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TO: ED MEESE

September 2, 1980

FROM: ANTHONY R. DOLAN

RE: SPECIAL RESEARCH DEPARTMENT -- UPDATE

Here is update on August 15 report on our activities. Included also is a brief summary of the last week and what we have planned. Please advise on approval so we can get this underway.

1) Three editions of Talking points, fact sheets and alerts have been sent to the Hill, surrogates, governors, etc. The reaction has been very strong from a number of Congressional offices and we have received quite a few requests for more copies.

2) Hill Briefing -- Some criticism of the interruptions but our dog and pony act on the opposition campaign got good response. Dr. Wirthlin has suggested that Ambassadors Armstrong and Bush receive briefing too. Maryann Price and Tom Casey and Daryl Borgquist did great job in preparing charts, etc.

3) First Print Ad -- Do to terrific efforts by Mike Baroody and company we got the first print ad in the paper. All of us spent about five hours at RNC putting it together with their art people.

4) Laxalt Letter -- Intended to go out for Sunday editions, but press department was not geared up for a number of reasons. Not sure this has been worked out. However, Daryl and I delivered the stuff on Sunday and then worked the phones all day with various editors and reporters. Post, Times, and Star carried stories after editors got hand-delivered copies. Now sending them out with notes and phone calls

--more--

to various columnists. Radio and TV coverage here and in New York City was excellent. AP did long story (after six phone calls) and UPI did shorter story. Hope to trigger press stories about Carter's past campaigns. ~~Best~~ Best way to keep him running on his record. Old friends in NYC pushing letter.

5. WASTE AND FRAUD STATEMENT -- suggested (your suggestion) that the statement be put back in speech for further play.

As you know, Brady reported good feedback from press but they didn't have room that day. Trent suggests tie-in with Weinberger.

6. READY REACTION FORCE -- suggested ~~in~~ in last memo is now a reality with Williamson running it. Working closely with this group.

7. PATRICIA HARRIS PRESS CONFERENCE ON WASTE AND FRAUD --

idea was to have our youth group ready to ~~challenge~~ challenge her claims when this press conference is held. It was postponed by Harris but we are waiting, with a statement already written, ~~up~~ for its rescheduling.

8. FEC COMPLAINTS AND INCUMBENCY ABUSES -- Have gotten Lyle from the RNC, Meg Shields and Loren Smith and Ed Widenfeld talking about this. WE still need a strategy session. See below for incumbency abuse scenario for next week.

9. JUSTICE DEPARTMENT -- Gave Brock statement last week on Civiletti. Originally planned that Brock hit Carter administration on incumbency abuses. Strongly urged Williamson et al to have Brock hit Civiletti early this week, ~~on Civiletti~~. Wrote new statement for Brock which may be used this week.

10. FAILURES -- (a) Justice Department task force is not even near completion. Uhlmann was a washout and have not heard anything on Silberman memo. We still need a basic document outlining Carter Justice's failure. (b) special

groups such as regionalized opposition campaigns, Neal Freeman's idea bank, waste and fraud task force, are now only getting underway. Apologies. (c) After many tries, Thorburgh and Thompson refused to go near Civiletti proposal.

II UPCOMING EVENTS AND VARIOUS SUGGESTIONS:

1. THREE HOME RUNS ARE: (a) Civiletti (working) (b) Waste and fraud -- insert in speech -- need a plan for series of press conferences throughout rest of campaign (c) speech insert and possibly print ad on how Reagan leads and Carter follows. Wirthlin's point on importance of preempting the other side is all important here.
2. TEXAS LEAGUER -- Jerry Carmen's idea on marriage tax. Young couple should meet with Governor (or a group of couples -- anyway, some sort of media event involving the groups that are pushing for revision of this tax) and governor should recommend tax relief. This would help us with a voter group where we are very weak.
3. STEALTH BOMBER AND HAIG, RUMSFELD AND LAIRD PRESS CONERENCE -- House Armed services committee is holding hearings we should ready demands for Brown's resignation if it is shown that White House aides interfered in this matter. (We have a reliable report that White House aide actually read the galleys for the article that blew the cover on Stealth.) Suggestion made in Aug. 15th memo for Haig, Rumsfeld and Laird press conference on Brown's record is now being followed up on by Warren Henderson.
4. REAGAN PLEDGE ON SECRETARYS OF STATE AND DEFENSE -- Governor Reagan should announce, at Ambassador Armstrong's

suggestion, that his secretaries will not politicize their departments.

5. INCUMBENCY ISSUE -- after Civiletti and Brown (on ~~stealth~~^{are})
~~have~~ done, we should hit hard on this issue. Here is scenario: (suggested)

(a) New York Times is currently working on story about this. Best way to launch this issue is to have press discover it.

(b) Bill Casey et al~~o~~ should make statement next week. We should file FEC complaints. Seek an injunction if possible.

(c) At Casey press conference, it should be announced we have put together a panel of former prosecutors to look over possible violations: trips by Carter and surrogates in cabinet, use of press staffs and federal facilities to prepare statements, use of public service spots (Goldschmidt spot on transportation) -- these are violations, at least some of them. We should make clear that violations will be prosecuted.

(d) A call should be made to Leon Jaworski and he should be asked to coordinate our efforts on the Incumbency Watch. Jaworski should appear at press conference, if possible. He should be contacted soon, if you give go-ahead.

