

News Release

C-SPAN

Tenth Anniversary

1979-1989

Immediate Release:
August 31, 1989

Contacts:
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(202) 737-3220

"AMERICAN PROFILE" INTERVIEW WITH GOV. BRANSTAD ON C-SPAN

Washington, D.C.--On Monday, September 4 (Labor Day), C-SPAN will air an "American Profile" interview with Gov. Terry Branstad (R) of Iowa. During a 60-minute interview, the governor reflects on his career and private interests. The interview will air at 8am, 8pm, and midnight ET.

On national holidays, C-SPAN's "American Profile" series offers viewers in-depth, personal portraits of prominent Americans.

The following are excerpts from C-SPAN's "American Profile" interview with Gov. Terry Branstad:

On the emphasis of the Iowa Caucus:

"The last election gained even more exposure than it deserved. Some people were talking about the election being over, that George Bush was down the tubes, just because he came in third in Iowa. Well, New Hampshire and Super Tuesday proved that not to be the case. So, (the Iowa Caucus) is the first, and I think the voters in Iowa can play an important role in sorting out the top two or three candidates in each party, but it certainly isn't the end of the electoral cycle."

On his commitment to education:

"We want to make Iowa's education system not only the best in the U.S., we want to make it world class. We want to be able to compete effectively with the kids that are graduating in Korea and Japan and Germany and elsewhere in the world because we're living in a world economy. We need to compete in that economy, and we've got to be able to compete in the classroom if we're going to compete in industry.

We just have a long and proud tradition (in education). But we're saying, 'Okay, that's great, but we can't rest on that tradition.' We've got to push forward and we're looking at new avenues to help the kids who are falling through the cracks, the ones who are not likely to graduate, the kids that traditionally might have been considered to be slow learners or unable to achieve. We want those kids also to succeed because we need them."

On his reasons for becoming a Republican from a family of Democrats:

I've always been an independent thinker and I've always been the kind of person that wasn't afraid to stand out in the crowd. I didn't want to tear the system down, I didn't want to destroy the system. I thought this was a great country. I love this country and I had friends who said, 'you know, the Republicans aren't really as bad as your parents have told you.' I always thought the Republicans were the party of privilege, and I was a poor farm boy. And then I found out that the

-more-

Add one

Republicans really weren't that bad and I got to know some of them that I thought were pretty decent people and philosophically, I agreed more with what they had to say on the issues.

I really became a Republican in the late '60s, I guess somewhat because the Democrats I knew at the University of Iowa in the late '60s were so far out in left field that they wanted to basically destroy the political system that we have. I was a defender and supporter of the system and I believed that our political system works. It causes change. Maybe it doesn't cause change as fast as some people would like, but it certainly is a lot better than anything else that I've seen."

On today's youth as compared with the youth of the 1960s:

"I frankly objected to the idea that nobody over 30 understood or knew anything. I thought that was an arrogant attitude. I didn't agree with my colleagues that had that kind of attitude that they had all the answers and nobody else did. And so consequently, I didn't think that was a particularly proud era for the young people in American history.

I think the young people of today are a lot more thoughtful, they're a lot more goal-oriented, and frankly, I see a lot more young people who are doing positive things in a volunteer way to help their communities. I think that is a constructive way to do something. Helping with senior citizens, assisting with the food banks to help feed the hungry, helping the homeless, and things like that. Those are the kinds of things I like to see young people involved with—helping."

C-SPAN is now available in 46.6 million households through 3,341 cable system affiliates nationwide and around the world via satellite. The network operates without public funds and is a non-profit public service of the cable television industry.



