

Shea & Associates (617) 695-9350 FAX (617) 426-7443
205 Statler Office Building 20 Park Plaza Boston, Massachusetts 02116

Memorandum

To: Congressman Joe Moakley, Moakley Debate Team

From: Michael Shea *MRS*

RE: Debate Theme

October 22, 1996

Overview.

I believe our primary goals should be:

1. to link Dr. Von Gyska with Newt and the extreme National Republican Agenda;
2. to keep him on the defensive, answering questions that can't help him; and
3. emphasizing JJM's record of standing up to the Newt/Dole extremists, and contrast his record of achievement with the Doctor's lack of experience.

The "Box".

Michael Deaver used to talk about "The Box" that Ronald Reagan always went back to when discussing issues during his campaigns.

In our debates, I believe "the box" should be Gyska's support for the Dole/Gingrich Tax Scheme. (We can ride an existing wave, since it is the way Clinton is attacking Dole, and the way Kerry hits Weld.)

Three main points about the Dole 15%, \$550 Million tax scheme:

1. It's unfair.

Another Republican tax break for the rich. The bottom 60% of taxpayers get only 7% of the cuts.

2. It'll blow a hole in the deficit.

Five hundred economists, including 7 Nobel Prize Winners, told the Economist Magazine the Dole plan would enormously increase the deficit.

And most importantly:

3. It will require 25 to 40% cut in all segments of the discretionary budget.

Dole's Campaign Chairman, Al DiMato, admitted this will mean big cuts in Medicare.

Every part of the budget will have to be hit at levels roughly twice the levels of cuts we saw with the \$2577 Million Tax Scheme for the rich sponsored by Dole/Newt last year.

Those cuts would have devastated Medicare, student loans, the environment etc . . . and closed the government down twice.

Practical Applications in Debates.

Virtually every question raised in debate can be brought back to these tax cuts.

Anything he says he supports, crime control, transportation projects, education, etc., we can say: "That's totally inconsistent with your support of the Dole Tax Scheme. You will be voting for a plan that mandates 25 to 40% cuts in education (or Health care, environmental protection, whatever)."

You can call him fiscally irresponsible. No one believes you can give these cuts and balance the budget. 500 economists agree. Talk about Democratic/Clinton record of cutting the deficit three (four?) years in a row, and the smallest Government since Jack Kennedy.

You should state that the point of the debate is to get Dr. Gryska's answer to the question:

"How are you going to pay for this, Doctor?"

And wrap the unfairness issue around his neck. We've seen this all before: cutting grandmother's Medicare to pay for a tax cut for the rich. Joe Moakley will never permit that!

A Possible Soundbite for the News.

Here's something Joe might say that could get a laugh, and help summarize the race in a favorable way:

"One thing I know -- from personal experience -- is that we need more good skilled doctors.

And the one thing I know we don't need is more Newt Gingrich Republicans in Congress!

So this is a real chance for voters to improve politics, and health care, at the same time."