(c) At the following day's press conference, our lawyers should go in teams to various federal departments carrying freedom of information requests and seeking statements from press officers and travel officers on use of their staffs. We should also visit Transportation Dept. on the public service ads, etc.

(d) When time is ripe, we should do print ad summarizing the incumbency abuses.

6. PRINT ADS -- Phase I of our opposition campaign should be completed with print ads on cronyism and cosmetics, if response is good from our first ad. This is expensive stuff. However, early in the campaign, it is a good idea to define our opposition case with these ads.

7. LAXALT LETTER FOLLOW UP -- , (a) Casey should issue statement asking Carter to explain his personal attacks on Gov Arnall, (So he can enter campaign with "clear conscience.") Gov. Sanders, President Ford and others. (b) Pete

Dailey should write to Rafshoon asking him to give some answers on the stink tank episode and Cuff Links Carl commercials and asking him if he will keep this campaign a clean one. (c) Black groups, especially Arthur Fletcher, should issue letter similar to Laxalt outling Carter's manipulation of the race issue in the past. For example, his courting of the Ku Klux Klan vote in the 70 gubernatorial race. (He met conspicuously with the head of the White Citizens Council, he made himself very pro-Wallace.)

Tonight on TV he was seen being picketed by Ku Klux Klan (That's why he went South.) Then he read a canned line about the new South. This is how Jimmy Carter's ^(1st presidential) campaign began -- The Time magazine story portraying him as the new South governor back in 72 or 73. He's going to his old strength and trying to relive it. AS Dr. Wirthlin says, he's running a campaign of symbols. We should point this out in the Fletcher letter -- ~~that~~ Jimmy Carter is using media cosmetics to manipulate voter attitudes. ~~We should contrast his latest visit~~

8. WEDNESDAY PRESS CONFERENCE -- Waste and fraud issue will be hit again with economic advisors. Working on statement in addition to reissuing last week's statement on this. Williamson's idea to not only have Weinberger there but also the other members of our panels.

9. RUN AGAINST THE KU KLUX KLAN -- Carter is doing this. We want to stay away from this kind of media hype. But we can make a quiet effective statement on the Justice Department's failure to keep up with the Klan. Let Reagan hit hard at the Klan as the symbol of hate -- let him also show how its resurgence now ~~poses~~ poses an enormous problem.

10. NEW YORK EVENTS --- The Al Smith dinner (which is scheduled for Oct. 12 or 16) is a critical event. We must have a lively evocative speech that reaches back into the history of that event. On the next day, REgan should visit St. Rose's hospital for indigent Cancer patients and the priest's clinic in Times Square for victims of white slavery and pimping. The first event is made to order for our voluntary action theme. The hospital was founded by the daughter of Nathaniel Hawthorne who became a nun and may be canonized by the Church one of these days. She was the first to care for poor, ethnic immigrants who had cancer. (It's a wonderful story -- she was the toast of Northeastern society and an accomplished poet. She gave it all up.) The Times Square home for kids is a good chance to show how the legal system doesn't work. The priest there is a great man who can't understand why the

prosecutors do nothing about these kids who are literally held in bondage. At the first stop, RR should issue statement simply saying he came to pay his respects to a wonderful project that takes not a dime in government money *(A meeting of Yankee America and the ethnics.)* At the second stop, he should say the legal system in America isn't working and as president he will try to focus attention on this and come up with some answers.

11. PAROCHIAL AND PRIVATE TAX CREDIT -- As Pat Caddell says in his post-election memo, Carter must hold the Catholic vote to win. RR should come out with very hard statement in New York on giving parochial and private school parents tax relief. Carter has opposed this and Reagan should hit it hard. Possibly at Al Smith dinner.

12. NEW BOY NETWORK -- we need to start developing this issue very soon. The right surrogate should be chosen to give this speech. It is already written. But it is important to have Carter explaining why he won't fire et al. -- the McGovernites and compulsive defeatists -- Holbrook and especially Sam Brown who called for North

Vietnamese victory. Has he or has he ~~not~~ renounced his "inordinate fear of communism" days? Then why doesn't he fire them?

13. WHERE REAGAN LEADS -- CARTER FOLLOWS AD -- another print ad that should be done early in the campaign.

Will draw up rough copy for your perusal.

III FINAL THOUGHTS

1. THE BATTLEGROUND -- the battleground is the nightly news. We must use it each day -- all our planning ~~and scheming~~ must keep in mind how we look each evening to millions of Americans. We must reemphasize each night our basic

~~base~~ themes: (1) This ~~is~~ election is a referendum on the Carter record and the broken promises of 76. (2) The economy, the economy, the economy. (3) October Surprise (4) Ronald Reagan is a leader.

~~I~~ seriously question the wisdom of a whole new set of speeches on energy and Israel and our economic plan because, once again as Dr. Wirthlin points out, it detracts from our themes.

We are not the incumbents. We do not have to defend our proposals and plans because we have not the machinery of the federal government in which to develop them and implement them.

It strikes me as madness that we are considering an economic plan. We are only opening ourselves to the kind of savaging that Carter took on his. Principles of how we should govern should be enunciated. But not specific items that can only do ourselves and the public a disservice. In 76, Carter ran a campaign of vague promises. This was his strategy and he stuck to it.

We want none of this sort of cosmetic approach to things. We can offer specific proposals for improvement. But economic PLANS? Or bold new foreign policy initiatives *on Israel* when we are not in a position to adequately judge their wisdom?

Isn't time to get back to a basic speech?