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444 North Capitol Street, N.W.
Washington, D.C. 20001
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TELECOPIER TRANSMISSION

✓
TO: Gary Dura (TV) - Telegraph Herald

FROM: Kristin Wennberg

RE: C-SPAN's interview w/ Gov. Terry Branstad

DATE: 8/31/89

NUMBER OF PAGES (including cover): _____

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TELECOPIER TRANSMISSION

TO: Michelle Walthall (TV) - Iowa City Press-Citizen

FROM: Kristin Wannberg

RE: C-SPAN's interview w/ Gov. Terry Branstad

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TELECOPIER TRANSMISSION

TO: Bruce Miller - Sioux City Journal

FROM: Kristin Wennberg

RE: C-SPAN interview w/ Gov. Terry Branstad

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TELECOPIER TRANSMISSION

TO: David Rhein - Des Moines RegisterFROM: Kristin WennbergRE: C-SPAN's interview w/ Gov. Terry BranstadDATE: 8/31/89

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TELECOPIER TRANSMISSION

TO: Cindy Cullen Chapman - Cedar Rapids Gazette

FROM: Kristin Wannberg

RE: C-SPAN's interview w/ Gov. Terry Branstad

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TELECOPIER TRANSMISSION

TO: Jim Hemphill (TV) - Ames Daily Tribune

FROM: Kristin Wannberg

RE: C-SPAN's interview w/ Gov. Terry Branstad

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"AMERICAN PROFILE" INTERVIEW WITH GOV. ROEMER ON C-SPAN

Washington, D.C.--On Monday, September 4 (Labor Day), C-SPAN will air an "American Profile" interview with Gov. Buddy Roemer (D) of Louisiana. During the 60-minute interview, the governor reflects on his career and private interests. The interview will air Monday, September 4, at 9am and 9pm ET, and Tuesday, September 5, at 1am ET.

The following are excerpts from C-SPAN's "American Profile" interview with Gov. Buddy Roemer:

On performing the job of governor:

It's much more difficult than I thought. It's time-consuming.

I've been governor for 16 months. I spend a minimum of 12 hours a day, literally some days 18 hours on the ground, in the fight, trying to figure what's the best thing to do for the people I represent.

I have served in one other elected office, the United States Congress. That was important and enjoyable and I spent a lot of time at that...but it's completely different.

The pressures are greater, the responsibility is more, you're more alone in a sense (as a governor).

The difference between being an executive and a legislator? I enjoyed being a legislator. I enjoy being an executive, but it's a whole different world.

Was it Harry Truman who said the buck stops here? When the earth stands still and somebody has to make a decision, it's me. And that's an enormous amount of pressure."

On wanting to be president:

"I wouldn't mind it. I don't want to pretend to you. But I'm not eaten up with it. If I could serve, great...But I'm not eaten up with it.

I could see me fly fishing in the Yellow Stone river. I could see me writing a book. I could see me working for C-SPAN helping interview other politicians. As long as I'm involved, it doesn't have to be as president. I'm not consumed with that.

There was a time when I would have given you a different answer but the closer I get to the top, the less important being at the top is. Now maybe that says something about me, I'm not sure, I've got to think that through. But that's honest."

On motivating people for change:

Let's talk about Louisiana quickly: Beautiful state, but when I took office, we had the highest unemployment rate in America. We had the highest high school dropout rate in America. We had a road system in which it was difficult to drive.

More than half of our 9th graders would never get a high school diploma, at a time when to be literate means to understand computer language. That's the problem we had. Great

-more-

Add one

state, but it hadn't invested its wealth in its children, or its roads, or its business system. So I inherited some problems.

What do I do to motivate people? Not enough, quite frankly. It's one of the my weaknesses. I'm a crisis manager and a problem solver. That's what I do. I'm willing to take the heat and say 'This is wrong, we're going to change it.' It doesn't make everyone happy.

I've got to figure out a way to solve the problem and to motivate people for the long term. And I think my weakness as governor is that I don't have it right yet."

On Louisiana's corruption image:

We have had some bad moments in our history and we've seemed to enjoy them too much.

We're trying to set a different agenda now. We're going to keep our beautiful speeches and our diversity, but we're going to try to set some rules that anybody in America could be comfortable with.

When you deal with a legislator or a governor, you won't be held up you won't be 'Oh, business as usual.' It's changing. And I think if you and I get together in two or three years from now, and see what's happening in Louisiana, I bet your questions will be different."

