

The original documents are located in Box 40, folder “Ford, Gerald - Debates” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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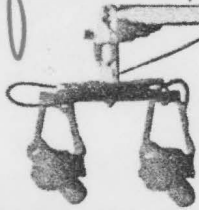
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Esquire 4/76

It was the day that changed politics. Before it, politicians had looked like politicians and bosses were still bosses; after it nothing was the same: the bosses were on their way downhill and the candidates looked different, the tailoring was better, cut tighter at the waist, the hair was a little longer because television diminished normal-length hair. Even the smells were different, the old smell of cigars replaced by the smell of cosmetics, though, in deference to the macho of the candidates, some networks, like CBS, had an iron rule that no photographers were allowed in the room where a candidate was putting on makeup. Afterwards candidates and their managers planned schedules not so much by cities or states but by television *markets*, that was the television word, and, fittingly, they were there to sell themselves in markets. It changed the entire balance and nature of political exposure; in the old pre-television campaign, perhaps fifty thousand people might view a Presidential candidate in a given city on a very good day, and perhaps three to four hundred thousand might see him in an entire campaign. Now it was all changing; millions and millions could see the candidate in one night. The bosses were quickly being replaced by a new breed of arbiter of American political taste, men like David Garth and Bill Wilson and Charles Guggenheim, television advisers to political candidates, and the respect for Garth, for example, and the power he had were so great that his very willingness to take on a given candidate made that candidate a serious contender and meant that money might come in.

The first debate, in 1960, had changed it all, ushered in one era and closed out another. John Kennedy had gone in, if not exactly an unknown, certainly the underdog, and he had come out looking a winner, while Richard Nixon had squandered the advantage of eight years of the Vice-Presidency, and he had come out looking a loser. It

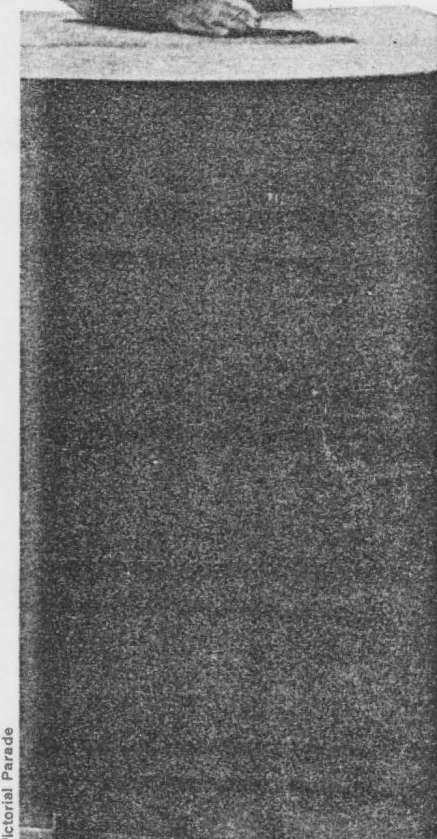
David Halberstam, author of *The Best and the Brightest*, is a frequent contributor to *Esquire*. This article is part of a book now in progress, a study of power in America.



PRESIDENT VIDEO

by David Halberstam

How television became our most powerful political machine



had changed the balance of an election, and the power was so great that sixteen years later no two Presidential nominees had ever again debated, though the entire nation wanted more debates. There was simply too much to lose. The big winner that night in 1960, of course, had been television, more specifically the networks. From then on, television sets were that much more respectable and mandatory in homes, and television was that much more legitimized as the main instrument of political discourse. It was a great night for the networks, something they had wanted for years, and, indeed, in 1952, Frank Stanton, the president of CBS, had broached the idea to Dwight Eisenhower, asking him to debate Adlai Stevenson on television. Ike, who always deferred to staff expertise, asked if Stanton had checked with Ben Duffy of B.B.D.&O., his principal media adviser. Stanton said he had. "And what did he say?" asked Eisenhower. "No," said Stanton. "Well, that's my answer," said Ike.

The mystery, of course, was why Richard Nixon had agreed to the debates, had in effect granted Jack Kennedy instant equality. He had surprised his own staff by announcing that he would debate. Previously he had emphasized to his campaign aides that there would be no debates, and that no one on the staff was to mention debates. It was verboten. "In 1946, a damn fool incumbent named Jerry Voorhis debated a young lawyer and it cost him the election," Nixon told one staff meeting, as if to emphasize how strongly he felt. The political aides in the room, like Leonard Hall, who had been the head of the Republican party, felt reassured hearing Nixon talk like that, for there was nothing to win and a lot to lose. Hall was a good deal less assured a few weeks later when Nixon, acting entirely on his own, consulting with no one, announced that he *would* debate Kennedy. Hall was shocked when he heard the news from a friendly reporter. Though Len Hall was principally responsible for keeping Nixon on the ticket in 1956, though no one had worked as hard to facilitate Nixon's road to the nomination in

Pictorial Parade

White House Watch

Remodeling Ford

At the press conferences and other appearances around the country, Vice President Rockefeller is saying what Gerald Ford and his people at the White House are saying to each other and will be saying in public with ever-increasing fervor if the President is nominated at Kansas City in August. Thus Rockefeller when he is asked about the President's prospects: "I believe President Ford will be nominated on the first ballot and elected in November, and I can tell you why—because his record is really extraordinary. Two years ago this country was faced with tremendously difficult problems: loss of respect and confidence in the executive branch of government; the economic crisis with inflation, unemployment, recession; and problems in the world that almost looked insurmountable. Two years later, what has happened? The President has restored confidence and respect in government, in the White House. He has cut the inflation rate in half. There are 3,200,000 more people working today in the United States than there were a year ago—an absolutely phenomenal growth. The growth rate of the economy is 8.7 percent. Nobody thought that inflation could be controlled and jobs restored both at the same time. But he has done it. He has done it by his courage, by his belief in fundamental values. And on top of all that, we have peace in the world. So in my opinion the American people are not going to want to change that kind of leadership."

