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THE WHITE HOUSE

WASHINGTON

October 5, 1982

ONE HOUR POLITICAL TAPING

OCTOBER 6, 1982

THE LIBRARY

1:30 p.m.

FROM: ED ROLLINS 

I. PURPOSE

To tape political spots on behalf of the National Republican Congressional Committee and key Senate, House and Gubernatorial candidates.

II. BACKGROUND

The spots done in 1980 and broadcast nationwide by the NRCC were very successful. This session will be to provide similar spots for this year's national media effort. The President is asked to be the spokesman during this last phase of the campaign. A few spots will also be done for selected target candidates.

Scripts for the spots will be provided by teleprompter for the President.

III. PARTICIPANTS

Ed Rollins
Lee Atwater
Jan Mahan
Bailey, Deardourff film crew provided by the NRCC

IV. PRESS PLAN

No press coverage

V. SEQUENCE OF EVENTS

The President enters The Library, is seated and reads the scripts from the teleprompter. The President departs when finished.

NRCC Radio - 60 Second "President Reagan"

In the 21 months I've been President, we have made a strong beginning. The growth of Federal spending has been dramatically cut.

Inflation has dropped to 5 percent. Interest rates are down 7 points. Unemployment is up, and my highest priority is to help put Americans back to work.

It is the last stubborn problem standing between us and success for the American economy.

Tragically, with success so near, the Democrats in Washington want to turn back -- to the disastrous policies of the past. Slowly but surely we are working our way to lasting prosperity for ourselves and our children. For America's sake, we must not turn back now.

NRCC TV - 30 Second "President Reagan - #1"

In the 21 months I have been President, we've made a strong beginning in our struggle to turn the American economy around.

Unemployment is still too high, and it's the last stubborn problem remaining. Inflation is down, interest rates are down and the growth of Federal spending has been dramatically cut.

Tragically, with success so near, the Democrats in Washington want us to turn back to their disastrous policies of the past.

Slowly but surely we're working our way to lasting prosperity. For America's sake, we must not turn back now.

NRCC TV - 30 Second "President Reagan - #2"

Twenty-one months ago, when I became President, our economy stood on the brink of disaster.

Unemployment is still a critical problem, and my highest priority is to help get Americans back to work. But we have made real progress in cutting inflation, cutting interest rates and cutting the growth of Federal spending.

Yet tragically, with success so near, the Democrats are today urging us to go back to their disastrous policies.

Slowly but surely we're working our way to lasting prosperity. For America's sake, we must not turn back now.

NRCC TV - 30 Second "President Reagan - #3"

The congressional elections on November 2nd are critically important to America's future.

In the 21 months I have been President, we have made a strong beginning in our struggle to turn a sick economy around.

Unemployment is still far too high, but the things that we believe cause unemployment -- inflation, interest rates, runaway Federal spending -- are coming down.

The Democrats would have us turn back to the disastrous policies of the past. Slowly but surely we're working our way to lasting prosperity. For America's sake, we must not turn back now.

Roth for U.S. Senate - Delaware

Delaware and the Nation are fortunate to have Bill Roth in the United States Senate.

His long and successful fight to lower your taxes is just one example of Bill Roth's creative and effective leadership on behalf of working Americans.

When Bill Roth speaks, I listen -- and so does the Congress. Please keep him on the job, working for you and for the future of our country.

Hatch for U.S. Senate - Utah

On November 2nd, when you go to the polls to decide who will represent you in the United States Senate, I hope you'll think back to what we set out to do when we voted in 1980. We wanted to turn America around, to head in a new direction. That's important, because this year you will help decide whether or not our new direction is going to have time to work. There's still a lot that needs to be done, but we've made some real progress.

Slowly but surely we're working our way to lasting prosperity. But if we're going to finish what we set out to do in 1980, I need Orrin Hatch in the U.S. Senate.

