

Memorandum



Subject	Date
August Initiatives Concerning Civil Rights	August 5, 1982

To The Attorney General

From John Roberts *JR*

A meeting was held in Ken's office on August 3 to discuss a coordinated effort to communicate the Department's civil rights record and dispel the impression created by our critics that the Department has "turned back the clock" on civil rights enforcement. Brad Reynolds, Bob McConnell, Art Brill, Ken, Tex, J. Harvie Wilkinson, Frank Atkinson and myself attended. Since many segments of the media have all but ignored previous efforts such as the United Jewish Appeal and National Urban League speeches, it was considered important to redouble our attempts to place our record before the public prior to the time when the onset of the fall campaign would limit our flexibility.

The following program was agreed upon:

1. A 600-700 word op-ed piece on our civil rights record will be drafted for your signature. This would be used for a mass-mailing to newspapers across the country.
2. A longer and more elaborate op-ed piece, perhaps for submission to the Wall Street Journal, will also be prepared for your signature.
3. An op-ed piece specifically focusing on our alternatives to forced racial busing will be prepared by J. Harvie Wilkinson for submission to the Post in his name.
4. The possibilities of placing a piece in a popular readership outlet, such as Readers Digest, will be explored.
5. The National Urban League speech will be placed in the congressional record, perhaps with supportive commentary from congressmen.

6. Efforts will be made to have the Republican political apparatus disseminate material on our civil rights record. The RNC provides candidates with volumes of material but has been silent on our civil rights record.
7. Brad Reynolds will meet with Washington news bureaus to discuss the civil rights record.

It was further agreed that I will have responsibility for items 1 and 2; Jay for item 3; Tex for item 4; Bob McConnell for item 5; Ken for item 6; and Art Brill and Tom DeCair for item 7.

cc: Brad Reynolds
Bob McConnell
Ken Starr
Tom DeCair
Tex Lezar
Bruce Fein
J. Harvie Wilkinson
Chuck Cooper