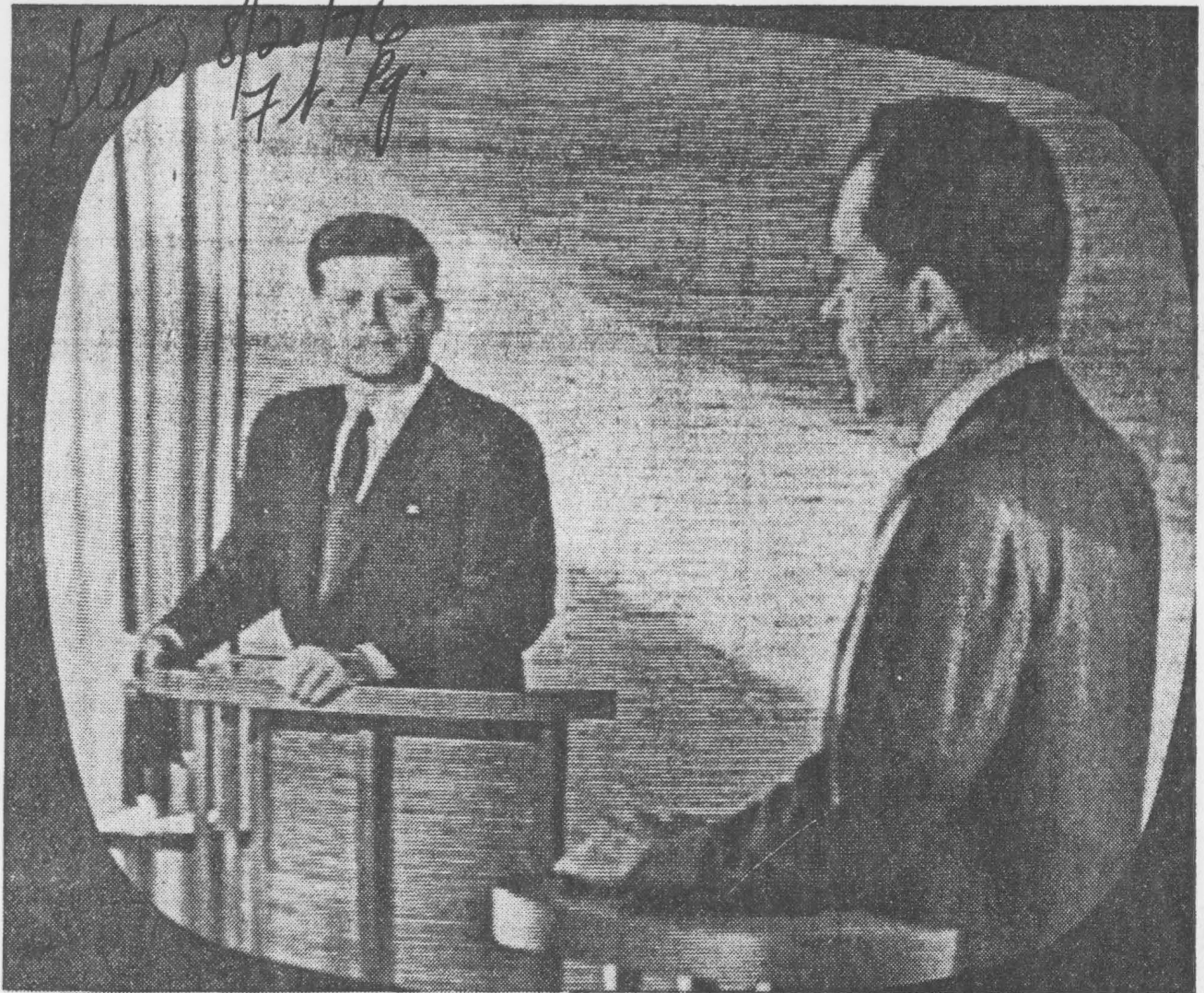
The point of quoting this homily at length is that, with some allowance for an advocate's rhetoric, it is really believed by most of the people around the President and they, like him, are truly troubled and puzzled by the obvious failure of a large portion of the public to perceive and believe it. The astonishing, totally unexpected success of Ronald Reagan in forcing an incumbent President to beg and scramble for the votes of a few score uncommitted Republican convention delegates in order to win nomination has done more than Mr. Ford's steady decline in public opinion polls to convince his principal assistants and associates that something has been dreadfully wrong with the way in which he presents himself and is presented by his spokesmen to the country. With belated recognition of Reagan's root appeal to the Republican minority that by definition determines the choice of the party's presidential nominee, the conclusion at the Ford White House is that the President could not have been brought as low as he has been if the general public perceived him as those who serve and work with him perceive him. They perceive him as a strong, decisive and intelligent man with a genuine capacity for leadership who in two years has overcome the

handicaps inherent in the circumstances that he is President by appointment rather than election and that his is the party of Richard Nixon and Watergate. His people have come to realize—they grant with bitter realism—that many Americans, perhaps a majority, perceive him as a weak bumbler, a likeable but laughable figure who should never have been plucked from Congress and installed first in the vice presidency and then in the presidency.

It is typical of the Ford White House that a feeling that all of the foregoing is so, accumulating and growing though it has been for months, brought a decision at least to try and do something about the general perception of the President only in mid-July and then only because of the realization that he could not possibly win the election in November unless that perception is turned around and corrected. It obviously being too late to do anything in this respect to improve his chances of nomination, a month before the Republican convention chooses between Ford and Reagan in mid-August, a sudden burst of action and reorganization was aimed at improving his chances of defeating Jimmy Carter. The steps taken were in themselves in-house stuff, rather petty, but their nature and purpose and the way in which they came about are worth noting in some detail because they tell a good deal about this President and his White House.

One of the revealing things was the conclusion, evidently shared by the President, that nothing much can be done about Gerald Ford. Perhaps the statements and speeches drafted for him could be sharpened up. Perhaps the choices of occasions for his public performances could be improved. But it had to be and was assumed that he would remain his usually dull and dulling self, often lively and impressive in private but seldom able to convey those qualities in public. That is why Nelson Rockefeller dwells more upon the President's record than upon the President as a person. The Vice President is known to hold that Mr. Ford is a good President and a terrible campaigner and that he'd have done better than he did in the Republican primaries if he'd spent more time in the White House, being President, and less on the road. It also is why the President at a Washington press conference on July 9—his first at the White House since February—similarly emphasized his record when he said: "Once we get the nomination, we can start pointing out the distinct differences between the prospective Democratic nominee and myself; we can talk about the record that we have. It is a record that I think will be applauded by 99 and nine-tenths of the delegates to the Republican convention. I think it will appeal to many independents, and . . . there are some Democrats who think the record of the Ford administration is a good one." And, finally, it is why the coming effort to improve the projection of Mr. Ford to the country will rely more upon setting forth the record of his two years in the

REMEMBER THE FIRST DEBATES!



This was the scene on Oct. 7, 1960, as the second of three dramatic, televised, face-to-face, presidential campaign

debates between Sen. John F. Kennedy and Vice President Richard M. Nixon got underway.

Ford, Carter Agree to Debate

By a Washington Star Staff Writer

KANSAS CITY — Jimmy Carter had planned today to challenge President Ford to a campaign debate. But Ford beat him to the punch.

The Democratic presidential

"This year, the issues are on our side. I'm ready, eager to go before the American people and debate the real issues face-to-face with Mr. Carter.

"The people have the right to know

statement Carter had intended to read today.

