

RELEASE IN PART
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From: Sidney Blumenthal <sbwhoep[redacted]>
Sent: Saturday, October 13, 2012 4:11 PM
To: H
Subject: H: what I sent... Sid

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CONFIDENTIAL

October 13, 2012

For: Ron Klain
From: Sidney Blumenthal
Re: Next debate

1. Biden was superb. The proof lies in the Republican complaints. Their vehemence offers their own reply. The response should be that the decibel level of Republican whining is the measure of their defeat. They were whipped and they whine. Even more: they whine because they were exposed as wrong. And they don't have any answers except whining.
2. As Paul Ryan revealed, the humanization of Mitt Romney through touching anecdotes has emerged as a central element of their strategy. Romney's retailing of such stories on the stump has become part of his regular speech. He will emphasize this new image of himself as a born-again compassionate conservative in the next debate, especially given the town hall format, where he will attempt to demonstrate his caring by reciting little stories.
3. To refute Romney, this time, of course, Obama has to mention the 47 percent for whom Romney expressed contempt.
4. By the way, Romney got that number from an AEI study—and he relies on AEI to defend himself from the fact that his proposed regressive tax policies would blow a \$5 trillion hole in the budget. Now he says he was “completely wrong” about the 47 percent, which means AEI was “completely wrong.” Yet he's peddling another AEI study—also “completely wrong.”
5. Obama should define the policy discussion as hurting or helping people. Romney's policies hurt people; his help people. Rigorous compare and contrast. Help v. hurt. Cite women first. Don't allow Romney to use anecdotes to soften his image and make him more acceptable, especially to women.
6. Obama should call Romney the severely conservative who has a new image as a born-again compassionate conservative. But whatever his etch-a-sketching he's got the same old policies that will hurt people. We've seen them all before, just as we've seen this sort of cynical shape shifting before.
7. Obama must defend his record by stating that the recovery based on his policies is working and moving forward as the fall in the unemployment number to 7.8 percent demonstrates—and that Romney's policies would undercut the recovery and hurt people. Only by winning the referendum on his policies can Obama turn the argument into a choice that then discredits Romney. That is the basis of what President Clinton did in his convention speech.