

# POLITICO



## ***In Wisc. ad, Romney touts conservative credentials as GOP establishment signals endgame for primaries -- Santorum launches 'campaign within campaign' -- Sen. Hatch, Wolf Blitzer b'days***

By [MIKE ALLEN](#) | 03/22/12 8:11 AM EDT

**“The 2012 plan is — simply put — to not talk about the plan too much.** Ryan and Republicans no longer talk about their plan as a stand-alone. They frame it as a contrast with President Obama’s health care law, which they believe cuts \$500 billion from Medicare. ... GOP leaders are suggesting members use props. In a presentation, the NRCC said members should try to ‘inoculate’ themselves in a campaign season by using ‘credible third-party validators (mom or seniors),’ according to a party document. ... Majority Whip Kevin ... McCarthy’s team reached out to more than a dozen outside groups to hear what they want to see in the budget — and then let them know where the committee was heading. Groups ranged from monied Republicans like American Crossroads, American Action Network and FreedomWorks, to tea party groups such as Americans for Prosperity, Heritage Foundation, American Conservative Union, to Washington establishments like Americans for Tax Reform, the Cato Institute and the American Enterprise Institute.” <http://bit.ly/GKVrBF>