"A choice of this magnitude should not be made without the closest possible scrutiny of the candidates

UP-042

(CARTER)

(BY WESLEY PIPPERT)

PLAINS, GA. (UPI) -- JIMMY CARTER, WITH THE STAGE SET FOR A DEBATE WITH PRESIDENT FORD, SAID TODAY THE COUNTRY HAS DRIFTED UNDER FORD AND THE MAIN ISSUE DURING THE FALL CAMPAIGN WILL BE "NEW LEADERSHIP IN THE WHITE HOUSE OR NO LEADERSHIP AND A CONTINUATION OF DRIFT."

CARTER ALSO SAID HE WAS FAMILIAR GOP VICE PRESIDENTIAL NOMINEE BOB DOLE'S REPUTATION AS AN "AGGRESSIVE CAMPAIGNER." HE SAID THAT DURING DOLE'S 1974 SENATE RACE HE HAD RAISED THE CHARGE THAT HIS OPPONENT -- A DOCTOR -- WAS AN ABORTIONIST.

WEARING A SHIRT AND SPORT COAT, A DEPARTURE FROM HIS USUAL CASUAL AT-HOME GARB, CARTER STOOD IN HIS FRONT YARD AND SPOKE TO REPORTERS FOR A HALF HOUR ABOUT THE JUST-COMPLETED REPUBLICAN NATIONAL CONVENTION.

HE SAID FORD WAS LEFT "ALMOST NO ALTERNATIVE" IN CHALLENGING HIM TO A DEBATE. CARTER ALSO SAID HE WOULD BE FLEXIBLE TO ANY KIND OF FORMAT, BUT THAT HE PREFERRED A FORMAT IN WHICH THE CANDIDATES WOULD QUESTION EACH OTHER, AS WELL AS SUBMIT TO QUESTIONS BY REPORTERS.

"IN THE ABSENCE OF LEADERSHIP FROM THE WHITE HOUSE, THE COUNTRY HAS DRIFTED," CARTER SAID. "THESE PROBLEMS OF OUR COUNTRY HAVE NOT BEEN CORRECTED AND THE DIFFERENT QUESTIONS HAVE NOT YET BEEN ANSWERED."

"THAT IS GOING TO BE THE MAIN DIFFERENCE BETWEEN MYSELF AND PRESIDENT FORD -- NEW LEADERSHIP IN THE WHITE HOUSE OR NO LEADERSHIP AND A CONTINUATION OF DRIFT IN THIS COUNTRY BECAUSE OF INACTIVITY FROM THE WHITE HOUSE."

CARTER WAS ASKED WHETHER HE FELT HE HAD "A SHORT FUSE" THAT THE REPUBLICANS COULD IGNITE.

"I SPENT FOUR TO FIVE YEARS DEALING WITH LESTER MADDOX WHILE I WAS GOVERNOR. HE WAS LIEUTENANT GOVERNOR. HE IS AN EXPERT. I THINK HE WOULD BE ABLE TO RATTLE A CAGE AS WELL AS ANY IN THE POLITICAL WORLD. I THINK I CAN DEAL WITH THAT WITH EQUANIMITY."

UPI 33-20 10:53 AED

N030

R
DEBATE

WASHINGTON (AP) -- POST-WATERGATE LAWS ON CAMPAIGN FINANCING MAY BLOCK PROPOSED TELEVISED DEBATES BETWEEN PRESIDENT FORD AND HIS DEMOCRATIC CHALLENGER, JIMMY CARTER, FEDERAL LAWYERS SAY.

DANIEL SWILLINGER, ASSISTANT GENERAL COUNSEL FOR THE FEDERAL ELECTION COMMISSION, SAID MONDAY NIGHT THAT IT MIGHT BE ILLEGAL FOR ANY PRIVATE ORGANIZATION TO BEAR THE COST OF THE DEBATES.

THE LEAGUE OF WOMEN VOTERS -- WHICH HAS PROPOSED A SERIES OF TELEVISED DEBATES -- REPORTEDLY IS CONSIDERING ASKING CORPORATIONS, LABOR UNIONS AND OTHER GROUPS TO HELP RAISE THE ESTIMATED \$150,000 COST.

THE CAMPAIGN FINANCING LAWS FORBID PRIVATE CONTRIBUTIONS TO CANDIDATES WHO ACCEPT PUBLIC CAMPAIGN FUNDS. BOTH FORD AND CARTER ARE TAKING THE PUBLIC FUNDS AND WILL RECEIVE ABOUT \$21 MILLION EACH.

SWILLINGER SAID IT WOULD HAVE TO BE DECIDED WHETHER AN OUTSIDE GROUP UNDERWRITING THE DEBATE WOULD BE MAKING A CONTRIBUTION.

08-24-76 11:32EDT

N064

R

TAPED POLITICS

BY JERRY T. BAULCH

WASHINGTON (AP) -- THE FEDERAL COMMUNICATIONS COMMISSION IS BEING ASKED TO RULE THAT TAPING DEBATES BETWEEN POLITICAL CANDIDATES FOR DELAYED BROADCAST IS EXEMPT FROM ITS EQUAL TIME RULE.

THE RADIO TELEVISION NEWS DIRECTORS ASSOCIATION ASKED THE COMMISSION TO OVERRULE AN FCC BROADCAST BUREAU DECISION EARLIER THIS MONTH THAT ONLY ON-THE-SPOT LIVE COVERAGE IS EXEMPT AS A BONA FIDE NEWS EVENT.

"THERE IS NO LOGICAL REASON WHY 'LIVE' BROADCAST OF THE DEBATE SHOULD BE EXEMPT FROM SECTION 315 EQUAL-OPPORTUNITIES REQUIREMENTS WHILE A TAPED BROADCAST OF THE SAME EVENT COVERED IN THE SAME MANNER SHOULD NOT BE EXEMPT," THE ASSOCIATION'S BRIEF FILED TUESDAY SAID.

WILLIAM B. RAY, CHIEF OF THE FCC'S COMPLAINTS AND COMPLIANCE DIVISION, MADE THE RULING IN REJECTING A REQUEST BY SALLY V. HAWKINS, PRESIDENT AND GENERAL MANAGER OF RADIO STATION WILM, WILMINGTON, DEL.

SHE SAID THE STATION PLANS TO TAPE A DEBATE ARRANGED BY THE ROTARY CLUB BETWEEN ONLY THE REPUBLICAN AND DEMOCRATIC CANDIDATES FOR CONGRESS AT THE CLUB'S REGULAR MEETING THURSDAY. THE STATION SAID ITS ALL-NEWS FORMAT DOES NOT LEND ITSELF EASILY TO A HALF HOUR BLOCK OF PROGRAMMING AT NOON TIME.

THE STATION ASKED IF IT MUST "OFFER EQUAL TIME TO THE OTHER CANDIDATES FOR THAT OFFICE, I.E. AMERICAN PARTY, INDEPENDENT-PROHIBITIONIST, ETC."

RAY'S REPLY SAID "DEBATES AND PRESS CONFERENCES ARE DEEMED NEWSWORTHY BY THE BROADCASTER, AND ARE BROADCAST LIVE AND IN THEIR ENTIRETY FROM A NON-STUDIO LOCATION."

