

1. SMILE -- IT MEANS VOTES.
2. HUMOR -- TO SHOW PEOPLE ANOTHER SIDE OF YOU.
BROOKE IS WEAK IN THIS DEPARTMENT.
3. RELATE -- TO THE FOLKS AT HOME IN TERMS THEY'LL UNDERSTAND.
4. BE HURT AND OFFENDED BY BROOKE'S ATTACKS --

THIS IS MOST IMPORTANT. BROOKE WILL HAVE THE
DOUBLE-EDGED ADVANTAGE OF BEING VICTIMIZED BY
THE INVESTIGATIONS WHILE ATTACKING YOU. DON'T
LET HIM GET AWAY WITH IT.
5. DRAMA -- BROOKE STRONG HERE. USE THE DOLLAR BILL GAMBIT
(RE: STEIGER-HANSON). HOLD UP BROOKE'S LITERATURE
RE: THE E.R.A. EXTENSION VOTE.
6. ON ETHICS -- "THE COMMITTEE HAS CLEARED SENATOR BROOKE OF
ALTERING RECORDS. IT STILL HAS SUBSTANTIVE QUESTIONS
OF FACT TO DETERMINE. AS SENATOR BROOKE HAS POINTED
OUT. AND THESE WILL NOT BE DETERMINED UNTIL AFTER
THE ELECTION. I HAVE NEVER MADE THE SENATOR'S FINANCIAL
PROBLEMS A CAMPAIGN ISSUE. I GOT INTO THIS RACE BEFORE
THEY SURFACED PUBLICLY. I'VE BEEN CAMPAIGNING ON THE
ISSUES THAT WILL AFFECT MASSACHUSETTS IN THE NEXT SIX
YEARS... (ETC.)"
7. ISRAEL -- THERE HAS BEEN A DISTURBING SHIFT TOWARD BROOKE AMONG
JEWISH VOTERS. BE VERY STRONG ON THIS AND RECITE IN
CONCRETE TERMS THE THINGS YOU'VE DONE IN THIS AREA
DURING YOUR FOUR YEARS IN CONGRESS.
8. TALK SLOWLY
9. TALK TO ONE PERSON
10. STRESS THAT THERE ARE OTHER ISSUE DIFFERENCES -- TOO MANY PEOPLE DON'T
THINK THERE ARE DIFFERENCES BETWEEN YOU -- THAT HELPS BROOKE.
BLANKS HELP BROOKE. YOU'VE GOT TO KEEP STRESSING THE ISSUE
DIFFERENCES. KENNEDY-CORMAN NATIONAL HEALTH INSURANCE,
STEIGER-HANSON, PAY RAISE, NEUTRON BOMB.