On opposition to the recently defeated tax bill:

"I lowered business taxes, so it wasn't businesses. It was some of my political opponents who said quietly, 'Man, if this thing passes, this guy will be governor until the next century. We won't have a crisis a week, we can't beat him to death. The unemployment rate will go down, we will be able to pay our teachers a decent wage. You'll actually be able to drive from Baton Rouge to Shreveport'. So there were some political opportunists.

Then there were some who disagree with policy. I was damned by those who said I went too far, and damned by those who said I didn't go far enough."

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TELECOPIER TRANSMISSION

TO: mark Larando-Times-PicayuneFROM: Kristin WennbergRE: C-SPAN interview w/ Gov. Buddy RoemerDATE: 8/31/89

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TO: Eleanor Ransburg - Shreveport Daily News

FROM: Kristin Wannberg

RE: C-SPAN interview w/ Gov. Buddy Roemer

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TELECOPIER TRANSMISSION

TO: Tim Belehard - Morning Advocate

FROM: Kristin Wannberg

RE: C-SPAN interview w/ Gov. Buddy Roemer

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TELECOPIER TRANSMISSION

TO: Ed Alderman - Lake Charles American Press

FROM: Kristin Wennberg

RE: C-SPAN's interview w/ Gov. Roemer

DATE: 8/31/89

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NOTES/COMMENTS:

Branstad notes

education--Marcus went to his first day of kindergarten (his son)
Iowa consistently score at the top of the aptitude stests

Initiated a three phase ed. excellence -1987
program

Weve invested substantiaklly in educatoon because we see that as the future quote we wnt our children to get the best possible education

raised beginning teacher salary

"Established a locally controlled performance based pay syustem to reeward outstanding teacher performance quote

Help bring

Iowa has lead the nation in literacy since 1900 It's a source of pride in thiss state you really cant survive of succedd in todays complex socitet without the ability to read and wirted and you need to go vbeyond...quote

We wanted to make Iowa's education system not only the best in the U.S. , we want to mke it world class We want to be able to compete effectively with the kids that are graduating in Korea and Japan and Germnany and elsewhere in the world because we're living in a world economy—we need to compete in that economy, and weve got to be able to compete in the classroom if we're going to compete in industry. *

Lessons for other governors?

I think so, Ed is importnat throughout the country

(In Iowa) we just have a long and proud tradition (in education). But we're saying, OK, that's great, but we cant rest on that tradition. Weve got to push forward and we're looking at new avenues to help the kids who are

Notes

falling through the cracks, the ones who are not likely to graduate, the kids that traditionally might have been considered to be slow learners or unable to achieve. We want those kids also to succeed because we need them.

We're proud of the way Iowans take their civic duty very personally

We appreciate the way C-SPAN covers the governor's conference and I have literally dozens of constituents that call and write me and say "we saw the agriculture committee meeting or the rural development task force meeting on C-SPAN or the plenary sessions which I have the honor of presiding over for the next year.

what makes you tick, Terry?

Iowa schools, I started out in Leelan^o Iowa., University of Iowa then two years in Vietnam after being drafted and then to Drake Law School when I returned

In eighth grade I had a teacher that really made an influence on my life and probably on my decision to go into a career in public service her name is Her name is Rose Seewig. She taught us the three R's of good government--rights, respect and responsibility. The emphasis is always on rights; the first ten amendments of the constitution and the bill of rights. She taught us that with those rights go responsibility; to be a good citizen, to participate in the political process, to give back what you get. She made a tremendous influence on my life I decided from there on that I wanted to someday serve in public office. and that was in eighth grade. I had another teacher.....fred smith who taught both Iowa history and civics, and one of the civics lessons we had was a trip to the court house to put on a mock trial. We went to the Winnebago County 'Court House and that, I think, had an influence on the reason I went on to law school. So, I can trace back my interest in government, in law,

to those teachers and many others that really influenced my life.

I think I'm a goal oriented person. I set certain goals and I've always worked hard to try to achieve those goals. I've just continued to work and everyday try to do a better job, learn from the mistakes you made the day before and hopefully not make the same mistakes again.