08-25-76 14:19EDT

N065

N017

R

DEBATE

URGENT

BY TOM RAUM

WASHINGTON (AP) -- SPONSORSHIP OF PRESIDENTIAL DEBATES BY THE LEAGUE OF WOMEN VOTERS WOULD NOT VIOLATE FEDERAL CAMPAIGN FINANCING LAWS, THE FEDERAL ELECTION COMMISSION'S CHIEF COUNSEL SAID TODAY.

HOWEVER, THE COUNSEL, JOHN MURPHY, SAID IT MIGHT BE ILLEGAL FOR THE LEAGUE TO SOLICITATE FUNDS FROM CORPORATIONS OR LABOR UNIONS TO UNDERWRITE THE DEBATES.

MURPHY PRESENTED THOSE OPINIONS AS THE COMMISSION MET TO DISCUSS CLAIMS BY SOME STAFF ATTORNEYS THAT THE DEBATE FORMAT PROPOSED BY THE LEAGUE MIGHT VIOLATE FEDERAL ELECTION LAWS.

THE COMMISSION MEETING CAME AS EMISSARIES OF PRESIDENT FORD AND DEMOCRATIC CHALLENGER JIMMY CARTER ARRANGED TO DISCUSS SPECIFICS WITH OFFICIALS OF THE LEAGUE IN THEIR FIRST NEGOTIATION SESSION ON THE UPCOMING DEBATES.

THE LEAGUE HAS OFFERED TO SPONSOR A SERIES OF TELEVISION DEBATES AND HAS SAID IT HOPED TO RAISE \$150,000 TO PAY FOR THEM FROM CORPORATIONS AND LABOR UNIONS.

THE MURPHY LEGAL OPINION SAID LEAGUE COSTS IN SPONSORING THE TV DEBATES ARE "NEITHER CONTRIBUTIONS NOR EXPENDITURES" AS DEFINED BY FEDERAL CAMPAIGN LAW.

"THE LEAGUE HAS A HISTORY OF OVER 90 YEARS OF NONPARTISAN EDUCATIONAL ACTIVITIES IN THE ELECTORAL PROCESS, AND IS, INDEED, FORBIDDEN BY ITS CONSTITUTION AND BYLAWS TO ENDORSE CANDIDATES OR TO OTHERWISE APPEAR IN A PARTISAN LIGHT," MURPHY'S OPINION SAID.

"THE ACTIVITY PROPOSED TO BE UNDERTAKEN HERE IS IN KEEPING WITH THAT TRADITION."

BUT THE OPINION ALSO NOTED THAT THE LEAGUE MAY NOT PAY FOR THE DEBATE "WITH FUNDS THE SOURCE OF WHICH IS CORPORATE OR LABOR ORGANIZATION TREASURIES OR OTHER SOURCES FORBIDDEN TO PARTICIPATE IN THE FEDERAL ELECTION PROCESS."

EARLIER IN THE WEEK, OTHER ELECTION COMMISSION ATTORNEYS SAID THE VERY SPONSORSHIP BY THE LEAGUE OF THE DEBATES MIGHT VIOLATE A LEGAL PROVISION THAT BARS PRESIDENTIAL CANDIDATES FROM ACCEPTING PRIVATE CONTRIBUTIONS ONCE THEY HAVE AGREED TO ACCEPT PUBLIC FUNDS, AS BOTH FORD AND CARTER HAVE.

08-26-76 10:31EDT

N100

R

DEBATES IN BRIEF

WASHINGTON (AP) -- HERE, IN BRIEF, ARE PLANS FOR THE CAMPAIGN DEBATES BETWEEN PRESIDENT FORD AND DEMOCRATIC CHALLENGER JIMMY CARTER.

FIRST DEBATE

DATE -- SEPT. 23.

TIME -- 9:30 P.M. EDT.

PLACE -- WALNUT STEET THEATER, PHILADELPHIA.

SUBJECT -- DOMESTIC AND ECONOMIC ISSUES.

LENGTH - 90 MINUTES.

FORMAT -- A PANEL OF QUESTIONERS FROM THE NEWS MEDIA. CANDIDATES WILL MAKE CLOSING STATEMENTS BUT NO OPENING STATEMENTS. THERE WILL BE FOLLOW-UP QUESTIONS ALLOWED. CANDIDATES CANNOT BRING NOTES OR SCRIPTS, BUT CAN MAKE NOTES DURING THE DEBATES.

MODERATOR: EDWIN NEWMAN OF NBC.

QUESTIONERS: JAMES P. GANNON, WALL STREET JOURNAL; ELIZABETH DREW, NEW YORKER, FRANK REYNOLDS, ABC NEWS.

SECOND DEBATE

DATE -- OCT. 5.

TIME -- 9:30 P.M. EDT.

PLACE -- SAN FRANCISCO, ACCORDING TO SOURCES.

SUBJECT -- FOREIGN POLICY AND DEFENSE.

LENGTH, FORMAT, MODERATOR AND QUESTIONERS NOT DETERMINED YET, BUT FORMAT PROBABLY SIMILAR TO FIRST DEBATE.

THIRD DEBATE

DATE -- OCT. 22.

TIME -- 9:30 P.M. EDT.

PLACE -- TO BE DETERMINED.

SUBJECT -- ALL ISSUES.

LENGTH, FORMAT, MODERATOR AND QUESTIONERS NOT DETERMINED YET, BUT FORMAT PROBABLY SIMILAR TO FIRST DEBATE.

09-20-76 15:02EDT

UP-087

(DEBATES)

WASHINGTON (UPI) -- THE FCC TODAY VOTED 3-2 TO ALLOW RADIO AND TELEVISION STATIONS TO REBROADCAST POLITICAL DEBATES UP TO 24 HOURS AFTER THE EVENT WITHOUT HAVING TO GRANT EQUAL TIME TO THIRD-PARTY CANDIDATES.

THE DECISION CAME ON AN APPEAL OF A STAFF RULING WHICH PROHIBITED WILMINGTON, DEL., ALL-NEWS STATION WILM FROM TAPING A DEBATE AMONG REPUBLICAN AND DEMOCRATIC CONGRESSIONAL CANDIDATES AND AIRING IT LATER IN THE DAY.

THE COMMISSION ACTION SAID ALL OTHER ASPECTS OF ITS EQUAL-TIME POLICY -- THAT DEBATES MUST BE BROADCAST IN THEIR ENTIRETY AND CONDUCTED OFF-PREMISE BY AN OUTSIDE ORGANIZATION, WOULD REMAIN IN EFFECT.

THE RADIO AND TELEVISION NEWS DIRECTORS ASSOCIATION, AND THE NATIONAL ASSOCIATION OF BROADCASTERS HAD ASKED THE COMMISSION TO TAKE SUCH ACTION.

