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Letter from a New Jersey Supporter to Geraldine Ferraro

Geraldine Ferraro

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AS 7

SEP 4 1984

August 20, 1984

WASHINGTON OFFICE

Suggestions and Reminders

I. Possible Debates

- A. Six are too many; Reagan will never agree to it. Try to settle for three.
- B. Don't permit one specific topic per debate. Reagan's aides will stuff him full of information on that one topic. If they are more "free style", they won't be able to prepare him as well.
- C. Never use the title "President"; just refer to him as Reagan or Mr. Reagan.
- D. Explain the difference between the respect we have for the institution of the presidency as defined in the Constitution and our attitude toward the incumbent; feel free to use other terms to refer to Reagan. As Truman said, "If you can't stand the heat, get out of the kitchen."

II. Advertising

- A. Use far more TV and radio commercials against Reagan. Millions do not buy or read newspapers; every family has one or more TVs or radios.
- B. Attack Reagan's so-called "charm."
- C. He is not a man of peace. He has beaten our plowshares into weapons. For 3½ years he has been a cruel hawk, and now, as the election approaches, he borrows from movies the mantle of a dove. He believes might makes right. Santayana said if one does not learn from history, he is doomed to repeat it. It shows cruel ignorance not to recognize that most historians feel that preparedness for war is a cause of war, not a deterrent.
- D. The recovery is the result of the business cycle. Reagan is strutting around claiming victory because of the return of "prosperity." He did cause the recession and depression by his economic policies, along with the tremendous suffering that went along with it. We have had a number of depressions in our history, with different presidents of various parties in power. Any economics student could tell Reagan that each was followed by a recovery. The economy follows a business cycle. The present puny recovery has come in spite of Reagan, not because of him. He is either showing his ignorance or perpetrating a cruel hoax on the people. But he is charming!

From: [REDACTED] [REDACTED]

Re: Suggestions for the Presidential campaign of 1984

On April 25, the main topic of the NBC Evening News was the "magic" of President Reagan, who, like a Teflon pan, has no misfortune or mistakes stick. The topic was discussed in a highly complimentary manner, emphasizing the President's "charm" -- for, unfortunately, all our major networks, TV and radio, are controlled by Republican money, even PBS, which calls itself "Public" television.

The Democrats should have immediately responded to this praise for the President's magic by pointing out that "magic" is 99% trickery and quackery to fool and deceive the viewer.

A cartoon on the main TV stations could have shown the President with a "turban of magic" in one hand holding a broom and the other hand holding up the corner of a rug, under which he was sweeping tragic unemployment, the outrageous budget deficit, the highest trade deficit in our history, the increase in suicides, the increase in bankruptcies and the number of people who have dropped below the poverty level during his presidency.

But instead, they were carving each other up, showing feet of clay, giving the Republicans millions of dollars worth of information to use against them in the campaign. Let it be remembered that the main aim of the Democratic candidates is not to defeat each other but to defeat Ronald Reagan in 1984.

Suggestions for the Campaign

The President's own speeches are a great resource which the Democrats have yet to tap. Many things which he has said, if widely known, could prove damaging to him. For example:

- 1) during New York City's fiscal crisis: "Before breakfast every morning I pray that Congress will never grant New York City the money needed to save them from bankruptcy."
- 2) during the 1980 campaign: "If my economic plan is followed, the federal budget will be balanced by 1982 or 1983."
- 3) after the tragedy in Lebanon: "Any responsibility properly rests here with this office."

The significance of these quotes is self evident, and this is not even the tip of the iceberg.

12 Reasons for the Defeat of
Ronald Reagan

Each of the following reasons could be presented as a separate campaign commercial.

- I. He has not been a worthy president for such a great democracy. He is a 100% political figure and is really just the leader of the Republican party -- its chief campaigner and fundraiser.
- II. The President is just one of three Republican presidents in whose administrations the worst depressions in our history have taken place: Hoover, Ford and Reagan.
- III. The Republican party in the 20th century has given us a group of presidents unworthy of our democracy, not bearing comparison with the Democrats in the same period.

<u>Republicans</u>	<u>Democrats</u>
Harding- private and public scandals: Teapot Dome	Wilson- creator of League of Nations, anti-trust action
Hoover- the most tragic depression in our history	Roosevelt- Social Security, unemployment insurance, the U.N.
Nixon- Watergate, prolonged the Vietnam war for political purposes, a threat to our democratic way of life	Truman- Marshall Plan, Truman Doctrine, NATO pact
Ford- by a deal pardoned Nixon, another of the worst depressions	Kennedy- great extension of civil rights
Reagan- one of the deepest depressions, tragic unemployment, etc.	Johnson- Great Society, extension of civil rights

- IV. Reagan neither understands nor respects the Constitution. The president carries out the laws, which the legislature makes and the judiciary interprets.
- V. He is an absentee president. It is reported that he has spent 132 days on his ranch, and each weekend at Camp David costs the taxpayers over \$130,000.
- VI. He is undemocratic in the world's greatest democracy.
 - A. Taxes are regressive, putting the heaviest burden on those least able to pay.

- B. Governs by threats and vetoes.
 - C. Buys votes with gifts, visits to the White House or other "goodies."
- VII. His administration has the highest federal budget deficit- 200 billion- in history, only a small part of it "inherited."
- VIII. Highest unemployment since the Great Depression- the loss of homes, loss of land, mortgage foreclosures, increased reliance on welfare, and an increase in suicides.
- IX. His administration is based on a number of fallacies.
- A. That the present recovery is a result of Reaganomics. Any high school student knows that there is a business cycle: recession - depression - and cyclical recovery. This recovery has come in spite of Reagan, not because of him.
 - B. That every man, woman and child has benefitted from his tax reductions. 10% across the board is nothing but a regressive tax. Millions have received no benefit from his reductions, and millions more have suffered from his spending cuts.
 - C. That to increase military power is the best way to keep the peace. Instead it leads to an arms race - puts power in the hands of the military who scorn peaceful settlements. It leads to alliances and makes certain that any war will be a world war. It is a cause of war, not a deterrent.
- X. Greatest trade deficit in our entire history, one which is getting worse, not better.
- XI. He has caused incalculable harm to minorities, the middle class, the farmer - who has seen his home sold, his land taken and his implements carted away. His administration has been a severe blow to civil rights.
- XII. He has caused inlaculable harm to the theater, education, libraries, museums and the arts in general, all of which have suffered by reduction of federal help.

Please feel free to make use of these suggestions in any way you deem appropriate.

Sincerely,



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d/1 code 1:

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