

George Bush for President

MEMORANDUM

TO: KEY BUSH CAMPAIGN SURROGATES

FROM: Wayne Berman, Director of Congressional Relations
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DATE: July 26, 1988

SUBJECT: Talking Points

Attached please find talking points for the week of July 25.

If you have any questions or desire further information,
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Many thanks for your support of Vice President Bush and our
Republican ticket.

TALKING POINTS FOR KEY SURROGATES

WEEK OF JULY 25

Background

The Democrats emerge from the Atlanta convention with the predictable momentum of favorable press coverage for Dukakis' speech and nearly unanimous press acclaim for their apparent unity. However, this unity comes at the high price of making Jesse Jackson and his radical views a permanent feature of their fall campaign. And the Dukakis speech made a specific commitment to avoid running on issues (or ideology as he called it).

The Vice President kept his oar in the water by campaigning in key states last week, gaining favorable coverage in the targeted states of Michigan, North Carolina, South Carolina, New Jersey, Tennessee, Florida and New Mexico. This week he takes the initiative away from the Democrats by presenting specific programs on issues of major interest to the electorate--child care and ethics in government.

Talking Points

---The Dukakis-Jackson deal in Atlanta commits the Democrats to a full campaign featuring a three-man tag team--Dukakis-Jackson-Bentsen. Jackson's radical views, higher taxes, huge defense cuts, appeasement and retreat in foreign policy must be discussed before the voters, since he and Dukakis have created, to use their term, a "partnership".

---Dukakis says the election will be about "competence, not ideology". He is running from his liberal views and record, but the American people demand to know where their candidates propose to take the country. George Bush is presenting a program. Dukakis cannot sustain a 100-day campaign on "competence".

---The Vice President presented a 4-point proposal on child care before the Business and Professional Women's Convention in Albuquerque.

1. NEW CHILDREN'S TAX CREDIT
Cost: \$1.5 billion

George Bush proposed creation of the "Children's Tax Credit," a new refundable tax credit of up to \$1000 per child under age 4, to recognize the increased costs of families with children. Implementation could be tied to the earned income tax credit. The tax credit would be phased out as income rises.

Because low-income working couples face the greatest needs, families with very low incomes would be eligible immediately. To accomodate budget goals, this new tax credit would be phased in from very low income levels in annual household income to \$16,000 to \$20,000 over the first four years; it would be phased higher as budgetary goals allow.

2. REFUNDABLE DEPENDENT CARE TAX CREDIT
Cost: \$.4 billion

George Bush proposed to maintain the existing dependent care tax credit, and to take an additional important step to make it refundable. Too many low-income families go without the assistance we have made available to upper income families because they do not earn enough to pay taxes. A family could take the greater credit -- the Children's Tax Credit or the refundable dependent care credit.

3. CHILD CARE FOR EMPLOYEES
Cost: \$50 million

George Bush would initiate more employer sponsored day care, starting with the federal government as a model. He would see that every agency provided federally-sponsored child care to government employees.

Bush proposes expanding the role of employers by establishing a federal reinsurance revolving pool to reduce obstacles presented by lack of available liability insurance. He encourages employer sponsored child care, flexible work schedules and benefit plans which allow workers to choose the benefits they need. He indicated that employers must better demonstrate flexibility and sensitivity to family needs.

Employers have a major role in helping parents find needed child care, but Bush does not support give-aways of taxpayer dollars to get business to recognize what it already knows: that it must provide assistance for more and better child care. Workers demand it; productivity demands it; a business's bottom line demands it.

4. MORE CHOICES, BETTER INFORMATION
Cost: \$250 million

George Bush proposed additional resources to address specifically the needs of all working parents for a broader range of choices and higher quality child care. Many states and localities are addressing the needs of pre-school and after-school care, improving the quality and availability of care, but many more must catch up.

George Bush would authorize federal resources to provide seed money for new program designs in sick child care, and before and after-school care, using educational facilities in innovative and productive ways. He proposed additional federal funds that would also be devoted to the following initiatives designed to expand the availability of day care alternatives:

- a.) Incentives would be given for school districts to create or expand programs for before- and after-school care, and for public/private community partnerships. Ideally, these programs would also have an educational component.
- b.) Employers would be encouraged to provide employer-sponsored child care, work schedules, and benefit plans.
- c.) Phase in funding to enable enrollment of all eligible 4 year olds in Head Start.
- d.) Instruct the Department of Labor to develop consumer education guidance and information and referral services.

Total Cost: \$2.2 billion

---On Tuesday, the Vice President presents the most comprehensive proposal for ethics in government ever proposed. This plan will elevate standards for public service and, given George Bush's lifelong commitment to integrity and public service, will be highly credible with the voters.