Branstad said he stays in touch with the teachers he mentioned but Fred Smith was killed when a drunk driver hit the car he was driving.

His widow, Virginia Smith, is still very involved and I keep in touch with her.

I grew up on a family farm that's been in our family for over a hundred years. We raise cattle, sheep hogs the whole bit. A lot of hard work. We did custom hay baling in summer. I always say that's one reason why I can take a lot of heat because I baled a lot of hay in the hot sun every summer.

he began to move toward a conservative outlook and was leaning toward becoming Republicans in the late 60s

~~It was not the direction that most~~
people were going at that time. I've always been an independent thinker and I've always been the kind of person that wasn't afraid to stand out in the crowd, I guess, and not necessarily go along with the way everybody else was going. I didn't want to tear the system down, I didn't want to destroy the system. I thought this was a great country, I love this country and I had friends who said you know the Repubs aren't really as bad as your parents have told you. Cause I always thought the Republicans were the party of wealth and privilege, and I was a poor farm boy. And then I found out that the Republicans really weren't that bad and I got to know some of them that I thought were pretty decent people and philosophically I agreed more with

what they had to say on the issues and I really became a Republican in the late 60s I guess some what because the democrats I knew at the U of Iowa in the late 60s.....were so far out in left field that they wanted to basically destroy the political system that we have. I was a defender and supporter of the system and I believed that our political sysemt works It causes change. Maybe it doesn't cause change as fast as some people would like but it certainly is a lot better than anything else that I've seen.

I understood the fact that a lot of people didnt agree with the policies that the government had instituted . But I also felt that the way our political system works is that you work through the ballot box to try to change it. People have the right to demonstrate in a peaceful way so I didnt object to that I just didn't think it was a very good thing. and I'm pleased that we have that era behind us.

I felt that my obligation was to serve my country and to fulfill the responsibility that I was given by my superiors and I did that and I'm proud to have served. just as millions of Americans have done throughout our nation's history. it's not something one looks forward to but I think if you're called uponto do it it's important to do so and that's the lesson of history

I frankly, objected to the idea that nobody over 30 understood or knew anything. i thought that was an arrogant attitude. I didnt agree with my colleagues that had that kind of attitude that they had all the answers and nobody else did. and so consequently I didnt think that was a particularly proud era for the young people in American history. I think the young people of today are a lot more thoughtful, they're a lot more goal-oriented and frankly I see a lot more young people that are doing positive things in a volunteer way to help their communities. I think that is a

on yesterday's
7/2/68 in
Iowa
X

constructive way to do something. Helping out with senior citizens, assisting with the food banks to help feed the hungry, helping the homeless and things like that.....those are the kinds of things I like to see young people involved with — helping. ~

W I'm really the strongest at the door to door, hand shaking, person to person kind of campaigning, but you can't run for an office like governor without using the media, television, radio and newspapers are all very important. But I'm old-fashioned enough to believe that it's really important to have that personal with people and so I put in long days, I travel the state a lot. I believe it's important to be accessible to people. I do a lot of radio call in shows and television call in shows as well. Because then I think people can get to know me and I can respond to them and also it maybe corrects some of the misunderstandings that come out of a 30 second sound bite. or just reading the headline in the paper. ~

B: 01:04
Political reporters.

Everything that you do or say as governor is important and you cannot do anything unless you really have thought it through. I've just learned to be more thoughtful and to look at all the options very carefully before staking out a position

B: 04: ~ instead of saying bill

if you do finally reach a point where you have chosen a wrong course, the best thing to do is to admit it. Say I made a mistake and then say I'm going to correct it.

We went through a gut-wrenching experience-----ON FARM CRISIS

Hold for Release:
Sunday, September 3, 1989

Contacts:
Gene Grabowski
Kristin Wennberg
(202) 737-3220

Excerpts from an "American Profile" interview with Louisiana Governor Buddy Roemer, which airs this Labor Day, Monday, September 4 at 8am, 8pm, and midnight ET:

On Performing the job of Governor:

It's much more difficult than I thought. It's time-consuming.

