

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Reagan, Ronald: 1980 Campaign Papers,
1965-80

Folder Title: The Opposition Campaign (Memo 3)
8/15/1980 to Ed Meese

Box: 867

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library inventories visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>

File

Memorandum #3

8/15/80

THE OPPOSITION CAMPAIGN

1) Talking Points, Fact Sheets, and Alerts will have different color logos and be distributed each Thursday afternoon on the Hill and in mailgrams. Next week's package will have attached this week's package done in the new format.

2) House and Senate Strategy Briefing. A meeting will be held next Thursday to brief House and Senate members on our opposition strategy so that over the Labor Day weekend their remarks will be consistent with ours. This will also give them an inside look at the campaign, (possibly lead them to conclude that we are competent) and when in the future surrogate speech statements are requested they will have a full understanding of our strategy and where it is trying to go, and where the statements given fit in the overall pattern. This is Williamson's show -- I am preparing the agenda.

3) Print Ads which lay the foundation for Phase I -- credibility, cronyism, cosmetics, personal attacks, and abuse of the incumbency, -- are being prepared.

4) Laxalt Letter -- to editorial writers focused on Carter smears both in this campaign and in previous campaigns are now being prepared. Good ~~distribution~~ ^{play} will be achieved through ~~Good old~~ ^{by} ~~Release time~~ ^{release} for this weekend, ~~and next weekend~~. It will pull the rug out from under Carter's attack strategy by making editorial writers vigilant.

5) Ford Spots. Text for ~~proposed~~ Ford spots on economy and defense (Phase II -- dwells on the major issues and broken promises) are being prepared. Suggested style is David Garth's Koch ads in New York Mayor's race. (Ford speaking about specific screw-ups -- Ford is probably the man to begin television criticism of Carter administration -- as he left the defense programs that have been cut -- a line appears under his name.

6) FEC Complaints -- must start next week. Widenfeld, Smith, Meese, Gray, and Dolan will meet on this next Wednesday.

7) Patricia Harris Press Conference -- Mrs. Harris is planning a press conference for next week. My source has sent me a copy of her planned remarks. We should have in our hands a press release ready to go blasting her on waste and fraud -- she is going to say there isn't much and we are going to quote the Justice Department, the Comptroller General, and JOe Califano on the same subject. The release should be delivered minutes after her conference concludes (This will impress the press). We should announce waste and fraud advisory group who criticize Harris and then hand that out as the reporters walk out of her press conference. We should also prepare to have the press conference dwell not on her accomplishments but her smear of the GOP -- I have received this morning some clips -- press reaction has been very negative. We should exploit this.

8) Ford Speech -- suggestions -- a speech early in the campaign by Ford in which he summarizes Phase I with emphasis that Jimmy Carter is demeaning the presidency. Working.

9) Transfers -- further abuse of the incumbency by transferring Department employees to White House to be discussed at FEC meeting. We should call for Congressional Investigation and GAO study. Next week.

10) Defense Surrogates Press Conference -- Haig and Rumsfeld should come to Washington for a roundtable exposure of the Carter record on defense. Should be last week in August.

11) Waste and Fraud Extravaganza -- We may have to push this into the first week of September -- but the idea was lots of charts and graphs with an eight or nine point plan. Also TV spot.

12) Justice -- Larry Silberman will be here Wednesday to discuss our

strategy laid out in earlier memo. Basically (a) Silberman and Uhlman white paper or speech (b) Senators -- Baker calls for 8 man probe of Justice Department, (c) U.S. Attorney and Former Department of Justice Officials Panel, (d) Levi, Richardson, and Rogers speeches on Justice, (e) Civiletti wedge.

13) Muskie -- we must continue to get this story out -- possibly have Ronald Reagan pledge that his Secretary of Defense and State will never engage in partisan politics.

14) Energy Surrogate's Press Conference -- William Simon and others cite Schlesinger's admission and the GAO report showing that Department of Energy cause the gas lines. Carter keeps hitting his energy accomplishments.