- or -

On November 2nd, when you go to the polls to decide who will represent you in the United States Senate, I'd like you to remember that you'll also be helping to decide whether or not our new direction is going to have time to work. We still have a lot to do, but we've made some real progress.

Slowly but surely we're working our way to lasting prosperity. But if we're going to finish the job we set out to do in 1980, I need Orrin Hatch in the U.S. Senate.

Wilson for U.S. Senate - California

I can tell you from experience that Pete Wilson will be an outstanding United States Senator for the people of California. Pete and I go back together to 1966, when he was the only freshman Assemblyman in history to be elected Whip of the Party. And his record as Mayor of San Diego -- in fighting crime and saving taxpayers' dollars -- has earned Pete Wilson honors all over the Nation. He has worked closely with me on national urban affairs. I know personally what a truly great Senator Pete Wilson will be for all the people of California.

Trible for U.S. Senate - Virginia (30 second spot)

Two years ago you elected me your President because you wanted new leadership and you wanted to move this country in a new direction.

Slowly but surely we're working to make America great again. I hope you agree with the majority of our people that we need to stick with our program for a strong, prosperous America.

If you want to continue in our new direction, you need to vote for candidates like Paul Tribble -- candidates who want to continue the new direction.

I don't recommend Paul Tribble because he agrees with me -- you can make up your own mind about that.

What's more important is that Paul Tribble agrees with you -- like you, he wants to keep America moving in the right direction.

[or, if a 60 second spot is possible, the attached]

Trible for U.S. Senate - Virginia (60 second spot)

[Would like this one, if possible.]

Two years ago you elected me your President because you wanted new leadership and you wanted to move this country in a new direction.

You don't have to agree with everything I've tried to do to know that we've made important changes.

Now, I hope you agree with the majority of our people that we need to stick with our program to make America strong, prosperous and respected again.

Remember, this year your vote may decide whether we stay the course, or whether we turn back to the mistakes of the past.

If you want to continue in our new direction, you need to find and vote for candidates who want to continue the new direction. For your Senator, I recommend you vote for Congressman Paul Trible.

Not because I want you to vote for someone who agrees with me -- you can make up your own mind about that. What's more important is that Paul Trible agrees with you -- like you, he wants to keep America moving in the right direction.

Williams for U.S. Senate - Montana

Hello, I'm Ronald Reagan. When I was in Montana last month I met a very good person that many of you already know and admire. That was Larry Williams. I quickly saw that Larry knows more about the way our economy works than most of the economists in Washington and a lot of our Senators. Larry's know-how will be a real asset in Washington. I'd like you to vote for him. I need Larry Williams. Montana and America need him.

Hecht for U.S. Senate - Nevada

When I was inaugurated as your President, I said together we would build a great new beginning for our Nation. Well, we've made a good beginning. Slowly but surely we're working to make America strong and prosperous again.

But, a lot more needs to be done. That's why I need your help in sending Chic Hecht to the U.S. Senate.

Chic Hecht will help us balance the Federal budget. He'll fight for a stronger national defense and healthy economy.

Chic Hecht and Paul Laxalt will be a great team for you, for Nevada, and for America.

Barbour for U.S. Senate - Mississippi

I'd like to take a moment to talk with you about our country's future -- and a very special leader, Haley Barbour. The problems of the 1980's are rapidly changing, and they demand new solutions and fresh, vigorous ideas. I've learned first-hand that Haley Barbour has the intelligence, courage and experience to make a great United States Senator. These are difficult times, but slowly and surely we're making America strong and prosperous again. With leaders like Haley Barbour we can look to the future with confidence and hope.

Keck for U.S. Senate - Nebraska

Without a majority of honest-to-God, stand-up-and-be-counted Republicans in the Senate, my programs are in trouble.

Now, I know that you, the people of Nebraska, have been very supportive of our efforts to turn the American economy around. Slowly but surely we're making our country strong and prosperous again.

You can help by electing Jim Keck. Jim will be on the team that's working to make America great -- to solve the problems the Democrats created during all their years in charge of Congress.