JOHN SALISBURY, RTNDA PRESIDENT, SAID THE GROUPS WAS "DELIGHTED AT THE NEW RULING".

"WE FEEL IT GIVES BROADCASTERS OF ALL KINDS MORE FLEXIBILITY IN SCHEDULING PROGRAMS WHICH ARE OF MAXIMUM IMPORTANCE IN KEEPING THE PUBLIC INFORMED ON THE ISSUES OF THE 1976 CAMPAIGN."

UPI 09-16 02:19 PED

UP-049

CORRESPONDENTS:

THE PRESIDENTIAL DEBATES PROJECT OF THE LEAGUE OF WOMEN VOTERS' EDUCATION FUND ANNOUNCES THAT A POOL SEATING ARRANGEMENT WILL BE ESTABLISHED FOR THE FIRST DEBATE AT THE WALNUT STREET THEATER IN PHILADELPHIA, THURSDAY, SEPT. 23. EQUAL NUMBERS OF THEATER ACCESS SEATS WILL BE ALLOTTED TO THE PRESS OFFICES OF EACH CANDIDATE FOR ASSIGNMENTS AND CORRESPONDENTS TRAVELING WITH THE CANDIDATES. SEATS INSIDE THE THEATER ALSO WILL BE AVAILABLE FOR OTHER PRESS MEMBERS. NOTIFICATION AS TO WHICH KIND OF CREDENTIAL WILL BE ASSIGNED AND WHEN CREDENTIALS MAY BE PICKED UP WILL BE MADE ON TUESDAY, SEPT. 21. A WORKING PRESS ROOM FOR THE DEBATE WILL BE PROVIDED IN THE BENJAMIN FRANKLIN HOTEL AND WILL BE EQUIPPED WITH OFF-THE-AIR TELEVISION MONITORS FOR VIEWING OF THE DEBATE.

FOR CORRESPONDENTS, WITH SEAT ASSIGNMENTS IN THE WALNUT STREET THEATER, THE FOLLOWING GROUND RULES APPLY:

-- CORRESPONDENTS MUST BE IN THEIR SEATS BY 9:10 P.M. EDT AND REMAIN THERE UNTIL THE CONCLUSION OF THE DEBATE AT 11 P.M. EDT.

-- NO TELEPHONES OR FILING FACILITIES MAY BE INSTALLED IN THE THEATER.

CORRESPONDENTS WHO WILL NOT BE TRAVELING WITH EITHER CANDIDATE AND WISH TO APPLY FOR CREDENTIALS SEATS OR WORK AREA, SHOULD CALL 296-4358. ALL REQUESTS FOR CREDENTIALS MUST BE RECEIVED BY 5 P.M. EDT MONDAY, SEPT. 20. CONTACT: ELLEN HERMAN, 296-4726.

UP-049

(DEBATES)

WASHINGTON (UPI) -- THE SECOND AND THIRD NATIONALLY TELEVISED DEBATES BETWEEN PRESIDENT FORD AND JIMMY CARTER WILL BE HELD OCT. 6 AND OCT. 22 AT UNDETERMINED LOCATIONS, IT WAS ANNOUNCED TODAY.

DEBATE ORGANIZERS ALSO ANNOUNCED THAT ROBERT DOLE AND WALTER MONDALE WOULD CONDUCT THEIR PREVIOUSLY SCHEDULED DEBATE SOMETIME DURING THE WEEK BEGINNING OCT. 11.

THE INITIAL MEETING BETWEEN FORD AND CARTER WILL BE HELD SEPT. 23 AT THE WALNUT STREET THEATER IN PHILADELPHIA.

AN ORGANIZER SAID THE SITES OF THE SECOND AND THIRD PRESIDENTIAL DEBATES WILL BE ANNOUNCED LATER.

THE FINAL DETERMINATION OF THE DATES WAS MADE DURING A MEETING TODAY BETWEEN DEBATE ORGANIZERS AND OFFICIALS FROM THE TELEVISION NETWORKS, WHICH WILL CARRY THE DEBATES LIVE TO MILLIONS ACROSS THE NATION.

THE ORGANIZERS SAID ALL FOUR DEBATES, REGARDLESS OF LOCATION, WOULD BEGIN AT 9:30 P.M. EDT.

UPI 09-14 11:34 AED

DEBATES

BY HARRY F. ROSENTHAL

WASHINGTON (AP) -- THE FIRST DEBATE BETWEEN PRESIDENT FORD AND CHALLENGER JIMMY CARTER WILL BE HELD SEPT. 23 IN AN HISTORIC THEATER IN PHILADELPHIA, THE LEAGUE OF WOMEN VOTERS ANNOUNCED TODAY, BUT THE AMERICAN PARTY AND ITS NATIONAL CANDIDATES FILED SUIT TO BLOCK THE DEBATES.

THE TELEVISION DEBATE WILL BEGIN AT 9:30 P.M. EDT, PERMITTING EVENING TIME VIEWING ACROSS THE COUNTRY EXCEPT IN ALASKA AND HAWAII.

THE SITE OUTSIDE WASHINGTON MET CARTER'S PREFERENCE, BUT THE 90-MINUTE LENGTH WAS MORE IN KEEPING WITH FORD'S DESIRE. CARTER HAD PREFERRED A SHORTER LENGTH.

THE DATE AND TOPIC, DOMESTIC AND ECONOMIC ISSUES, HAD BEEN ANNOUNCED EARLIER.

THE DEBATE WILL BE HELD IN THE WALNUT STREET THEATER, LOCATED NEAR INDEPENDENCE HALL AND SAID TO BE THE OLDEST THEATER IN CONTINUOUS USE IN THE ENGLISH-SPEAKING WORLD. IT OPENED FEB. 2, 1809, AND WAS DESIGNATED A NATIONAL HISTORIC LANDMARK IN 1954.

THE AMERICAN PARTY AND ITS PRESIDENTIAL AND VICE PRESIDENTIAL CANDIDATES FILED THE SUIT IN U.S. DISTRICT COURT IN WASHINGTON, CLAIMING THE DEBATES WOULD VIOLATE THE EQUAL TIME PROVISIONS OF FEDERAL LAW.

"THE SO-CALLED 'DEBATES' ARE A POLITICAL EVENT STAGED FOR THE MEDIA, AND ARE NOT BROADCAST NEWS EVENTS, ELIGIBLE FOR EXEMPTION FROM THE EQUAL TIME REQUIREMENTS," THE COMPLAINT SAID.

THE EQUAL TIME PROVISIONS REQUIRE BROADCASTERS TO GIVE COMPARABLE EXPOSURE TO ALL CANDIDATES. NEWS COVERAGE IS GENERALLY EXEMPT FROM THE RULE.

PLAINTIFFS IN THE SUIT ARE TOM ANDERSON, THE AMERICAN PARTY CANDIDATE FOR PRESIDENT, AND RUFUS SHACKLEFORD, HIS RUNNING MATE.

