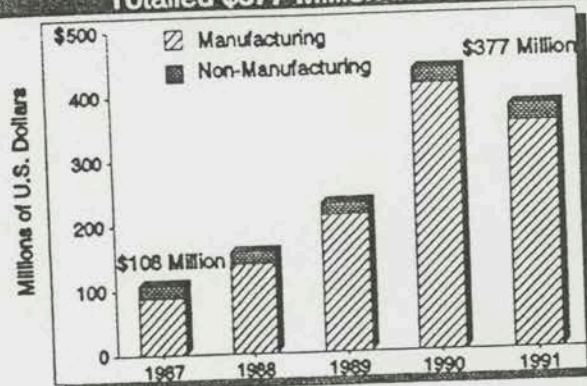


GEORGIA EXPORTS & JOBS

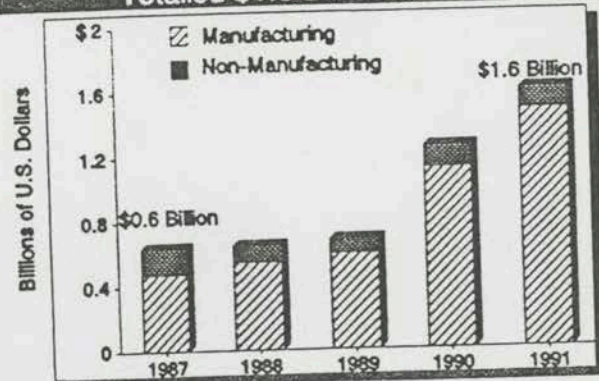


THE NORTH AMERICAN FREE TRADE AGREEMENT

**Georgia's Merchandise Exports to Mexico
Totalled \$377 Million in 1991**



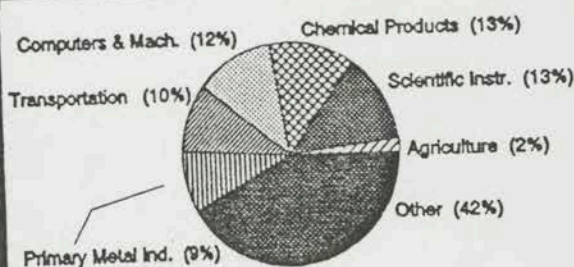
**Georgia's Merchandise Exports to Canada
Totalled \$1.6 Billion in 1991**



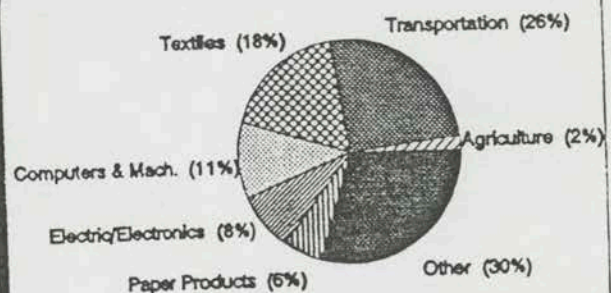
Manufactured exports accounted for 92 percent of Georgia's \$2.0 billion in exports to Canada and Mexico in 1991, and supported an estimated 38,000 jobs.

- Georgia's sales to Mexico and Canada accounted for 25 percent of the state's total exports.
- Since 1987, Georgia's exports to Mexico have grown by nearly 250 percent; the state's exports to Canada have increased by over 150 percent.
- Canada and Mexico are now Georgia's first- and fourth-largest export markets.
- An estimated 18,900 new jobs have been created by growth in Georgia's manufactured exports to our North American trade partners since 1987.

Composition of Georgia's Exports to Mexico 1991: Total \$377 Million

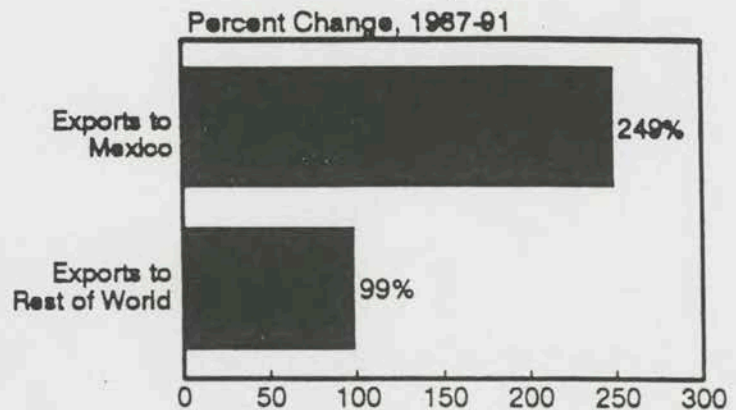
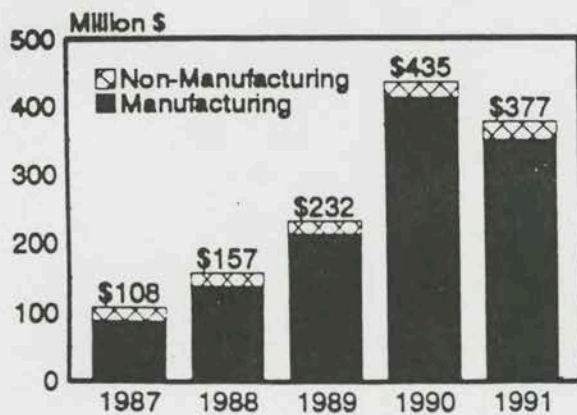


Composition of Georgia's Exports to Canada 1991: Total \$1.6 Billion



GEORGIA: EXPORTS TO MEXICO, 1987-91

Georgia's Exports to Mexico Grew 249% from 1987 to 1991
 150 Percentage Points Faster Than Export Growth to the Rest of the World