I know Jim Keck. He's a man of proven leadership ability and high principles. He'll make a strong spokesman for Nebraska and a great Senator for America.

Pfeifer for U.S. Senate - Ohio

Today's economic problems are only going to turn around if the very best people work at solving them. Slowly but surely we can make America strong and prosperous again. I'm convinced Paul Pfeifer can make a tremendous contribution. We don't need rubber stamps in the Senate; what we need are hard-working people of ability and integrity like Paul Pfeifer, who are willing to contribute their brains and hard work to the job that has to be done.

Collins for U.S. Senate - Texas

Texans are fortunate to have the opportunity this year to elect my good friend Jim Collins to the U.S. Senate. You know Jim as Nancy and I do. He's a man of commitment, compassion and character. I look forward to the day when Jim Collins will be on the floor of the Senate, standing up for America and putting the liberals back in their place. Send me Jim Collins. I need him -- and America needs him.

Emery for U.S. Senate - Maine

Dave Emery is running for the Senate from Maine because he believes deeply in the future of his State and our country. He is committed to cutting taxes and the growth in Federal spending, and ensuring that we have a strong national defense to support our important arms reduction initiatives. And Dave is tried and tested -- in his 8 years of service in Congress, Dave Emery has demonstrated the independent leadership it takes to make the tough decisions necessary [insert either of following]

...for national recovery.

...to keep America and Maine on track to a better future.

Hogan for U.S. Senate - Maryland

Our program to turn America's economy around is only going to get done if we have the very best people working to make it a reality. We don't need rubber stamps in the Senate. What we need are hard working people of ability and integrity, like Larry Hogan, who are willing to contribute their brains and hard work to building the American future you and I believe in so deeply. I need Larry Hogan in the Senate -- and America needs him.

CANDIDATES FOR GENERIC SPOTS

1. Florida -- winner of runoff
David Bludworth or Van Poole
2. Massachusetts -- Ray Shamie (Sham ee)
3. Michigan -- Phil Ruppe
4. New York -- Florence Sullivan
5. North Dakota -- Gene Knorr
6. Tennessee -- Robin Beard
7. Washington -- Doug Jewett
8. Wisconsin -- Scott McCallum

Generic Senate Spot - Copy A

Our program to turn America's economy around is only going to get done if we have the very best people working to make it a reality. We don't need rubber stamps in the Senate. What we need is hard working people of ability and integrity, like [candidate] , who are willing to contribute their brains and hard work to building the American future you and I believe in so deeply. I need [candidate] in the Senate -- and America needs him.

Generic Senate Spot - Copy B

This November, the people in _____ [state] _____ have an important decision to make in the Senate race. Here's how I see it. If you elect _____ [candidate] _____, [he'll/she'll] be on the team that's working with me to get America back on track -- to solve the problems the Democrats created during all their years in charge of Congress. I've met _____ [candidate] _____, and I'm confident [he'll/she'll] make a strong spokesman for _____ [state] _____ and a great Senator for America.

Generic Senate Spot - Copy C

Without a majority of honest-to-God, stand-up-and-be-counted Republicans in the Senate, our program to make America great again is in trouble. Now, I know that you, the people of _____ [state] _____ have been very supportive of our efforts to turn the American economy around. I'm grateful for that. And if you elect _____ [candidate] _____ to the Senate, [he'll/she'll] be on the same team with us, working to get the job done. For the sake of _____ [state] _____ -- and for the good of America -- we need _____ [candidate] _____ in Washington.

Generic Presidential Endorsement

"Cooperation"

You know, even the President can't run this country alone. I need the cooperation of a lot of people -- especially the Congress. In 1980, Americans called out for a change. I heard you. Unfortunately, not everyone in Congress did. That's why I'm asking you to elect a new Congressman. There's one candidate in your area who will help me keep the promises I made in 1980 and make our country strong and prosperous again. That man/woman is (Burt Smallwood). I need (Burt) -- and the Nation needs him/her -- in the U.S. Congress.

