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Input from outside sources

Buchanan



MEMORANDUM TO THE PRESIDENT

FROM: PB

To win this election, the President must emerge from the debates, particularly the first debate, as the more presidential, more forceful, more dynamic of the candidates. The way to deal with the "leadership image" problem is not to talk about leadership, but to appear the more imposing figure in the face-off.

This is to be accomplished not, I believe, by elaborate defenses of Administration policy, or lengthy expositions of the President's past record and decisions, but by answering the question briefly, sharply, candidly---and by using those questions as opportunities for polite thrusts through Mr. Carter. He, not the President, must be put upon the defensive; he must be forced to explain exactly where he stands, and how his positions or record have not been accurately reported. Some of the Q & A attached attempt that approach. Below are some lines and paragraphs which make, in tough rhetoric, some of the rifle shot points which should be made during the debates:

BUSING

How can Mr. Carter call himself a serious opponent of forced busing when his platform approves it; he refuses to stop it, and he puts on his ticket the leading champion of forced busing in the U.S. Senate, Mr. Mondale.

GOVERNMENT

During the primaries Mr. Carter called the government a "huge, wasteful, unmanageable, insensitive, bloated bureaucratic mess." He was right. And that platform he embraced at Madison Square Garden would make our Government bigger, more wasteful, less manageable, and more bloated than it has ever been in history.

LEADERSHIP

My opponent says he dislikes abortion---but will do nothing to prevent them. He dislikes busing, but will do nothing to stop it. He doesn't like compulsory unionism, but he will sign legislation making it compulsory. That's what he calls leadership.

ECONOMIC

If the kind of deficit spending envisioned in that Democratic Platform would give us full employment, we would have full employment, right now. Because the last five Democratic Congresses have voted this country \$250 billion dollars worth of deficits. They didn't produce full employment then; they won't now.



RACE

I disagree with Mr. Carter's platform. I believe in equal opportunity for all, not special privileges for some. I am against quotas, reverse discrimination against any group---or in favor of any single group.

LOVE-AND-COMPASSION

My opponent talks a great deal about love and compassion, but I don't think you can square that with his demand that FBI Director Clarence Kelley be fired in disgrace from his job, simply because some government carpenters did a few dollars worth of work on his house, when his wife was suffering from cancer.

CONGRESS

This Congress has run up one of the worst records in history. It sat on its hands while Vietnam, Cambodia and Angola fell to Communism. It voted the worst peacetime deficits in history. It has been riddled with scandals. It is a Playboy Congress, a Watergate Congress voted into office in the backlash of that scandal; it does not now and it has never represented the thinking of the American people.

FLIP-FLOPS

He took one position on abortion in Iowa, another one in Madison Square Garden, In Georgia, he favored right-to-work. In Washington he is against it. One day he is going to take away the deduction for mortgage interest; the next day he wants it restored. One day it's love-and-compassion; the next day, fire Director Kelley. I will give my opponent this. He has taken so many positions on so many issues, he makes it tough to do any research on where he stands.

Mr. Carter's political positions are like the weather in New England. If you don't like it, just wait a minute; it'll change.

BALANCED BUDGET

The only reason Mr. Carter can stand up here and say he can both implement that \$100 billion dollar budget---and balance the Federal Budget is, I suggest, out of ignorance. Mr. Carter can say that because he has never had to deal with a United States Budget.

9/15 Buchanan

moderate - conservative is our
(+ Carter's) audience for
debates.

every Ford percentage point
over 40 % is anti-Carter.

answer on Economy:

I've done

- ⑥
- ④
- ⑦

not enough because Congress

But if you really want
trouble

(describe Carter's program)

Closing

~~Closing~~

① when I took over

② Demo platform

- defense spending cut
- Freedom or socialism
- Carter changes but base
is Old time spending

③ ~~Re~~ Ford Vision



P. should not use whole
time.

concise, tough answers
not rambling; not plodding

P should attack Mondale
has voted to overrule
all Ford vetoes

Baker not a good
spokesman

not

just a minute, Mr. Carter -
inflation is $1/2$
live