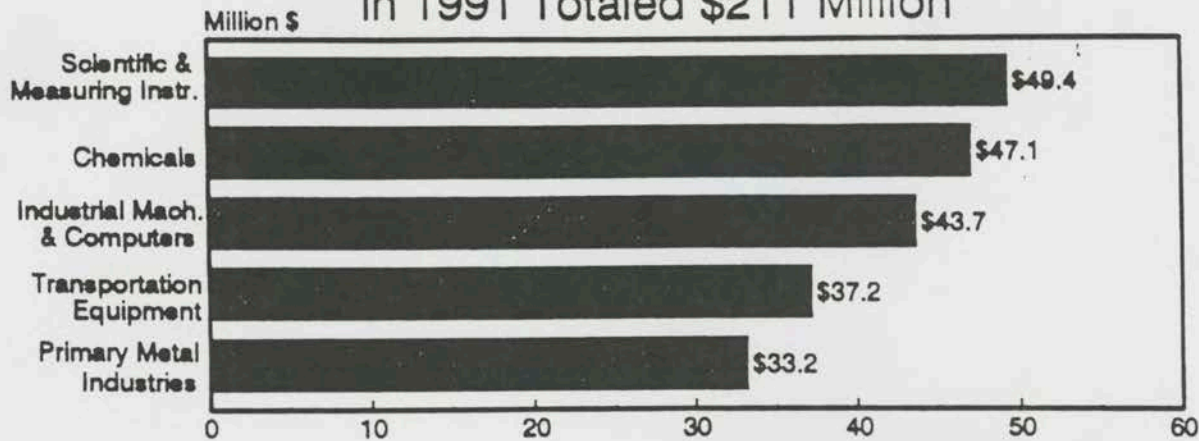


GEORGIA'S 1991 EXPORTS TO MEXICO WERE \$377 MILLION

- Georgia's merchandise exports to Mexico grew 249 percent from 1987 to 1991, rising from \$108 million to \$377 million. The percentage increase far exceeded 1987-91 growth in Georgia's exports to the rest of the world (99 percent) as well as growth in total U.S. exports to Mexico (128 percent).
- During 1990-91, Georgia's exports to Mexico declined 13.4 percent. Nevertheless, Georgia in 1991 ranked 12th among all 50 states and the District of Columbia in the value of exports to Mexico.
- Mexico in 1991 ranked fourth among Georgia's 177 export markets, up from ninth place in 1987, when the state's industries shipped products to 152 foreign destinations.
- The share of Georgia's exports purchased by Mexico generally rose over the 1987-91 period. The share increased steadily from 2.7 percent in 1987 to 6.0 percent in 1990. In 1991, the share slipped to 4.7 percent, but remained well above the 1987 figure.
- Georgia's exports to Mexico in 1991 were broad-based, led by the following product groups: scientific & measuring instruments (\$49 million), chemicals (\$47 million), industrial machinery & computers (\$44 million), transportation equipment (\$37 million), and primary metals (\$33 million). These five categories together accounted for 56 percent of the state's total merchandise exports to Mexico in 1991.
- Georgia boosted exports of a wide range of manufactured goods to Mexico over the 1987-91 period. Among the sectors that recorded sizable and steady export growth were: textile mill products (up from \$2.1 million to \$33 million), apparel (from \$407 thousand to \$6.1 million), chemical products (from \$16 million to \$47 million), primary metal industries (from \$2.7 million to \$33 million), and industrial machinery & computers (from \$11 million to \$44 million).

GEORGIA: EXPORTS TO MEXICO, 1987-91

Georgia's Top Five Exports to Mexico
in 1991 Totaled \$211 Million



GEORGIA'S EXPORTS TO MEXICO, BY INDUSTRY SECTOR
(Thousands of Dollars)

	1987	1988	1989	1990	1991
AGRICULTURE, FORESTRY & FISHING	519	593	1,798	5,579	7,794
Agriculture - crops	121	274	1,344	4,265	5,434
Agriculture - livestock	40	176	30	747	645
Forestry	358	143	420	312	1,548
Fishing & Hunting	0	0	4	254	167
MINING	15,114	12,732	8,348	4,147	10,051
Metal Mining	147	154	47	83	47
Coal Mining	0	0	0	0	0
Oil & Gas	0	0	0	0	0
Non-Metallic Minerals	14,967	12,578	8,301	4,063	10,003
MANUFACTURING	88,675	138,934	213,214	412,761	351,074
Food Products	3,944	2,809	9,959	6,391	8,997
Tobacco Products	0	54	75	139	26
Textile Mill Products	2,112	5,009	9,876	22,837	32,806
Apparel	407	907	1,063	3,193	6,078
Lumber & Wood Products	15	14	29	187	2,662
Furniture & Fixtures	36	16	396	393	1,524
Paper Products	22,045	23,104	34,089	39,436	30,886
Printing & Publishing	84	364	260	652	4,579
Chemical Products	15,909	20,921	39,456	43,265	47,143
Refined Petroleum Products	18	178	138	81	109
Rubber & Plastic Products	1,798	4,221	3,622	16,731	9,849
Leather Products	15	221	62	272	199
Stone, Clay & Glass Products	4,139	1,435	3,123	10,672	5,609
Primary Metal Industries	2,656	3,114	8,226	20,891	33,193
Fabricated Metal Products	887	1,166	2,650	22,491	14,720
Industrial Machinery & Computers	11,311	30,828	34,700	38,515	43,664
Electric & Electronic Equipment	20,312	6,313	8,135	21,082	19,695
Transportation Equipment	859	2,319	24,289	123,701	37,219
Scientific & Measuring Instruments	2,077	35,299	32,341	36,548	49,403
Miscellaneous Manufactures	51	643	726	5,284	2,713
OTHER	3,789	4,950	8,656	12,632	7,823
Scrap & Waste	3,378	4,240	7,600	8,216	6,517
Second Hand Goods	327	246	76	41	86
Military & Other Miscellaneous Items	84	463	980	4,375	1,220
GA'S EXPORTS TO MEXICO	108,097	157,208	232,017	435,118	376,741
GA'S EXPORTS TO THE WORLD	3,977,201	4,889,449	6,054,727	7,211,371	8,083,091
MEXICO'S SHARE OF GA'S EXPORTS	2.7%	3.2%	3.8%	6.0%	4.7%

16 AP 10-06-92 15:36 EST 95 Lines. Copyright 1992. All rights reserved.

BC-GA--Senate Race,Adv11,860<

For Release Sunday Aug. 11 & Thereafter<

Fowler A Shoo-In, Say Pundits and Polls<

ATLANTA (AP) He's a first-term senator who barely squeaked into office, and his voting record is to the left of Georgia's popular senior senator, Sam Nunn. But three weeks out from the election, polls and pundits say Wyche Fowler is a safe bet for re-election.

"Do we have a race? There isn't much competition," said Emory University political science professor Merle Black, dismissing the challenge that Republican Paul Coverdell has attempted to mount.

"In the grand scheme of things, it ought to be a safe re-election for Wyche Fowler," said the University of Georgia's Charles Bullock. "I don't gather Coverdell's catching fire."