Generic Presidential Endorsement - Incumbents

"Statesmen"

You know how you can tell the difference between a politician and a statesman? A politician will vote for what's popular at the moment, like hand-outs to pressure groups -- paid for with your hard-earned tax dollars. But thank goodness we still have some statesmen -- Congressmen with the courage to stop wasteful spending and help reduce your tax burden. You've got that rare commodity, a Congressman with courage. Congressman (Frank Wolf). When I've needed (Frank), he's been there. I hope you'll support (Frank Wolf) in the November election.

Generic Presidential Endorsement

"Progress"

Since our Administration took office, we've brought down inflation, cut taxes, and started America back on the right track. Slowly but surely we're working to make America strong and prosperous again. But the fact is, we could be much further along today if there'd been fewer big spenders in Congress. The battle's not over yet -- you can help by electing a new Congressman from your area. A Congressman who'll work with me to finish the important job of making America's economy healthy again. That man/woman is (Burt Smallwood). I need (Burt) -- and the Nation needs him/her -- in the U.S. Congress.

Generic Presidential Endorsement

"Moral Values"

Some people say America's moral values are sliding. Well, the very fact that we realize that proves there's still a lot of decency left in our people. And a lot of determination to keep our families strong and work for what we want. There's nothing corny or outdated about those values. They're the values that have always pulled America through difficult times. We need a candidate for Congress who believes in them. That man/woman is (Burt Smallwood). I need (Burt) -- and the Nation needs him/her -- in the U.S. Congress.

Generic Presidential Endorsement

"Jobs"

You know, when I was a boy in Dixon, Illinois, I remember a time when my dad was out of work. I know there's nothing rougher on a family. And to the people out of work today, I ask you, please don't give up! Slowly but surely, we are getting this economy back on its feet. And with lasting recovery will come jobs. But to continue working for recovery, we need support in Congress. There's one candidate from your area we know we can count on. That man/woman is (Burt Smallwood). We need (Burt) -- and the Nation needs him/her -- in the U.S. Congress.

Generic Presidential Endorsement

"Peace"

You know, most of us haven't been fortunate enough to grow up in times of peace. But for your grandchildren and mine -- Nancy and I have one now -- I want something better. That's why nothing matters more to me than securing a lasting peace for America, a peace built on strength. To do it, I need your prayers, and yes, I need your vote in November. For a fine candidate for Congress who'll work with me for the lasting peace we want so badly. That man/woman is (Burt Smallwood). I need (Burt) -- and the Nation needs him/her -- in the U.S. Congress.

Tom Fink for Governor - Alaska

America is well on the road to economic recovery -- and we're doing it with hard work, clear goals, and confidence in our own basic strength.

You have a candidate for Governor who has demonstrated all of those qualities in both his private and public life.

Tom Tink's success in the business world, and his outstanding reputation as a legislator, show the kind of drive and optimism I would very much like to work with as Alaska expands its contribution to our national effort.

Malcolm Wallop - Wyoming

I wish there were more Senators like Malcolm Wallop . . .

He's such a solid worker from Wyoming . . .

On Capitol Hill they say: 'If it isn't good for Wyoming, don't go to Malcolm with it.'

Around the White House, we know how true that is. We also know that, if it is good for Wyoming -- and America -- there's no stopping Malcolm.

Malcolm Wallop - Wyoming (2)

Malcolm Wallop is a friend . . .

No matter what the issue is, I know Malcolm will give me a straight, honest opinion . . .

We have a lot in common. We both understand the West -- and the people of the West . . .

Malcolm is one fine Senator for Wyoming . . . I don't know what I'd do without him.

Pete Dunn - Arizona

Important changes are being made in America today -- changes that are necessary to make our country strong and prosperous again.

Half-way measures won't work. Fence-straddlers like Dennis DeConcini aren't the answer.