I've been governor for 16 months. I spend a minimum of 12 hours a day, literally some days 18 hours on the ground, in the fight, trying to figure what's the best thing to do for the people I represent.

I have served in one other elected office, the United States Congress. That was important and enjoyable and I spent a lot of time at that...but it's completely different.

The pressures are greater, the responsibility is more, you're more alone in a sense (as a governor).

The difference between being an executive and a legislator? I enjoyed being a legislator. I enjoy being an executive, but it's a whole different world.

Was it Harry Truman who said the buck stops here? When the earth stands still and somebody has to make a decision, it's me. And that's an enormous amount of pressure."

On Wanting to be President?

"I wouldn't mind it. I don't want to pretend to you. But I'm not eaten up with it. If I could serve, great...But I'm not eaten up with it.

I could see me fly fishing in the Yellow Stone river. I could see me writing a book. I could see me working for C-SPAN helping interview other politicians. As long as I'm involved, it doesn't have to be as president. I'm not consumed with that.

There was a time when I would have given you a different answer but the closer I get to the top, the less important being at the top is. Now maybe that says something about me, I'm not sure, I've got to think that through. But that's honest."

On motivating people for change:

Let's talk about Louisiana quickly: Beautiful state, but when I took office, we had the highest unemployment rate in America. We had the highest high school dropout rate in America. We had a road system in which it was difficult to drive.

More than half of our 9th graders would never get a high school diploma, at a time when to be literate means to understand computer language. That's the problem we had. Great state, but it hadn't invested its wealth in its children, or its roads, or its business system. So I inherited some problems.

What do I do to motivate people? Not enough, quite frankly. It's one of the my weaknesses. I'm a crisis manager and a problem solver. That's what I do. I'm willing to take the heat and say 'This is wrong, we're going to change it.' It doesn't make everyone happy.

I've got to figure out a way to solve the problem and to motivate people for the long term. And I think my weakness as governor is that I don't have it right yet."

On Louisiana's corruption image:

We have had some bad moments in our history and we've seemed to enjoy them too much.

We're trying to set a different agenda now. We're going to keep our beautiful speeches and our diversity, but we're going to try to set some rules that anybody in America could be comfortable with.

When you deal with a legislator or a governor, you won't be hold up you won't be 'Oh, business as usual'. It's changing. And I think if you and I get together in two or three years from now, and see what's happening in Louisiana, I bet your questions will be different." X X

On opposition to the recently defeated tax bill:

"I lowered business taxes, so it wasn't businesses. It was some of my political opponents who said quietly, 'Man, if this thing passes, this guy will be governor until the next century. We won't have a crisis a week, we can't beat him to death. The unemployment rate will go down, we will be able to pay our teachers a decent wage. You'll actually be able to drive from Baton Rouge to Shreveport'. So there were some political opportunists. X

Then there were some who disagree with policy. I was damned by those who said I went too far, and damned by those who said I didn't go far enough."

5
This Labor Day, Monday, Sept. 4,
Gov. Buddy Roemer (D-La.)
participated in a one-hour "American
Profile" interview (see story page S-1).
Following are excerpts from the
interview:

Performing the Job of Governor

"It's much more difficult than I
thought. It's time-consuming.

"I've been governor 16 months. I spend
a minimum of 12 hours a day, literally
some days 18 hours on the ground, in the
fight, trying to figure what's the best
thing to do for the people I represent.

"I have served in one other elected
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That was important and enjoyable and I
spent a lot of time at that...but it's
completely different.

"The pressures are greater, the
responsibility is more, you're more alone
in a sense [as the governor]

"The difference between being an
executive and a legislator. I enjoyed
being a legislator. I enjoy being an
executive but it's a whole different
world.

"Was it Harry Truman who said the
buck stops here? When the earth stands
still and somebody has to make a
decision, it's me and that's an enormous
amount of pressure."

What Made John Kennedy His Hero

"His vision. I don't remember the
phrases.