15) Bush Speech -- It is essential that Bush begin using inserts on diplomatic vaudeville. He should later give speech on decline of intelligence agencies and new boy network.

16) Sam Brown Incident -- a surrogate should bring up Sam Brown's embrace of the North Vietnamese and his congratulations to them on winning the war at UN conference. This plays beautifully off the New Boy Network. If Carter is serious about revising his views of the Soviet Union -- he should show it by firing the compulsive defeatists in his Administration.

17) McClure Follow-up -- investigation by Percy and Leach of the misuse of Campbell's personnel office to aid Carter campaign.

18) 20 Questions for Mr. Carter -- Why did he break his promises on this, that, and the other?

19) Quotes From Chairman Jimmy -- press party handout along with rerun of Carter TV ads -- Nofziger is the host.

20) Southern Tour on Military Readiness -- Haig, Rumsfeld, Thurmond, Goldwater, Jack Edwards, Tower, etc. go visit a military installation in Alabama, Mississippi, Florida, Texas, Louisiana, and other key Southern states -- hitting issues understood there -- the fighters that can't fly (we have the

statistics) and America's decline around the world. If polls have us out ahead, we should do this as soon as possible. If polls show close fight we should do this later in the campaign.

21) Philadelphia Tour -- Handout on Marston affair should accompany Ronald Reagan on Philadelphia visit. Also, Marston should be at his side.

22) Agriculture Tour -- surrogates like Dole and Former Secretaries should tour farm states on the take-over of the Agriculture Department not by farmer's interests, but Naderites.

- - - - -

SPECIAL GROUPS

1) Volunteer Special Research Group -- this is a group of veteran researchers who are meeting Monday night. We will attempt to make each of them focus in on key states and thereby starting little brushfires on a state level.

2) Neal Freedman Group -- with your permission, Neal will hold first nightly meeting of think-bank -- possibly Thursday or Friday.

3) Hill Volunteers -- press secretaries from Hill who can handle some volunteer work for us. Meeting sometime next week or week after.

4) Ready Reaction Force -- still need a panel of writers and researchers early in morning to do surrogate attacks. The simple truth is we have no writers, we need writers. This should be a joint press and issues operation, I think.

###

THE OPPOSITION CAMPAIGN

1) Talking Points, Fact Sheets, and Alerts will have different color logos and be distributed each Thursday afternoon on the Hill and in mailgrams. Next week's package will have attached this week's package done in the new format.

2) House and Senate Strategy Briefing. A meeting will be held next Thursday to brief House and Senate members on our opposition strategy so that over the Labor Day weekend their remarks will be consistent with ours. This will also give them an inside look at the campaign, (possibly lead them to conclude that we are competent) and when in the future surrogate speech statements are requested they will have a full understanding of our strategy and where it is trying to go, and where the statements given fit in the overall pattern. This is Williamson's show -- I am preparing the agenda.

3) Print Ads which lay the foundation for Phase I -- credibility, cronyism, cosmetics, personal attacks, and abuse of the incumbency, -- are being prepared.

4) Laxalt Letter -- to editorial writers focused on Carter smears both in this campaign and in previous campaigns are now being prepared. Good ~~discussation~~ ^{Play} will be achieved through ~~Good old~~ ^{by} ~~Release time~~ ^{release} for this week-end, ~~and next weekend~~. It will pull the rug out from under Carter's attack strategy by making editorial writers vigilant.

5) Ford Spots. Text for ~~pro~~ proposed Ford spots on economy and defense (Phase II -- dwells on the major issues and broken promises) are being prepared. Suggested style is David Garth's Koch ads in New York Mayor's race. (Ford speaking about specific screw-ups -- Ford is probably the man to begin television criticism of Carter administration -- as he left the defense programs that have been cut -- a line appears under his name.

6) FEC Complaints -- must start next week. Widenfeld, Smith, Meese, Gray, and Dolan will meet on this next Wednesday.