The contest pits two long-time pols who have sharply different personalities, philosophies and financial resources.

Fowler, 52, is an aggressive, driven campaigner who more often supports liberal than conservative causes, according to several political ratings groups. His political career includes a stint on the Atlanta city council, 10 years in Congress from an Atlanta district and the Senate seat, which he won by a scant 22,470 votes in 1986.

He's the financial powerhouse in the race. Since Jan. 1, 1991, Fowler has raised \$2.3 million, and had more than \$2 million left on July 1. He was unopposed in the Democratic primary.

Coverdell, 53, struggling to overcome an image as bland and unassertive, was a state senator from 1970 to 1989 and for years has been a major influence in state Republican party affairs. He chaired the party from 1985 to 1987, and was chairman of the southern steering committee for President Bush in 1988. Bush named him director of the Peace Corps in 1989. Coverdell resigned a year ago to prepare for the Senate bid.

He is, by far, the financial underdog. He had raised \$859,182 through July 22, and spent most of that waging a tough GOP primary runoff campaign to capture the party's nomination.

Besides being better financed, Fowler easily is the better known, and had a 22-point lead in mid-September, according to a Mason-Dixon Media Research poll of 812 regular Georgia voters. That poll showed Fowler the choice of 53 percent and Coverdell of 31 percent, with 16 percent undecided. The margin of error was 3.3 percent.

The race will narrow, said University of Georgia political scientist Charles Bullock, and, indeed, it has to some extent. A poll in July showed Fowler with a wider spread 52 percent to 27 percent, with 21 percent undecided.

Coverdell said he will close the gap.

"When the voters begin to focus on the race, they're going to have two distinctly different people to choose from: one who wants to raise their taxes and one who wants to lower them; one who's a Kennedy ally and one who's not; one who is for term limits and one who has voted against them; one who has never had a (private sector) job and who has been in the workplace. It really isn't all that complicated."

Coverdell said he hopes to spread that message with television advertising that began last week, and likely will grow more negative as the election nears.

Fowler, meanwhile, has been on the air with at least four different television commercials and says that, to boot, he's been to all 159 of Georgia's counties since defeating Republican incumbent Mack Mattingly in the Senate race six years ago.

He scoffed at Coverdell's attack, saying the challenger hasn't discerned that voters care most about jobs, health care and education.

"From Coverdell, there haven't been any issues put forward on any of the things I know are important. You couldn't tell me his position on jobs, the economy or health care. I'll just take my case to the voters ... and respond to any character attacks," said Fowler.

The race has been decidedly lacking in fire. The closest it got to heating up was through Coverdell's bid to link Fowler to the bad check scandal at the now-defunct House bank.

In mid-August, state Republicans tipped reporters that while a member of the House in 1986, Fowler said in a Dallas, Texas, court case, "... thankfully we have a bank that doesn't zap me when I bounce a check because we have our own bank."

Fowler retorted he had never bounced a check and later released bank records that he said supported his position. However, the now-closed bank's records do not reveal any overdrafts by anybody, including those who admitted to overdrafts. Ethics committee investigators found the only way they could determine which checks were overdrawn was by examining the individual checks.

At one point during the episode, Fowler used testy and, once, salty language to a reporter attempting to question him.

But the senator has since insisted that should not raise questions of temperament.

"I had a 'nice' little conversation with one reporter ... (and) he made sure he made that into a temperament question. You can watch me in the debates and when I campaign ... I don't stand there with a bat on my shoulder."

The candidates planned three debates before the election.

2 AP 09-30-92 01:54 EDT 26 Lines. Copyright 1992. All rights reserved.
PM-GA--Senate-Ads,240<

Coverdell Uses Grandmother, Home-Spun Approach In Anti-Fowler Ad<
ATLANTA (AP) Republican Paul Coverdell's first ads of the general election campaign use a 73-year-old grandmother and a home-spun approach to bash Sen. Wyche Fowler, the Democrat he hopes to unseat.

The ads, which begin in a week on radio and television stations across the state, feature Margie Goode Lopp of Cuthbert, Ga., who wrote the jingle and called to offer it to the campaign.

The television ad, unveiled at a news conference Tuesday, shows Mrs. Lopp seated in a swing on the lawn in front of her house, singing a simple ditty that includes the lines:

``Let's put Paul Coverdell in the Senate and put Wyche Fowler out. Wyche has proved we don't need him in it, and Georgia wants him out.''

The first buy will cost the campaign in excess of \$100,000, said Coverdell staffer Tom Perdue. Subsequent ads, also featuring Mrs. Lopp, will run until the election. Perdue said the campaign expected to spend \$850,000 to \$1 million on advertising.

Fowler has aired three separate television spots and planned a fourth, featuring Fowler with U.S. Sen. Sam Nunn, said aide Bill Johnstone. Johnstone said Fowler has spent about \$500,000 on media buys so far.

The home-spun flavor of Coverdell's ads are intended to contrast with the ``slick'' production qualities of Fowler's, Perdue said.

3 AP 10-01-92 11:47 EDT

PM-GA--Barbara Bush, First Lady Politicks in Atlanta Suburbs

LILBURN, Ga. (AP) First lady Barbara Bush urged her husband's re-election today as she toured a heavily Republican Atlanta suburb along with GOP congressional hopefuls.

``This is the president who led the nation through awesome global change,''' she said. ``Today, thanks to George Bush, every man, woman and child in this country awakens to a safer, freer world.''

About 250 people, including six busloads of school children, greeted Mrs. Bush at Gwinnett County Republican headquarters. She was accompanied by Senate candidate Paul Coverdell and 4th District congressional candidate John Linder.

Three of the buses were from nearby Greater Atlanta Christian School.

Mrs. Bush predicted that her husband would win the election.

``More than anyone, George knows exactly what role government should play in our lives,''' she said. ``This is the man who led us through Desert Storm and kept the world's oil supply out of the hands of Saddam Hussein.''

Her next stop was the Gwinnett Medical Center women's pavilion, where she talked with eight current and former patients in the pre-natal program. She told them she wants to be remembered as someone who cares.

Mrs. Bush also helped the hospital kick off Breast Health Awareness Month. The first lady was scheduled to fly to Savannah later for a private fund-raiser and a visit with senior citizens.

