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ATTACK MATERIAL: CARTER AND THE ECONOMY (JOBS)

We should welcome an attack by the Democrats against our position on jobs.

The Democrats make the mistake of treating the jobs issue as one of unemployment.

The problem is not with the 7% who are unemployed, but rather with the 93% who are employed. Many of them (especially the ticket splitters we need so badly) may feel threatened that they will lose their jobs, or don't particularly like their work because it doesn't pay enough, or for other non-monetary reasons.

For these people, the real threat of the Humphrey-Hawkins approach is that it will take something from their job and give it to the unemployed, either through inflation or increased taxes.

The President's approach is to strengthen the entire economy, thereby making everyone's job more secure. Also, this will open up new opportunities for upward mobility. We must stress this point because it directly affects the high side of the lower income class and the low end of the middle income class people, all of whom are important to us.

Simon has done some analyses of the Democratic Platform and concludes it would mean additional government spending at the rate of \$1,000 per every man, woman and child in the country.

Also, Alan Greenspan has many thoughts in this area, and he should be asked to put them in writing.



July 22, 1976

MEMORANDUM FOR: MIKE DUVAL
FROM: GEORGE VAN CLEVE
SUBJECT: CARTER ATTACK STRATEGY

I concur in the recommendation I have seen concerning the phases in which this strategy ought to proceed. As I am sure you are aware, the RNC has been dealing with this problem in reverse order, by emphasizing what they think are "contradictions." The difficulty with almost all of Carter's "contradictory" statements is that they are carefully phrased in such a manner that "contradictions" can be explained away if necessary.

Following is a series of general points which ought to be factored into the strategy. They are followed by a very preliminary pass at the issues on which Carter may be vulnerable.

1. The attack should proceed on two fronts simultaneously. First, there ought to be an attack on Carter's "presidential" character, which ought to stress things such as the fact that Carter appears to have a very bad temper. Second, there ought to be an attack on Carter's issues positions.

The following comments are relevant only to the attack on the issues positions:

1. Carter's positions need to be "relabelled." We cannot sit idly by while Carter continues to get away with the line that while he is personally opposed to x, y, or z, there is nothing that he can or would do about it as President. If Carter takes that position, then he is favoring continuation of the status quo. In addition, if Carter says he favors something, but uses a "neutral" word to describe it, we can use the "McGovern-type" word to describe the position.



As we begin the "relabelling" process, we need to decide which groups we would like to see moved away from Carter.

2. Carter's political associates ought to be fair game for us. If Carter is going to cozy up to Richard Daley or the McGovern high command, people ought to know about it. Carter may not agree with them, but he ought to have to explain why people like that are being given positions of authority in his campaign structure.
3. Certain of the issues discussed in the material which follows will obviously have significantly different impacts in different regions of the country.
4. I see no reason why we ought to sit by while we are the subject of libelous attacks such as the statement that:

"Two Republican Administrations have betrayed the people's trust and have created suspicion and distrust of government through illegal and unconstitutional actions (Emphasis supplied)."

Some people may dismiss this as standard political rhetoric. But constant repetition without rebuttal will give it the ring of truth. In a year when honesty counts for so much, I do not think we ought to let this sort of thing go unanswered.

5. The press and the intellectuals are going to be united against us. There will be loud and repeated screams when we say or do certain things. These responses ought to be largely disregarded, since people don't trust these groups very much and since there's no way we can win them over.



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IN THIS ISSUE

POLITICS:

THE DEMOCRATIC PLATFORM AND CARTER'S VIEWS

Based on Jimmy Carter's prepared testimony for the Democratic Platform Committee his basic views are quite compatible with those of the national Democratic Party. Most Party leaders have little apprehension about him. They don't expect him to dismantle the federal government nor do they anticipate that he would block social legislation supported by a consensus within the Party.

ECONOMY:

WATERTIGHT INTEGRITY IN THE FEDERAL STATISTICAL SYSTEM



In an election year, users of statistics frequently voice suspicions that the data have been doctored for political effect. In contrast, our perception is that the intrinsic nature of the Federal Statistical System seems proof against political tampering. Moreover, the procedures for handling sensitive data have been sealed with some thoroughness against premature leaks.

SCHEDULED RELEASE DATES FOR PRINCIPAL ECONOMIC INDICATORS

HEALTH:

HEALTH AND DRUG NOTES

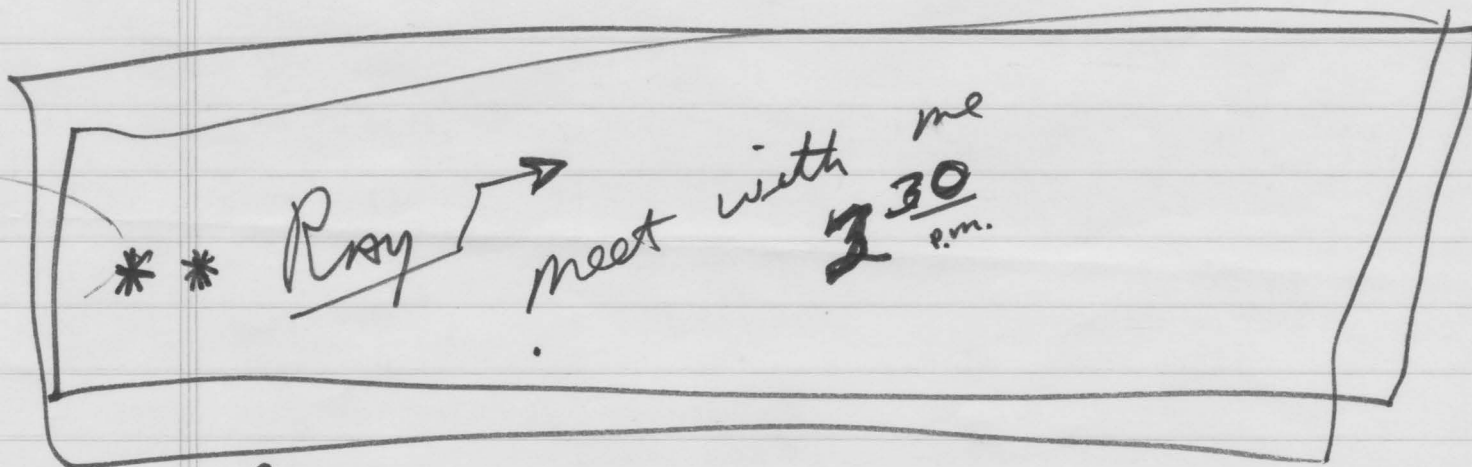
Friction within the HEW Drug Review Panel threatens to spill over into next week's Kennedy drug hearings; OMB forwards a recommendation to the Department of Defense and the Veterans Administration to abandon central procurement as a federal policy; and Kennedy zeros in on biomedical research in an effort to determine the social return on the government's investment of massive funding in this area.

washington insight

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CARTER ATTACK

- Peg him as the "Manchurian" candidate
(ideal "creation" from polls —
absolutely no reality)
- thru deception get Carter to misallocate
~~fund~~ Campaign funds.
- Carter can be moved
— toward HHHH on social issues



Paraky - delegate teams
Tim Anshu

