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MEMO

TO: ED MEESE

FROM: ANTHONY R. DOLAN

RE: WINNING -- Three Home Runs

1. Dr. Wirthlin's plan and his data boil down to one theme: show leadership, preempt the other side. ^{By doing so} ~~we~~ clear up our negatives (lack of judgement -- we have reinforced this negative recently) and ^{we} emphasize Carter's weakness (his lack of leadership.) Do this and the ball game is probably over.
2. Proposed here are three ¹⁸preemptions: Home runs:

HOME RUN I

1. As you know, Dr. Wirthlin believes that Civiletti "is the key."

I proposed that on the night of Carter's acceptance speech, we bring up this issue. ~~_____~~

Since then, we have in sporadic spurts tried to put together some sort of surrogate demand for Civiletti's resignation. (Thompson and Thornburgh -- largely because their aides counseled against it, in my view, rejected going out front.)

Brock was shown the attached statement last week. Had no problem with it and sees the importance of doing it soon.

Civiletti is expected to testify this week.

I propose that Tuesday morning Brock call a press conference and issue a statement. That Casey follow with a statement. That REagan then calls for a meeting of advisors ^{and} issues a judicious statement about the importance of integrity, credibility and confidence ⁱⁿ the ~~the post~~ of the highest law enforcement official in the land. *Before Civiletti's testimony.*

THIS MUST BE DONE SOON. THE PRESS COVERAGE WILL BEGIN TO FOCUS SOON ON CIVILETTI. LET'S PREEMPT THE ISSUE. LET'S MAKE SURE TRAVELING AND HQ STAFF ARE CLOSELY COORDINATED ON THIS.

HOME RUN II

1. WASTE and fraud was lost this week for understandable reasons. Strongly suggest putting in a speech early this week. There are infinite variations off this theme. A press story today on the GSA scandal shows that Carter administration blew this one. If the statement had been picked up (Brady reports a positive response by the media) that story might have a Ronald REagan lead.

Although you suggested that waste and fraud be incorporated in this week's speeches, this has not been done according to Bill Gavin. Bill said that a small part was used. Strongly recommend that you urge putting in the whole statement replete with "the factoids" (as CBS correspondent put it) and the challenge that Carter address the American people on this issue.

HOME RUN III

1. Can our researchers quickly put together areas where Jimmy Carter followed RR's lead. Obviously, I'll write something up here. But Bandow and Hopkins and others know this a little better.

2. Speech insert for RR should be put in with theme: Where Ron goes, Jimmy follows. Tax-cut etc. "Jimmy is our shadow?"

3. Let's get this message out as quickly as possible. The place obviously is in the candidate's speech. We should think about a TV spot.

TEXAS LEAGUER

1. Jerry Carmen has sent in a wonderful memo about the marriage tax. This is an issue that dominates the thinking of many young marrieds -- as you would expect, it is the sort of issue that Jerry's antenna would pick up. (In Stamford, we must have had three or four stories a year in our paper on this thing -- but no politicians ever ran with it.) LET'S RUN WITH IT. (MIXED SPORTS METAPHOR HERE)

(It would move votes.)

7. We should not step on our own opening story today, but I think there is little chance of that. Therefore, would suggest that the tour be equipped with copies of the Laxalt letter, For backround, if nothing else.