HEADLINE: GEORGIA: FOWLER WITH COMFORTABLE LEAD OVER COVERDELL

A Mason-Dixon Political/Media Research poll, conducted 9/15-17, surveyed 812 likely voters; margin of error +/- 3.5% (WXIA-TV, 9/23). Candidates: Sen. Wyche Fowler (D), ex-Peace Corps dir. Paul Coverdell (R).

	ALL	MEN	WOMEN	WHITE	BLACK	7/92 ALL	FAV/UNFAV	ID
Fowler	53%	51%	55%	45%	78%	52%	45% / 22%	96%
Coverdell	31	32	30	37	10	27	20 / 14	74
Undec.	16	17	15	18	12	21		

SO MUCH FOR REFORM: In the primary, Fowler pushed "what he called a comprehensive reform proposal that would focus the campaign on serious issues and eliminate negative attacks. The proposal would have replaced (TV) ads with 30-minute programs and limited spending." Now Fowler "has been the first to hit the air waves with the kind of commercials he was proposing to eliminate." Fowler aide Marc Wetherhorn blames Coverdell "for the dearth of issue-oriented talk, saying (he) dismissed the Fowler proposal without ever entering into negotiations" (Sherman, COX NEWS/ATLANTA CONSTITUTION, 9/23). Coverdell appeared outside the now defunct House Bank to call for Fowler to release his bank records (release, 9/23).

HEADLINE: HOUSE RACE BRIEFINGS: GA 06

House Min. Whip Newt Gingrich (R-06) began airing TV and radio ads 9/24. The 60-second TV ad is running on cable channels, while a 30-second version runs during local morning news shows. By "showing (Gingrich) in a variety of settings with people ranging from children to older residents," the ad attempts to "address negative feelings" toward Gingrich. The radio spot uses a viewer call-in show to charge that members of both parties are still using limousines at taxpayers expense. Atty Tony Center (D) challenged Gingrich to a 10/11 debate sponsored by Perot supporters. Gingrich has not accepted the invitation (Walston, COX NEWS/ATLANTA CONSTITUTION, 9/24).

HEADLINE: GEORGIA: COVERDELL POLL SHOWS COVERDELL GAINING

An internal Coverdell poll conducted 8/31-9/ by Ayres & Assoc., surveyed 600 registered voters; margin of error +/- 4%.
Tested: Sen. Wyche Fowler (D) and ex-Peace Corps. dir. Paul Coverdell (R) (Ayres release, SAVANNAH MORNING NEWS, 9/17).

	ALL	10/91	FOWLER RE-ELECT		FOWLER	FAV/UNFAV
Fowler	46%	51%	Deserves re-elect.	32%	NOW	42%/ 31%
Coverdell	32	19	Someone else chance	48	10/91	49 / 20

DEBATE WARS: Coverdell has accepted 9 debate invitations but "Fowler has yet to agree to join him at any of the appearances." Fowler's staff said he would be "eager to debate if Coverdell's camp will agree on the number of head-to-head meetings and the rules, but no such deal has been struck. Fowler spokesperson Carolyn Aronovitz called Coverdell's "cry" for debates "the oldest thing in the book": "We're very interested in debating" (Lomonte, SAVANNAH MORNING NEWS, 9/17).

HEADLINE: GEORGIA: HOUSE BANK ISSUE RESURFACES

Sen. Wyche Fowler (D) released a letter requesting his records from his time as a House member from the now-defunct House Bank "in an effort to separate himself" from the scandal. House admin. official George Chapin said it was "highly unlikely" any information would be released before the election. Fowler has "repeatedly denied" bouncing checks (Sherman/Cummings, ATLANTA CONSTITUTION, 9/16). Fowler is on record in an '86 court document from child-support-related testimony saying: "Thankfully we have a bank that doesn't zap me when I bounce a check because we have our own bank." However, Fowler has "flat-out denied" ever writing a check against insufficient funds (ATLANTA BUSINESS CHRONICLE, 9/4-10 issue). Ex-Peace Corps dir. Paul Coverdell (R) charged Fowler with "not being straight with voters" about his bank record and that he has "already ... lied in either the deposition or to (GA) voters" (MARIETTA DAILY JOURNAL, 9/15). Fowler released his bank statements, but "they did not indicate whether he had incurred any overdrafts" (CONSTITUTION, 9/16). CONSTITUTION editorial: "The question seems open once more, not because Mr. Fowler's opposition has identified some glaring new weakness, but because of (his) own reaction to what otherwise would have been perceived as relatively trivial campaign attacks" (9/21).

COVERDELL SIGNS "LEAD OR LEAVE": Coverdell signed the "lead or leave" pledge saying, if elected, he would not run for a 2nd term if the deficit were not cut in half by '96. Fowler: "We've seen pledges made and broken by presidents and candidates. ... This is apparently Mr. Coverdell's version of 'read my lips'" (CONSTITUTION, 9/12). AUGUSTA CHRONICLE editorial: "(Coverdell) is to be commended for his candor and commitment. It stands in stark contrast to the cynical response by (Fowler)" (9/16).

BNL: Court records unsealed last week showed Fowler was among those investigated in the BNL scandal but "the charges proved groundless." Christopher Drogoul, who pleaded guilty to 60 felony charges associated with BNL this summer, said Fowler was involved "through his personal relationship" with ex-BNL employee Jean Ivey. Ivey has been granted immunity in the prosecution by the US Atty (MARIETTA DAILY JOURNAL, 9/14).

ALSO: Fowler is on the air with TV spots about his background and GA roots. He made a \$200,000 TV buy earlier this month that includes commercial time through the election.

FOWLER ON THE 1990 BUDGET *DEAL* ARCHITECT OF RECESSION

If ever there was a doubt as to exactly who was responsible for the 1990 budget *deal* which dealt Americans a \$147 billion tax increase, Wyche Fowler set it to rest. In 1990, Fowler publicly gloated over the Democrat controlled Congress' strategy to force the president to capitulate on taxes.

"'We could not have anticipated that our strategy would work as well as it did,' said Sen. Wyche Fowler Jr., D-Ga., a key behind-the-scenes player as [Senate Majority Leader George] Mitchell's representative in the summit." (*Emphasis added*)

(National Journal, 8/11/90)

After meeting behind closed doors with Senate Democrats during the 1990 budget summit, Wyche Fowler proclaimed he was unafraid of confronting Americans with tax increases.

