Memorandum

To: Interested Parties

From: NBD

RE: Orchestra Pit Date: 8/15/23

Overarching Goals

There are four basic must-dos:

- 1. Attack Joe Biden and the media 3-5 times.
- 2. State GRD's positive vision 2-3 times.
- 3. Hammer Vivek Ramaswamy in a response.
- 4. Defend Donald Trump in absentia in response to a Chris Christie attack.

Name Invoked

When GRD's name is invoked and he is given a chance to respond, there are two approaches:

- 1. When there is a core attack on GRD's central candidacy (calling GRD a liberal, hitting veteran record, hitting conservative record), GRD should take the time, correct the record, and highlight the positive/dismiss the attacker if it's a tier one candidate. GRD can also pivot to hitting Joe Biden when possible.
- 2. If it's not a core attack but GRD's name is invoked, GRD should take the response opportunity to pivot and take up time. GRD should ignore the weak attack, not even address it, and instead pivot to message and vision and name check Iowa, New Hampshire, etc. voters directly. "Iowans/Americans, I'm talking directly to you now...."

Orchestra Pit

Roger Ailes' Orchestra Pit Theory:

"Let's face it, there are three things that the media are interested in: pictures, mistakes and attacks. That's the one sure way of getting coverage. You try to avoid as many mistakes as you can. You try to give them as many pictures as you can. And if you need coverage, you attack, and you will get coverage. It's my orchestra pit theory of politics. You have two guys on stage and one guy says, 'I have a solution to the Middle East problem,' and the other guy falls in the orchestra pit, who do you think is going to be on the evening news...One thing you don't want to do is get your head up too far on some new vision for America because then the next thing that happens is the media runs over to the Republican side and says, 'Tell me why you think this is an idiotic idea.'"

Potential Orchestra Pit Moments:

1. Take a sledge-hammer to Vivek Ramaswamy: "Fake Vivek" Or "Vivek the Fake."

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- 2. Defend Trump when Chris Christie attacks him: "Trump isn't here so let's just leave him alone. He's too weak to defend himself here. We're all running against him. I don't think we want to join forces with someone on this stage who's auditioning for a show on MSNBC."
- 3. Invoke a personal anecdote story about family, kids, Casey, showing emotion.
- 4. Carrying the torch: "The country is a mess right now. I've been all over the country. I've been to Iowa, New Hampshire, South Carolina, crisscrossing this country meeting with voters and Americans worried about the fate of our country. Many voters, like me, voted for Donald Trump, love Donald Trump. He was a breath of fresh air and the first president to tell the elite where to shove it. But he was attacked all the time, provoked attacks all the time, and it was non-stop. The drama affected families. Trump's drama pitted brother against brother, friend against friend. He's got so many distractions that it's almost impossible for him to focus on moving the country forward. This election is too important. We need someone that can fight for you instead of fighting for himself. We need someone who is going to take the torch and carry it to the next chapter. I'm the only one on this stage who will do that, who can do that, and who will keep the movement that Donald Trump started going. This is about who can bring the Republican party and the country into a better tomorrow." Inspiration:

https://www.youtube.com/watch?v=TXmRng3ZtcM&t=1s