"But it wasn't a surprise to me that
when John Kennedy became president,
he talked about sending a man to the
moon and back again before the decade
was out.

"That's what appealed to me. The
sense that I was important. Young—we
need you.. I heard him saying that
America, as good as it was, could be
even better.

"And, frankly, maybe this is why I'm
still a Democrat after all these years, I
heard him saying that the least among
us ought to make this trip with us. We
ought to take the whole family.

"So it wasn't a program and it wasn't
a speech per se. It was a feeling—a
feeling of inclusion, of importance, and
that America was something special."

His Love of Reading

"We were encouraged to read by our
parents. We would discuss the books at
night around the supper table, every
night.

"I did not own an automobile until I
graduated from high school. The farm
was our life. I'm not putting television

Burger -

Took some quotes from
Roemer profile - can you
use?

Chris

Summer of '49
son of the morning star
+ 1946: about George West
Evan Connell
(Prof. at Stanford)
about little big
horn

down because we're on a television program now but I think one of the advantages I had was no television.

"The radio was a broader thing. And reading is even more broad than that. And we were encouraged to read.

"My mother bought the Harvard classics—those were 50 books that supposedly ranged from Descartes to Plato....We would read each book and then report on it to the family

"I was laughed at in the Congress because I would never be seen without a couple of books under my arm. I just can't help it. That's a companion of mine."

On Wanting to be President

"I wouldn't mind it. I don't want to pretend to you. But I'm not eaten up with it. If I could serve, great....But I'm not eaten up with it.

"I could see me fly fishing on the Yellow Stone river. I could see me writing a book. I could see me working for C-SPAN helping interview other politicians. As long as I'm involved, it doesn't have to be as president. I'm not consumed with that.

"There was a time when I would have given you a different answer but the closer I get to the top, the less important being at the top is. Now maybe that says something about me, I'm not sure, I've got to think that through. But that's honest."

"You can fall from grace but you can also rise to grace as well."

Lansana: had to

12:23:16

12:22:15 Q. What is it you do in your daily life that motivates people?

-12.2%

- more than half of 9th graders would not graduate.

A. The dubious my political record is Sunday's best too much. ~~Because I find myself~~. I talk about Louisiana quickly: Beautiful state, but when I took office, we had the highest unemployment rate in America, we had the highest high school dropout rate in America. We had a road system in which it was difficult to drive,

Q: What unemployment rate and dropout rate was.

A 12.2% or more than half of our 9th graders would never get a high school diploma, at a time when to be literate means to understand computer language, that's the problem we had. Great state, but it hadn't invested its wealth in its children, or its roads, or its business system. And so I inherited some problems.

What'd I do to motivate people? Not enough, quite frankly. It's one of my weaknesses.

I'm a Crisis Manager and a problem
solver, that's what I do. I'm willing to take
the heat and say "This is wrong, we're
going to change it, it doesn't make anyone
happy."

I've got to figure out a way to solve
the problem and to motivate people for the
long term and I think my weakness as
governor is that I don't have it right
yet."

Questions

12.27.20 Q: Where do the corruption cases come from?

A: We have had some bad moments in our
history and we've seemed to enjoy them too
much. We're trying to set a different agenda
now. We're going to keep our beautiful speeches,
and our diversity, but we're going to try to set
some rules that anybody in America could be
comfortable with. When you deal w/ a legislator
or a governor, you won't be held up, you won't
be "Oh, business as usual." It's changing. And I
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years from now, and see what's happening
in Louisiana, a lot of your questions will be
different.

12/30
17.39.48

Q: Who were the people opposed to the bill?

A: I lowered business taxes, so it was a
business. It was one of my political
opponents, they said quietly, 'May it then
pass, this guy will be governor
until the next century. We won't have a
crisis a week. We can't beat him to death.
The unemployment rate will come down, we
will be able to pay our teachers a decent wage.
You'll actually be able to drive from
Boston to Sharpsport; so there
were some political opportunists. Then
there were some who disagreed w/ policy
so I was damned by those who said
I went too far, and damned by those
who said I didn't go far enough.