

EXECUTIVE

MEMORANDUM FOR: BILL MOYERS
MIKE FELDMAN
FRED DUTTON

PL2
PL7
FC 11-8-1 / [Signature]
Jack

- 1. If we are not careful, G-M are going to usurp the ridicule area from us.

Have we got working with us daily a gag-writer, a comic man, a whip-cracker line-man (such as Abe Burrows, etc.)?

If we are not careful, the Goldwater image will get all smoothed up to our detriment. Right now, the biggest asset we have is Goldwater's alledged instability in re atom and hydrogen bombs. We MUST NOT let this slip away.

"A-Bomb Barry" -- "wagons in a circle" etc. need to be in every speech-maker's kit -- and we need to whack at him EVERY day with gags and humor that deny him any right to be called sane or stable.

Cartoons -- the Herblock variety (including that ageless classic WHY DON'T YOU SHOW INITIATIVE AND INHERIT YOURSELF A DEPARTMENT STORE) ought to be reprinted by the thousands and distributed.

- 2. MEET THE PRESS yesterday was a good case in point of keeping the enemy on the defensive. Miller was kept so busy denying charges he had no opportunity to attack. Have we got our people on Miller and Goldwater backgrounds -- so that we can supply newsmen with questions to ask and facts to back up their questions? This is vital.

- 3. Why haven't we hit the pages with a denouncing of Miller and his immigration speech? If we don't do it within the next two days, it will be old hat. We simply can't let him off the hook on this. Why can't ethnic leaders wire him to resign as nominee -- or wire Goldwater to take him off the ticket -- or ask Goldwater if he subscribes to Miller's beliefs, and if he doesn't demand he have Miller apologize. We can't let this GOLDEN opportunity fade away.

Jack Valenti

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Nothing else sent to 10/20
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