ALTHOUGH TERMED DEBATES, THE FIRST CLASH WILL FOLLOW A FORMAT MORE AKIN TO INTERLOCKING NEWS CONFERENCES.

THE LEAGUE SAID THREE JOURNALISTS, NOT YET SELECTED, WILL QUESTION THE CANDIDATES, WHO WILL HAVE UP TO THREE MINUTES TO ANSWER. THE QUESTIONER CAN ASK ONE IMMEDIATE FOLLOWUP QUESTION IF DESIRED, WITH UP TO TWO MINUTES ALLOWED FOR THE ANSWER. THEN THE OTHER CANDIDATE CAN COMMENT FOR UP TO TWO MINUTES.

THE CANDIDATES, HOWEVER, WILL NOT DIRECTLY QUESTION EACH OTHER.

THERE WILL BE NO OPENING STATEMENTS, BUT EACH CANDIDATE WILL MAKE A CLOSING STATEMENT OF UP TO THREE MINUTES.

NEITHER FORD NOR CARTER WILL BE ALLOWED TO BRING ANY NOTES OR SCRIPTS INTO THE SESSION, ACCORDING TO THE GROUND RULES AGREED UPON BY BOTH SIDES.

THE LEAGUE SAID DATES, SITES, TIMES AND FORMATS FOR THE OTHER TWO PRESIDENTIAL DEBATES AND FOR ONE BETWEEN VICE PRESIDENTIAL CANDIDATES JENS WALTER MONDALE AND ROBERT J. DOLE HAD NOT BEEN DETERMINED.

NO MODERATOR HAS YET BEEN PICKED FOR THE FIRST DEBATE, NOR HAS IT BEEN DECIDED WHETHER THE SAME MODERATOR WILL HANDLE ALL THE PROGRAMS. THE PANEL OF QUESTIONERS, CHOSEN FROM NEWSPAPERS, NEWS SERVICES, BROADCAST MEDIA, PERIODICALS AND COLUMNISTS, WILL BE DIFFERENT EACH TIME, THE LEAGUE SAID.

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DEBATES

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'THE SO-CALLED 'DEBATES' ARE A POLITICAL EVENT STAGED FOR THE MEDIA, AND ARE NOT BONAFIDE NEWS EVENTS, ELIGIBLE FOR EXEMPTION FROM THE EQUAL TIME REQUIREMENTS,' THE COMPLAINT SAID.

THE EQUAL TIME PROVISIONS REQUIRE BROADCASTERS TO GIVE COMPARABLE EXPOSURE TO ALL CANDIDATES. NEWS COVERAGE IS GENERALLY EXEMPTED FROM THE RULE.

PLAINTIFFS IN THE SUIT ARE TOM ANDERSON, THE AMERICAN PARTY CANDIDATE FOR PRESIDENT, AND RUFUS SHACKLEFORD, HIS RUNNING MATE.

ALTHOUGH TERMED DEBATES, THE FIRST CLASH WILL FOLLOW A FORMAT MORE AKIN TO INTERLOCKING NEWS CONFERENCES.

THE LEAGUE SAID THREE JOURNALISTS, NOT YET SELECTED, WILL QUESTION THE CANDIDATES, WHO WILL HAVE UP TO THREE MINUTES TO ANSWER. THE QUESTIONER CAN ASK ONE IMMEDIATE FOLLOWUP QUESTION IF DESIRED, WITH UP TO TWO MINUTES ALLOWED FOR THE ANSWER. THEN THE OTHER CANDIDATE CAN COMMENT FOR UP TO TWO MINUTES.

THE CANDIDATES, HOWEVER, WILL NOT DIRECTLY QUESTION EACH OTHER.

THERE WILL BE NO OPENING STATEMENTS, BUT EACH CANDIDATE WILL MAKE A CLOSING STATEMENT OF UP TO THREE MINUTES.

NEITHER FORD NOR CARTER WILL BE ALLOWED TO BRING ANY NOTES OR SCRIPTS INTO THE SESSION, ACCORDING TO THE GROUND RULES AGREED UPON BY BOTH SIDES.

THE LEAGUE SAID DATES, SITES, TIMES AND FORMATS FOR THE OTHER TWO PRESIDENTIAL DEBATES AND FOR ONE BETWEEN VICE PRESIDENTIAL CANDIDATES SENS. WALTER MONDALE AND ROBERT J. DOLE HAD NOT BEEN DETERMINED.

NO MODERATOR HAS YET BEEN PICKED FOR THE FIRST DEBATE, NOR HAS IT BEEN DECIDED WHETHER THE SAME MODERATOR WILL HANDLE ALL THE PROGRAMS. THE PANEL OF QUESTIONERS, CHOSEN FROM NEWSPAPERS, NEWS SERVICES, BROADCAST MEDIA, PERIODICALS AND COLUMNISTS, WILL BE DIFFERENT EACH TIME, THE LEAGUE SAID.

UP-064

(CANDIDATE DEBATES)

(BY ARNOLD SAWISLAK)

WASHINGTON (UPI) -- THE FIRST CAMPAIGN "DEBATE" ON DOMESTIC AND ECONOMIC ISSUES BETWEEN PRESIDENT FORD AND JIMMY CARTER WILL BE HELD SEPT. 23 IN PHILADELPHIA, STARTING AT 9:30 P.M. EDT AND RUNNING FOR AN HOUR AND A HALF, IT WAS ANNOUNCED TODAY.

THE LEAGUE OF WOMEN VOTERS, WHICH IS SPONSORING THREE JOINT APPEARANCES OF THE REPUBLICAN AND DEMOCRATIC PRESIDENTIAL CANDIDATES AND A SINGLE MEETING OF THE VICE PRESIDENTIAL CANDIDATES, ANNOUNCED THE FIRST CONFRONTATION WILL BE AT THE WALNUT STREET THEATER, THE OLDEST THEATER IN CONTINUOUS USE IN THE ENGLISH-SPEAKING WORLD.

THE DEBATES WILL BE CARRIED BY THE THREE MAJOR COMMERCIAL NETWORKS AND ONE PUBLIC TELEVISION NETWORK. RADIO COVERAGE WILL BE BY ONE COMMERCIAL AND ONE PUBLIC NETWORK.

THE SITES AND DATES OF THE OTHER DEBATES AGREED TO BY THE CANDIDATES HAVE NOT YET BEEN DETERMINED. THE SECOND PRESIDENTIAL DEBATE WILL FOCUS ON FOREIGN AND DEFENSE POLICY AND THE THIRD WILL BE OPEN TO ANY ISSUES.

THE JOINT APPEARANCE WILL NOT BE AN ACTUAL DEBATE, BUT A QUESTION-AND-ANSWER SESSION WITH BOTH CANDIDATES PRESENT. A PANEL OF REPORTERS WILL ASK THE QUESTIONS AND BE PERMITTED A FOLLOW-UP QUESTION AFTER THE FIRST RESPONSE. THE OPPOSING CANDIDATE ALSO WILL BE ALLOWED TO MAKE A COMMENT ON EACH QUESTION. THE LEAGUE HOPES TO RESTRICT REPLIES TO TWO MINUTES EACH.