We need people like Pete Dunn in the U.S. Senate to make tough decisions in the proud Arizona tradition of strong, conservative leadership.

I hope you'll send Pete Dunn to the Senate to work for Arizona -- and all of us.

Bill Hendon - North Carolina

If somebody were to ask me to sum up the ideal Congressman in just a couple of words, I think I'd say . . . Bill Hendon.

You folks in North Carolina's Eleventh District should be proud of Congressman Bill Hendon.

He's honest, dedicated, effective, and courageous.

Bill Hendon agrees with me that we need a balanced budget amendment . . . that we need to cut spending . . . that we must attack welfare fraud!

I wish we had more Congressmen like Bill Hendon.

And I urge you to re-elect Congressman Bill Hendon . . . so we can finish the big job we've set out to do!

Larry Hopkins Birthday Video Greeting - Kentucky

Larry, I'm happy to be able to be at your birthday party through videotape, and I wish I could be there personally. Let me say how very appreciative I am for all your help in Congress. Without Members of Congress like you, it would have been impossible for us to get inflation and interest rates down, and get our economy back on its feet. Thanks, Larry, for all you've done for America -- and, by the way, Happy Birthday.

Jim Keck - Nebraska

Without a majority of honest-to-God, stand-up-and-be-counted Republicans in the Senate, our recovery program would be in trouble.

Now, I know that you, the people of Nebraska, have been very supportive of our efforts to turn the American economy around.

That's why I hope you'll elect Jim Keck to the Senate. Jim will be on the team that's working to solve the problems the Democrats created during all their years in charge of Congress.

I've met Jim Keck. He's a man of proven leadership ability and high principles. He'll make a strong spokesman for Nebraska and a great Senator for America.

Federalism

I think you'll agree with me that Washington should give back _____ [state] _____ more responsibility and authority for programs that will benefit you.

But to make our new Federalism work, we need a Governor in your State who'll accept that responsibility and exercise that authority. Frankly, not every candidate for Governor measures up to this.

_____ [state] _____ needs a strong Governor at the helm who understands your government is there to serve you -- whether it's creating new jobs in your community or ensuring the well being of our older neighbors.

For the future of _____ [state] _____, I believe there's no man better for the job than _____ [candidate] _____. Strong, fair, and caring. _____ [candidate] _____ is going to be a Governor _____ [state] _____ -- and America -- can count on.

Education -- Gubernatorial Generic

All of us can remember magical moments when we learned something that changed our lives, when the whole world seemed to open up before us.

A good education for our children is fundamental for a better future. Once our children learn how to read and write and use their minds, well, there'll be no limit to what they can become.

In many ways, it's your Governor's job to see to it that our children get that good education. Unfortunately, not everyone aspiring to be Governor understands that.

For the future of _____ [state] _____, the best man for this job is _____ [candidate] _____. Strong, fair, and caring.

_____ [candidate] _____ is going to be a Governor _____ [state] _____ can count on.

Leadership/Manager - Gubernatorial Generic

Having served as a Governor, I know how important strong leadership is in managing the business of a State.

In your State, there are tough day-to-day decisions that no one else but your Governor can make. And -- if your State is going to be a good place in which to work and raise your family -- there are ambitious goals to be achieved.

The Governor's job is not an easy one. I know, I've been there. A good Governor has to have many important qualities to serve you well.

For the future of _____ [state] _____ I believe there's no man better for the job than _____ [candidate] _____. Strong, fair, and caring. _____ [candidate] _____ is going to be a Governor _____ [state] _____ can count on.

Economy

America's economic troubles came about over many, many years. They won't be solved overnight . . . and many American families are still hurting.

Yes, inflation is down, interest rates are down, the growth of Federal spending is down. But as long as a single American who wants work can't find work, our job is not done.

Slowly but surely we're working our way to a strong and prosperous America. But to get the economy moving, we must get big government spending and taxing under control. Yes, we've made a start. But to keep America moving in the right direction we need your vote on November 2nd.