"Sen. Wyche Fowler (D-Ga) said he believes the president's acknowledgment of what elements need to be included in a deficit-reduction package will give all summit participants more confidence about raising any issue, not just taxes. **'We have no fear of talking about anything,'** Fowler said following a closed-door meeting of all Senate Democrats." (*Emphasis added*)

(Daily Report For Executives, The Bureau of National Affairs, 6/27/90)

Fowler reported that budget negotiators were confidently talking about taxes.

"But Sen. Wyche Fowler, D-Ga., said negotiators were comfortable **'throwing the word "tax" around to make a sentence, rather than leaving a hole in the middle.'**" (*Emphasis added*)

(USA Today, 6/28/90)

"'They're throwing the word "tax" around when necessary,' said Sen. Wyche Fowler, a Georgia Democrat." (*Emphasis added*)

(Reuters, 7/2/90)

After Democrats forced President Bush to compromise on taxes, Fowler celebrated.

"'The great drawbridge has been let down by the President,' declared Senator Wyche Fowler (D., Ga.)."

(National Review, 7/23/90)

Fowler was upbeat as the nation languished through the budget negotiations.

"We're reveling in congressional anarchy."

(United Press International, 7/26/90)

Yet fearless Fowler and his band of Democrats were just as quick to duck behind the president's apron.

"Sensing that lawmakers would be more willing to embrace the plan if it was supported by the public, congressional Democrats called Monday for Bush to take to the airwaves to sell it to the voters.

"'We've put together the pain,' said Sen. Wyche Fowler, D-Ga., who was one of the bargainers during four months of budget negotiations this year. 'Now it's his job.'" (*Emphasis added*)

(The Associated Press, 10/2/90)

The president ultimately apologized for the tax increase ...

"In what appears to be a concession to conservative Georgia voters and a new challenge to Congress, President Bush said Monday for the first time that he made a mistake by violating his 'no new taxes' pledge in the 1990 budget deal.

"Mr. Bush was asked whether he agreed with former President Ronald Reagan, who once referred to Mr. Bush's agreement to a tax increase as the worst mistake of his presidency.

"'Exactly,' the president said in a telephone interview from the White House, 'I'd be glad to say the same thing....

"'Listen, if I had to do that over, I wouldn't do it. Look at all the flak it's taking.'" (*Ellipsis in original*)

(Dick Williams column, The Atlanta Constitution, 3/3/92)

... while Republicans have admitted that the Democrats' *deal* was "recessionary" and moved to repeal the tax increases which were imposed on America.

"Our Republican position is equally clear: we will oppose any attempt to increase taxes. Furthermore, **Republicans believe that the taxes insisted on by the Democrats in the 1990 budget agreement were recessionary.** The Democrat Congress held President Bush and indeed all Americans hostage, refusing to take even modest steps to control spending, unless taxes were increased. The American economy suffered as a result. **We believe the tax increases of 1990 should be repealed.**"
(*Emphasis added*)

(Republican Party Platform, 1992)

Although President Bush apologized to Georgians for the tax increases and the Republican party has agreed they should be repealed, Wyche Fowler has remained silent.

In July 1991, The Heritage Foundation's John M. Olin Fellow Daniel J. Mitchell wrote of the failures which accompanied the 1990 budget deal engineered by Fowler and his Democrat colleagues.

America's total tax burden climbed to 19.4 percent of the nation's gross national product and showed no signs of receding.

"The tax burden has reached 19.4 percent of the gross national product (GNP) this year and is expected to climb to 20 percent of GNP by 1995, far exceeding the 19.2 percent average tax burden as a percent of GNP during the Carter Administration."

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

Fowler's tax increase stunted economic growth thereby suppressing *theorized* increased tax revenues.

"The tax increase was supposed to generate approximately \$175 billion of additional tax revenue over five years. Because the tax increase has lowered economic growth, however, as supply-side economists warned, actual tax revenue collections have increased only 2.9 percent so far in 1991, far below the 8.1 percent average annual revenue growth between 1983 and 1990.

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

Federal spending increased to record levels and showed no signs of receding.

"Federal spending is projected to climb by a record \$158 billion this fiscal year, easily exceeding the previous record, a \$107.6 billion spending increase in 1990."

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

"Peacetime" federal spending as a percentage of GNP was predicted to reach unprecedented levels.

"The Administration estimates 1991 federal spending will consume a peacetime record 25.1 percent of GNP, up sharply from 22.3 percent when Ronald Reagan left office."

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

The Office of Management and Budget predicted the nation's budget deficit would increase \$100 billion over the 1990's.

"The deficit will be a record \$318 billion this year according to the Office of Management and Budget (OMB), up almost \$100 billion over the 1990 deficit."

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

This deficit would "consume 5.7 percent of GNP in 1991."

"The deficit, which had fallen to 3 percent of GNP when Ronald Reagan left office in 1989, will consume 5.7 percent of GNP in 1991."

("The Results Are In On the 1990 Budget Agreement," The Heritage Foundation, 7/18/91)

Mr. Mitchell said in 1991, that which has led Republicans to call for a repeal of the tax increases imposed by Fowler's 1990 budget *deal*--that it was "recessionary."

"In addition, the tax increase is a major cause of the prolonged and **painful economic recession**, which has thrown approximately two million Americans out of work and abruptly ended the longest period of peacetime economic expansion in American history." (*Emphasis added*)

("The Results Are In On the 1990 Budget Agreement,"
The Heritage Foundation, 7/18/91)

Fowler's budget chicanery in 1990 was only the beginning. To make the budget *deal's* \$147 billion tax increase more palatable for the president, it was designed to control government spending by setting limits (firewalls) on domestic discretionary spending. Reductions in the defense budget were dedicated to deficit reduction. The intent behind the spending caps was described by Sen. Sam Nunn:

"These walls were designed to help us control spending and help us reduce the deficit. Right now any savings in defense spending below the cap goes to deficit reduction."

(Congressional Record, 3/26/92)

Fowler supported an effort to tear down the "firewalls" of the 1990 Budget Enforcement Act.

Fowler voted for the motion to invoke cloture (thus limiting debate) on the motion to proceed to the bill to modify the 1990 Budget Enforcement Act (PL 101-508) to knock down the walls that prohibit the shifting of funds between defense and domestic appropriations. (CQ Vote #56: Motion rejected 50-48; R 3-40; D 47-8, March 26, 1992) A three-fifths majority vote (60) of the total Senate is required to invoke cloture. **Sen. Nunn voted against the motion.**

In no uncertain terms, Sen. Nunn let Wyche know he opposed his efforts.