THE JOURNALISTS AND THE DEBATE MODERATOR WILL BE CHOSEN BY THE LEAGUE WHICH, IN SPONSORING AND ARRANGING THE DEBATES AS NEWS EVENTS, HAS RELIEVED THE BROADCASTING NETWORKS OF THE NECESSITY OF GIVING ALL CANDIDATES EQUAL AIR TIME.

HOWEVER, THE AMERICAN PARTY FILED SUIT TODAY IN U.S. DISTRICT COURT HERE TO STOP THE FORD-CARTER DEBATES. TOM ANDERSON OF PIGEON FORGE, TENN., THE AMERICAN PARTY PRESIDENTIAL CANDIDATE, EMPHASIZED HIS GROUP IS SEPARATE FROM THE AMERICAN INDEPENDENT PARTY, WHICH HAS NOMINATED FORMER GEORGIA GOV. LESTER MADDOX FOR PRESIDENT AND ALSO IS CONSIDERING LEGAL ACTION AGAINST THE DEBATE PROPOSALS. INDEPENDENT PRESIDENTIAL CANDIDATE EUGENE MCCARTHY ALSO HAS RAISED THE POSSIBILITY OF GOING TO COURT ON THE ISSUE.

THE LEAGUE, IN ANNOUNCING THE DEBATE FORMAT, SAID THE CANDIDATES WOULD MAKE NO OPENING STATEMENTS BUT WOULD BE GIVEN TIME FOR THREE-MINUTE CLOSING STATEMENTS. CANDIDATES WILL NOT BE PERMITTED TO USE NOTES OR SCRIPTS.

UNLIKE THE 1960 DEBATES, THE APPEARANCES THIS YEAR WILL BE HELD BEFORE AUDIENCES INVITED BY THE LEAGUE, BUT NO QUESTIONS WILL COME FROM THE AUDIENCE.

THE LEAGUE ORIGINALLY HAD WANTED TO HOLD THE FIRST DEBATE IN ST. LOUIS, BUT THE PHILADELPHIA SITE WAS CHOSEN AFTER ADVISERS FOR BOTH CANDIDATES CONFERRED WITH THE SPONSORS.

UPI 09-08 01:30 PED

N067

R

DEBATE-REPORTERS

WASHINGTON (AP) -- EDWIN NEWMAN OF NBC WILL SERVE AS MODERATOR OF THE FIRST CAMPAIGN DEBATE BETWEEN PRESIDENT FORD AND JIMMY CARTER, THE LEAGUE OF WOMEN VOTERS ANNOUNCED TODAY.

THE DEBATE, ON THURSDAY, WILL CENTER ON ECONOMIC ISSUES. IT WILL BE HELD AT THE WALNUT STREET THEATER IN PHILADELPHIA.

THE LEAGUE ALSO ANNOUNCED THAT THE THREE-MEMBER PANEL OF QUESTIONERS FOR THE DEBATE WILL BE JAMES P. GANNON OF THE WALL STREET JOURNAL, ELIZABETH DREW OF THE NEW YORKER AND FRANK REYNOLDS OF ABC NEWS.

09-20-76 12:39EDT

Post 9/27/76 pg. B-2

Personalities



United Press International

Christo Javacheff stands beside his 24-mile-long "Running Fence," which he helped dismantle over the weekend.

Jenny Read, 29, was a sculptor and poet who lived quietly and simply in San Francisco. Last weekend some of her work was shown at the San Francisco Art Festival. The sculptures were arranged on the Civic Center Plaza lawn by her friends and her parents, Mr. and Mrs. Nicholas Read of

Angeles court Oct. 4 for her trial on a charge of dancing nude in a theater.

The star of "Behind the Green Door" was charged with stripping at a theater to promote her film "Inside Marilyn Chambers."

They gave Mamie Eisenhower a

UP-072

(VICE PRESIDENTIAL DEBATES)

WASHINGTON (UPI) -- THE NATIONALLY TELEVISED DEBATE BETWEEN VICE PRESIDENTIAL CANDIDATES ROBERT DOLE AND WALTER MONDALE WILL TAKE PLACE OCT. 15 AT A YET-TO-BE DETERMINED SITE, THE LEAGUE OF WOMEN VOTERS ANNOUNCED TODAY.

REPUBLICAN DOLE, CAMPAIGNING IN ILLINOIS, COMPLAINED QUICKLY THAT DESIGNATION OF 9:30 P.M. EDT ON A FRIDAY NIGHT WOULD COMPETE WITH THOUSANDS OF HIGH SCHOOL FOOTBALL GAMES FOR A LIVE AUDIENCE.

IT WILL BE TELECAST "WHEN EVERY HIGH SCHOOL TEAM IN AMERICA WILL BE PLAYING FOOTBALL," SAID THE KANSAS SENATOR IN DECATUR, ILL. "MAYBE WE CAN HOLD IT AT HALFTIME."

THERE WAS NO IMMEDIATE COMMENT FROM DEMOCRATIC CANDIDATE WALTER MONDALE ON THE DEBATE TIME.

THE VOTERS' LEAGUE, WHICH IS SPONSORING THREE DEBATES BETWEEN THE PRESIDENTIAL CANDIDATES AND ONE INVOLVING THE VICE PRESIDENTIAL ASPIRANTS, MADE THE BRIEF ANNOUNCEMENT AT ITS HEADQUARTERS HERE.

UPI 09-28 01:43 PED

N055

A
DEBATE

WASHINGTON (AP) -- THE SECOND DEBATE BETWEEN PRESIDENT FORD AND JIMMY CARTER WILL TAKE PLACE THE EVENING OF OCT. 6 IN SAN FRANCISCO'S PALACE OF FINE ARTS THEATER, THE LEAGUE OF WOMEN VOTERS ANNOUNCED TODAY.

THE PALACE OF FINE ARTS THEATER, LOCATED AT THE APPROACH TO THE GOLDEN GATE BRIDGE, IS AN ORNATE, DOMED BUILDING, THE ONLY ONE REMAINING FROM THE 1915 PANAMA-PACIFIC EXPOSITION. THE EXPOSITION CELEBRATED THE OPENING OF THE PANAMA CANAL AND THE REBUILDING OF SAN FRANCISCO, DEVASTATED BY THE 1906 EARTHQUAKE.

THE LEAGUE, WHICH IS SPONSORING THREE DEBATES BETWEEN THE DEMOCRATIC AND REPUBLICAN CONTENDERS FOR THE PRESIDENCY AND ONE BETWEEN THEIR RUNNING MATES, ANNOUNCED THAT THE VICE PRESIDENTIAL DEBATE WILL BE BROADCAST THE MORNING OF OCT. 15 FROM A STILL UNDETERMINED LOCATION.