7) Patricia Harris Press Conference -- Mrs. Harris is planning a press conference for next week. My source has sent me a copy of her planned remarks. We should have in our hands a press release ready to go blasting her on waste and fraud -- she is going to say there isn't much and we are going to quote the Justice Department, the Comptroller General, and JOe Califano on the same subject. The release should be delivered minutes after her conference concludes (This will impress the press). We should announce waste and fraud advisory group who criticize Harris and then hand that out as the reporters walk out of her press conference. We should also prepare to have the press conference dwell not on her accomplishments but her smear of the GOP -- I have received this morning some clips -- press reaction has been very negative. We should exploit this.

8) Ford Speech -- suggestions -- a speech early in the campaign by Ford in which he summarizes Phase I with emphasis that Jimmy Carter is demeaning the presidency. Working.

9) Transfers -- further abuse of the incumbency by transferring Department employees to White House to be discussed at FEC meeting. We should call for Congressional Investigation and GAO study. Next week.

10) Defense Surrogates Press Conference -- Haig and Rumsfeld should come to Washington for a roundtable exposure of the Carter record on defense. Should be last week in August.

11) Waste and Fraud Extravaganza -- We may have to push this into the first week of September -- but the idea was lots of charts and graphs with an eight or nine point plan. Also TV spot.

12) Justice -- Larry Silberman will be here Wednesday to discuss our

strategy laid out in earlier memo. Basically (a) Silberman and Uhlman white paper or speech (b) Senators -- Baker calls for 8 man probe of Justice Department, (c) U.S. Attorney and Former Department of Justice Officials Panel, (d) Levi, Richardson, and Rogers speeches on Justice, (e) Civiletti wedge.

13) Muskie -- we must continue to get this story out -- possibly have Ronald Reagan pledge that his Secretary of Defense and State will never engage in partisan politics.

14) Energy Surrogate's Press Conference -- William Simon and others cite Schlesinger's admission and the GAO report showing that Department of Energy cause the gas lines. Carter keeps hitting his energy accomplishments.

15) Bush Speech -- It is essential that Bush begin using inserts on diplomatic vaudeville. He should later give speech on decline of intelligence agencies and new boy network.

16) Sam Brown Incident -- a surrogate should bring up Sam Brown's embrace of the North Vietnamese and his congratulations to them on winning the war at UN conference. This plays beautifully off the New Boy Network. If Carter is serious about revising his views of the Soviet Union -- he should show it by firing the compulsive defeatists in his Administration.

17) McClure Follow-up -- investigation by Percy and Leach of the misuse of Campbell's personnel office to aid Carter campaign.

18) 20 Questions for Mr. Carter -- Why did he break his promises on this, that, and the other?

19) Quotes From Chairman Jimmy -- press party handout along with rerun of Carter TV ads -- Nofziger is the host.

20) Southern Tour on Military Readiness -- Haig, Rumsfeld, Thurmond, Goldwater, Jack Edwards, Tower, etc. go visit a military installation in Alabama, Mississippi, Florida, Texas, Louisiana, and other key Southern states -- hitting issues understood there -- the fighters that can't fly (we have the

statistics) and America's decline around the world. If polls have us out ahead, we should do this as soon as possible. If polls show close fight we should do this later in the campaign.

21) Philadelphia Tour -- Handout on Marston affair should accompany Ronald Reagan on Philadelphia visit. Also, Marston should be at his side.

22) Agriculture Tour -- surrogates like Dole and Former Secretaries should tour farm states on the take-over of the Agriculture Department not by farmer's interests, but Naderites.

- - - - -

SPECIAL GROUPS

1) Volunteer Special Research Group -- this is a group of veteran researchers who are meeting Monday night. We will attempt to make each of them focus in on key states and thereby starting little brushfires on a state level.

2) Neal Freedman Group -- with your permission, Neal will hold first nightly meeting of think-bank -- possibly Thursday or Friday.

3) Hill Volunteers -- press secretaries from Hill who can handle some volunteer work for us. Meeting sometime next week or week after.

4) ReadyReaction Force -- still need a panel of writers and researchers early in morning to do surrogate attacks. The simple truth is we have no writers, we need writers. This should be a joint press and issues operation, I think.

###