"Mr. President, **I oppose the legislation to eliminate the so-called firewalls** between defense and domestic spending contained in the Budget Enforcement Act."

"Mr. President, I think it would be a **serious mistake** to pass this bill. I think it would set a bad precedent."

"Mr. President, if we pass this amendment tonight, **the defense budget will become the equivalent of the House bank**, and I am afraid it will be for a long time to come." (*Emphasis added*)

(Congressional Record, 3/26/92)

Sen. Nunn predicted an escalation in federal spending.

"Mr. President, if we take down these walls tonight or tomorrow or whenever we vote, without strict limits and without further agreements, every penny in savings from defense reductions will be consumed by increases in domestic spending, and that is not only likely to happen in the fiscal year 1993, that is likely to happen next year and the year after and the year after and the year after. We will wake up in about 4 years, and we will not have done one thing about the programs that are really growing, and those are the entitlement programs." (*Emphasis added*)

(Congressional Record, 3/26/92)

Facing reelection, Wyche Fowler is now trying to convince Georgians that he is fiscally responsible.

"'We've got to put a total freeze on federal spending,' explained Fowler when asked about the national deficit." (*Emphasis added*)

(Walton Tribune/Monroe, 3/11/92)

"And Fowler noted that troubles will continue until the federal government corrects its tax and spend policies." (*Emphasis added*)

(Daily Citizen News, 3/11/92)

Fowler's culpability for the 1990 budget debacle, and his record of hypocrisy, could not be clearer.

GEORGIA

REPUBLICAN ELECTED OFFICIALS

Constitutional Offices:

There are no GOP statewide elected officials.

Congressional Delegation:

U.S. Senate

0 R, 2 D

U.S. House of Representatives

1 R, 9 D

6th district - **NEWT GINGRICH**, House Minority Whip.

Congressmen Thomas (D-01), Jenkins (D-09) and Barnard (D-10) are retiring.

State Legislature:

State Senate

11 R 15 R
45 D 41 D

The Senate Minority Leader is **TOM PHILLIPS**.

State House

35 R 53 R
145 D 127 D

The House Minority Leader is **PAUL HEARD**.

GEORGIA

1992 PARTY STRUCTURE

Committee Members:

Chairman and Committeeman **ALEC POITEVINT**

Elected: May 1989

Next Election: May 1993

ALEC POITEVINT, Chairman of the 1988 Bush effort for agri-businessmen, was re-elected by acclamation in May of 1991. He has done a great job of healing a divided party since the 1988 convention. He has served on several agri-business committees with former RNC Chairman **CLAYTON YEUTTER**. Poitevint was elected Treasurer of the RNC Arrangements Committee. He also served on the Rules Committee at the National Convention. Party rules allow Poitevint to remain Chairman until May of 1993 while also serving as National Committeeman.

Committeewoman **DOT BURNS**

Elected : May 1992

DOT BURNS served as the Second Vice Chairwoman of the State Republican party for eight years and was on the State Executive Committee for ten years. She has been actively involved in the Paul Coverdell for US Senate Committee.

Party Leaders:

Congressman **NEWT GINGRICH**

1990 Gubernatorial candidate **JOHNNY ISAKSON**

Isakson Campaign Chairman and Waffle House CEO **JOE ROGERS**

Former U.S. Senator **MACK MATTINGLY**

Former State Chairman and Peace Corps Director **PAUL COVERDELL**

B/Q Chairman and former State Chairman **FRED COOPER**

Bush-Quayle '92 Leadership:

FRED COOPER, Chairman

LINDEY FITZGERALD, Executive Director

Victory '92 Leadership:

B. J. LOPEZ, Finance Co-Chairman

MIKE SULLIVAN, Finance Co-Chairman

JEANE FERST, Finance Co-Chairman

KIRSHNA KIRVASA, Finance Co-Chairman

JULIE SMITH, Finance Executive Director

ALEC POITEVINT, Political Chairman

DAVID SHAFER, Political Executive Director

State Party Overview:

U. S. Senate candidate **BOB BARR**, who narrowly lost to **PAUL COVERDELL** in the primary runoff, announced his candidacy for State Chairman. **ALEC POITEVINT** said he would step down as Chairman in January since he was recently elected as National Committeeman.

The state party qualified 230 candidates for the 1992 elections:

U.S. Senate	5	
U.S. House	35	(increase of 23 cand. from 1990)
Statewide	2	(Only Labor Comm. and PSC up in '90)
District Attorney	6	
State Senate	48	(increase of 17 cand. from 1990)
State House	134	(increase of 32 cand. from 1990)

Fundraising Overview:

The state party grossed over \$240,000 in qualifying, netting about \$180,000 (75%) for the largest fundraiser in state party history. The Candidate Financial Assistance Review Board (CFARB) met in June to make financial recommendations to the state party on targeted races, and again in September.

MARILYN QUAYLE was in Atlanta on July 28th to host a fundraising luncheon for the state party's federal account. She also visited Macon on Friday, September 25 for a State Republican event as well as an event for Republican Senate candidate **PAUL COVERDELL** in Atlanta.

PRESIDENT BUSH was in Atlanta on Thursday, September 17 place the 1996 Olympic flag in the Georgia Dome. The President hosted a fundraiser for the state party and for U.S. Senate candidate Paul Coverdell.

GEORGIA POLITICAL LANDSCAPE

1992 Ballot:

President/Vice President
U.S. Senate - **WYCHE FOWLER (D)**
U.S. Congress - 11 seats (+1 from redistricting)
PSC - 1 seat
Labor Commission - 1 seat
State Senate - 56 seats
State House - 180 seats
Lottery

Primaries:

Presidential	March 3
Congressional/Legislative	July 21
Run-off	August 11

Political Environment/Overview:

Democrat Governor **ZELL MILLER** announced June 25th that after the 1992 elections, all judicial elections (appellate and trial) will be eliminated in favor of gubernatorial appointments. The announcement came after a federal lawsuit alleged that Georgia's judicial election system was unfair to blacks. Miller says the plan will increase the number of black Superior Court judges from nine to 25 by 1994. Legal experts are now questioning the constitutionality of the measure.

Former Republican State Representative **EARL ERHART** is filing suit against Governor Miller's plan to appoint judges. Erhart said he is filing suit as a private citizen and not on the behalf of the Republican party. He contends the decision violates the state constitution's requirement that trial and appellate court judges be elected.

Georgia will vote on the lottery on November 3rd. A mid-May poll for the Georgia State University by the Center for Urban Policy Research showed the following: (804 adults, + or - 4%)

For the lottery	68%
Against the lottery	24
Undecided	7

GA

Governor MILLER has called for the removal of Georgia's state flag and will introduce legislation next year to return to the pre-1956 flag. This action already has opposition from House Speaker TOM MURPHY. The state's confederate flag has always been a source of controversy, and this move is said to be motivated by the 1996 Olympics in Atlanta.

The 11th District U.S. Circuit Court of Appeals in Bleckley County ruled that single-commissioner governments are unconstitutional in counties with "significant black populations." However, the courts did not specify what "significant" black population meant. The July ruling will take into consideration, on a county-by-county basis, the geographical distribution of minority voters, the racial polarization of black and white voters, and the political cohesion of minority voters. There are presently 19 single-commissioner counties, five of them will become multi-member counties in 1993, while two have filed suits after the Bleckley decision. Commission races will be held next year.

President:

Delegates	52
Electoral College Votes	13

There is no party registration in Georgia.

1992 Republican Presidential Primary:

100% reporting.

<u>Candidate</u>	<u>Raw Vote/Percentage</u>		<u>Delegates</u>
George Bush	291,905	64%	52
Pat Buchanan	162,082	36	0
Total	453,987	100	52

1992 Democrat Presidential Primary:

100% reporting.

<u>Candidate</u>	<u>Raw Vote/Percentage</u>		<u>Delegates</u>
Bill Clinton	257,066	57%	54
Paul Tsongas	107,274	24	22
Jerry Brown	36,552	8	0
Bob Kerry	21,788	5	0
Uncommitted	16,894	4	0
Tom Harkin	9,853	2	0
Total	449,427	100	76

Political Media Research/Mason-Dixon Opinion Research surveyed 812 likely voters
September 15 through 17:

Bush	36%
Clinton	43
Perot	10
Undecided	11

1992 U.S. Senate Race:

The Republican Primary Results in the US Senate race led to a runoff between Bob Barr and Paul Coverdell. Coverdell received 36% or 99,326 votes and Barr garnered 68,055 votes or 25% of the vote.

The primary runoff was held on August 11:

Paul Coverdell	79,801 or 51%
Bob Barr	78,096 or 49

1992 Key Congressional Races:

CD 1

Barbara Christmas defeated Buddy DeLoach in the Democrat primary runoff and will face Republican Jack Kingston. This is an open seat due to the retirement of Democrat incumbent **LINDSAY THOMAS**. **JACK KINGSTON** served on the reapportionment committee in the legislature. This is the top targeted congressional race in the state.

CD1

Candidate	Votes	%
Barbara Christmas	42,611	54%
Buddy DeLoach	36,060	46

CD2

Democrat Runoff

Candidate	Votes	%
Samford Bishop	40,665	53%
Charles Hatcher	36,294	47

Democrat incumbent **CHARLES HATCHER** was the top congressional leader named in the House bank scandal.

CD 2

Republican Runoff

Candidate	Votes	%
Jim Dudley	1,006	63%
Thomas McGinley	595	37

CD 3

Republican **MAC COLLINS** will face Democrat incumbent **RICHARD RAY**. Ray was endorsed by the NRA and the NFIB. The Christian Coalition endorsement is said to be forthcoming.

CD 4

CD 4 is an open seat due to Democrat incumbent **BEN JONES'S** decision to run in the 10th district. Republican **JOHN LINDER** will face Democrat Cathey Steinberg. Linder ran unsuccessfully for this seat in 1990, receiving 48% of the vote, but is the favorite against Steinber in this majority Republican district.

Over \$700,000 was spent by the six Republican candidates in this race, making it one of the most expensive in recent history. All the candidates except Linder made personal loans to their campaigns.

Republican Runoff

Candidate	Votes	%
John Linder	21,807	62%
Emory Morseberger	13,370	38

CD5

Republican **PAUL STABLER** received 54% against primary opponent Barbara Brack and will face Democrat incumbent **JOHN LEWIS**.

CD 6

NEWT GINGRICH spent over \$900,000 in his re-election bid and secured a last minute \$100,000 loan for his final weekend media blitz. His opponent, **CLARK** spent a total of \$200,000 and attacked Gingrich on the House banking scandal and congressional perks. Gingrich won with 51% of the vote. **TONY CENTER** won the the Democrat runoff against **LEONARD BROWN**.

CD7

Republican **AL BEVERLY** will face Democrat incumbent **BUDDY DARDEN**, who did not face any primary opposition. Beverly ran unsuccessfully for this seat in 1990, receiving 40% of the vote.

CD 8

BOB CUNNINGHAM ran for this seat against **ROY ROWLAND** in 1990, and lost receiving 31% of the vote. They will again face each other this election.

CD 9

This is an open seat due to the retirement of Democrat **ED JENKINS**.

Republican candidate **DANIEL BECKER** ran two anti-abortion ads on SuperStation WTBS over the July 4th weekend. The first ad showed "Choice A," a newborn baby, and "Choice B," fetuses from a third-trimester abortion. The second ad showed **BECKER** holding his newborn niece, saying she could have been aborted six days before, and shows footage of what is said to be aborted fetuses. FCC officials said WTBS was obligated by law to run the ads. Becker won his primary runoff with 53% of the vote against Ben Whitaker and will face Democrat Nathan Deal in the general election.

Republican Runoff

Candidate	Votes	%
Daniel Becker	7,055	53%
Ben E. Whitaker	6,195	47

Democrat Runoff

Nathan Deal	43,390	55%
Tom Ramsey	35,198	45

CD 10

This is an open seat due to the retirement of **DOUG BARNARD**. Fourth district Congressman **BEN JONES** decided to run in the 10th district instead. He was defeated by State Senator **DON JOHNSON**.

On the Republican side, State Senator **FRANK ALBERT** was defeated by **RALPH HUDGENS**, who ran in the 2nd district receiving 38% of the vote in 1988.

Republican Runoff

Candidate	Votes	%
Frank Albert	7,181	46%
Ralph Hudgens	8,555	54

CD 11

Republican Woodrow Lovett defeated Michael Pratt with 54% of the vote. He will face Democrat Cynthia McKinney, who beat George DeLoach with 54% of the vote. This is the newly created minority district.

Republican Runoff

Candidate	Votes	%
Woodrow Lovett	1,849	54%
Michael Pratt	1,369	46

GA

CD 11

Democrat Runoff

Candidate	Votes	%
George L. DeLoach	30,464	44%
Cynthia McKinney	39,455	56

1992 State Legislative Races:

The state party filed 134 candidates in 1992, compared to 102 candidates filed in 1990. The legislative primary is July 21. Thirteen candidates were unopposed in their Primary and will be unopposed in the general. There are signs that House Leader Tom Murphy's leadership may be crumbling. Ten members of his party were defeated. The most significant is Culver Kidd, a 40 year veteran who was defeated by William Baugh.

10/6/92 4:33 PM

GEORGIA STOPS

Marietta

Located in Cobb County, Marietta is now split into the 6th & 7th Districts. With a population of 44,100, Marietta provides Cobb County with its own population center. Marietta earned praise from The Wall Street Journal in 1989 as the nation's small business development capital.

Congressman Gingrich inherited part of Marietta in his newly drawn 6th CD. He will face Atlanta physician Leonard Brown. But in this heavily Republican district, it will be tough to best Gingrich. You'll recall that Gingrich barely escaped defeat in his own primary winning by only 980 votes.

The 7th is represented by "Buddy" Darden (D), who has held the seat since 1983. Darden will meet his 1990 opponent, Al Beverly (R), who took 40% of the vote in 1990. Beverly is not expected to do much better than his '90 performance.

Gainesville

Located Hall County in the 9th District, chickens are raised and processed in Gainesville, which calls itself "**broiler capital of the world.**" In the center of town is the Georgia Poultry Federation's monument to the industry: an obelisk with a chicken statue on top.

Democrat Ed Jenkins (D) retired after 16 years of service. Both parties had runoffs for this seat and state Senator Nathan Deal (D) will meet architectural firm owner Dan Becker. Deal should easily defeat Becker, whose base has been limited to a small core of conservative Christian voters. You may recall that Becker gained national attention with graphic anti-abortion campaign ads.

Atlanta

As host of the 1988 Democratic National Convention in 1988, Atlanta greeted conventioners with symbols of prosperity: the steel-and-glass skyscrapers and towering hotels that made it the commercial center of the Southeast, the so-called capital of the New South.

However, in the shadows of those buildings is another Atlanta, a mostly black city struggling with typical urban social problems -- unemployment, crime and drugs. While Atlanta's business boom spurred continued suburban sprawl through the early 1980s, the city's population dropped slightly, to just over 394,000.

But as host city for the 1996 Summer Olympics, Atlanta is on the verge of another building boom; estimates of construction costs for Olympic venues have reached \$500 million. Atlanta has also been fortunate to have a winning baseball team. The Braves winning the National League western division the last two years and came within one run of winning the World Series in 1991.

The 5th takes in most of Atlanta, as well as some suburban territory. Blacks are 65% of the population, and they make the district a Democratic bastion. Dukakis took two-thirds of the vote in 1988.

The 5th is represented by 3-term Rep. John Lewis (D), who is considered to be a safe bet. He will face Republican Paul Stabler in the general election.

Political Media Recommendation:

The following stations would be ideal to penetrate three key counties in the Atlanta ADI. The stations are ranked by largest share during the 5:00 - 6:00 p.m. & 6:00 - 7:00 p.m. time slot.

- WSB for interview purposes has the largest viewership during the evening.
- WAGA is second, with a strong share in the key counties.
- WXIA is a distant third, with a moderate share in the key counties.

The top Radio stations based on morning commute times:

- WVEE - share 11.0
- WSB - share 10.6

ADI: ATLANTA, GA - KEY POINTS:

Political landscape:

- This ADI represents **7.3 electoral votes**.
- In 1988, *Republicans received 61% of the Presidential vote*.
- GOP performance in Presidential elections since 1980 has been very good, above 61%, with the exception of 1980 with Carter at 48%. Republican performance in the ADI for other state wide races have reflected poor Republican performance.
- ADI wide *Total Voting Age Population of 2,754,574 (74% of Total Population)*.
- African American Voting Age Population of 21%.
- 18 - 29 year olds account for 28% of Total Voting Age Population
- 30 - 49 year olds account for 44% of Total Voting Age Population
- 50 - 64 year olds account for 16% of Total Voting Age Population

Significant demographics:

- Hispanic population, at 2%, is slightly higher than the state's 1%. African American population is 22%, compared to the state's 25%
- Predominant occupations are retail trade and manufacturing with rates of 16% and 9% respectively.
Veterans represent 14%, compared to 0% active military.
- The ADI's education level is slightly higher than the state average and parallels the national average.
- The average commute time is 20-29 minutes. 4% of commuters use public transportation.
- The average home value for the ADI mirrors the national average at \$75-\$100 thousand
- The median income mirrors the state's. However, the distribution is above the state average.

- Men between the ages 30-54 comprise 51% of the voting age population, while women between the same ages make up 48% of the voting age population.

Key Republican Counties

COBB COUNTY, GA

Represents 12% of ADI VAP.

9% Black VAP.

37% of Households w/ children

18% Retail, 10% Finance

Bush %: 73.1%; W/L Contr.: 14. %

Commute time: 15 to 29 minutes

Media Share

Station: (5-6:00 p.m.)

WSB 30%

WAGA 28%

WXIA 16%

Station: (6-7:00 p.m.)

WAGA 29%

WSB 26%

WATL 11%

WXIA 10%

DEKALB COUNTY, GA

Represents 15% of ADI VAP.

38% Black VAP.

32% Households w/ children

16% Retail, 17% Finance 17.6

Bush % : 49.4%; W/L Contr.: 17.6 %

Commute time: 15 to 29 minutes

Media Share

Station: (5-6:00 p.m.)

WSB 36%

WAGA 22%

WXIA 11%

WGNX 10%

Station: (6-7:00 p.m.)

WAGA 26%

WSB 24%

WGNX 12%

FULTON COUNTY, GA

Represents 18% of ADI VAP.

46% Black VAP

30% Households w/ children

16% Retail, 11% Finance

Bush % : 43%; W/L Contr.: 16 %

Commute time: 15 to 29 minutes

Media Share

Station: (5-6:00 p.m.)

WSB 33%

WAGA 23%

WXIA 13%

Station: (6-7:00 p.m.)

WAGA 32%

WSB 22%

WATL 9%

WXIA 9%