THE SITE OF THE THIRD PRESIDENTIAL DEBATE, SCHEDULED FOR OCT. 22, HAS NOT BEEN OFFICIALLY ANNOUNCED. BUT REPUBLICAN VICE-PRESIDENTIAL CANDIDATE BOB DOLE SAID MONDAY THAT IT WILL TAKE PLACE IN WILLIAMSBURG, VA., THE COLONIAL CAPITAL OF VIRGINIA WHICH HAS BEEN RESTORED THROUGH THE INFLUENCE AND LARGESSE OF THE ROCKEFELLER FAMILY.

DOLE HAS CHALLENGED HIS DEMOCRATIC COUNTERPART, SEN. WALTER F. MONDALE, TO HOLD THE DEBATE IN THE SOUTH AND HAD SAID EARLIER HE THOUGHT BIRMINGHAM, ALA., WOULD BE A GOOD SETTING.

JIM KARAYN, DIRECTOR OF THE LEAGUE'S PRESIDENTIAL FORUM, SAID WILLIAMSBURG IS AMONG SEVERAL CITIES UNDER CONSIDERATION AS A SITE FOR THE THIRD DEBATE, BUT HE REFUSED TO NAME THE OTHERS OR SAY HOW MANY THERE WERE.

09-28-76 12:02EDT

UP-016

(CANDIDATE DEBATES)

WASHINGTON (UPI) -- THE FIRST DEBATE BETWEEN PRESIDENT FORD AND JIMMY CARTER WILL BE HELD IN PHILADELPHIA'S WALNUT STREET THEATER, CAMPAIGN SOURCES SAID TODAY.

THE LEAGUE OF WOMEN VOTERS AT FIRST WANTED TO HOLD THE SEPT. 23 DEBATE BETWEEN THE PRESIDENTIAL CANDIDATES IN INDEPENDENCE HALL, BUT THE OLD THEATER WAS CHOSEN INSTEAD, SOURCES SAID.

THE ORNATE, GREEK-STYLE THEATER WAS DESIGNED BY ARCHITECT JOHN HAVILAND AND BUILT IN ITS PRESENT FORM IN 1808, MAKING IT THE OLDEST PHYSICAL STRUCTURE OF A LEGITIMATE THEATER IN THE COUNTRY. A PROGRAM TO RESTORE IT BEGAN IN 1972.

INDEPENDENCE HALL PROBABLY WAS REJECTED BECAUSE IT IS NOT LARGE ENOUGH, AND THE HISTORIC OLD BUILDING IS CONSIDERED TOO FRAGILE TO STAND UP TO HEAVY TOURIST TRAFFIC. PHILADELPHIA WAS FAVORED AS AN APPROPRIATE SITE BECAUSE THIS IS THE BICENTENNIAL YEAR.

A SECOND DEBATE IS EXPECTED TO BE HELD IN THE BEGINNING OF OCTOBER. IT WILL BE FOLLOWED IN MID-OCTOBER BY A DEBATE BETWEEN THE VICE PRESIDENTIAL CANDIDATES, REPUBLICAN ROBERT DOLE AND DEMOCRAT WALTER MONDALE.

Y. THE FINAL DEBATE BETWEEN FORD AND CARTER

UPI 09-08 09:25 AED

N086

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FORD-INTERVIEW

SAN FRANCISCO (AP) -- PRESIDENT FORD SAYS JIMMY CARTER IS ENGAGING IN "PURE DEMAGOGUERY" BY QUESTIONING FORD'S CAMPAIGN FINANCES AND RELATIONSHIP TO LOBBYISTS, ACCORDING TO AN INTERVIEW PUBLISHED HERE TODAY.

"I PERSONALLY RESENT THIS ATTACK ON MY INTEGRITY," FORD IS QUOTED AS SAYING IN AN INTERVIEW WITH REG MURPHY, EDITOR OF THE SAN FRANCISCO EXAMINER.

"HE KNOWS THE CHARGES ARE NOT TRUE. THEY ARE PURE DEMAGOGUERY. THE FBI AND THE STAFFS OF TWO CONGRESSIONAL COMMITTEES WENT ALL OVER THE RECORDS AND THEY GAVE ME A CLEAN BILL. THERE IS NOTHING TO BE FOUND."

FORD WAS INTERVIEWED IN DALLAS, TEX., OVER THE WEEKEND. THE INTERVIEW APPEARED IN MONDAY'S EDITIONS OF THE EXAMINER.

ON FRIDAY AND SATURDAY, CARTER DEMANDED THAT FORD HOLD A FORMAL NEWS CONFERENCE TO ANSWER QUESTIONS ABOUT A 1973 AUDIT BY THE INTERNAL REVENUE SERVICE. THE IRS AUDIT, WHICH APPEARED IN NEWS STORIES LAST WEEK, REPORTED THAT IN 1972 FORD USED MONEY FROM A HOMETOWN BANK ACCOUNT IN MICHIGAN WHICH CONTAINED SOME POLITICAL CONTRIBUTIONS TO PAY FOR SOME CLOTHING AND A FAMILY SKI VACATION.

THE AUDIT REPORT SAID FORD AGREED TO COUNT THE CLOTHING EXPENDITURE AS PERSONAL INCOME AND PAY TAX ON THE AMOUNT. THE AUDIT INDICATED FORD REIMBURSED THE ACCOUNT FOR THE VACATION.

CARTER ALSO CALLED ON FORD TO EXPLAIN THE IRS FINDING THAT FORD GOVERNED ALONG ON LESS THAN \$5 A WEEK IN OUT-OF-POCKET CASH DURING ALL OF 1972. THE IRS AUDITORS ACCEPTED FORD'S EXPLANATION THAT MANY INCIDENTAL EXPENDITURES, SUCH AS LUNCHES, WERE PICKED UP BY FRIENDS AND SOCIAL AND POLITICAL GROUPS.

10-11-76 14:22EDT

N087

R

SAN FRANCISCO - ADD FORD-INTERVIEW (N086)

CARTER HAS NEVER DIRECTLY CRITICIZED FORD BY NAME FOR TAKING GOLF TRIPS AT THE EXPENSE OF CORPORATE LOBBYISTS WHILE HE WAS A CONGRESSMAN. THE DEMOCRAT HAS SAID HE DOES NOT THINK FORD VIOLATED ANY LAWS IN DOING THAT. BUT CARTER HAS CRITICIZED LONG-TERM FEDERAL ELECTED OFFICIALS WHO BECOME VERY FRIENDLY WITH LOBBYISTS.

IN THE EXAMINER INTERVIEW, FORD SAID THAT HIS OPINION OF HIS DEMOCRATIC OPPONENT HAD LESSENED AFTER THEIR TWO DEBATES.

"I HAVE BEEN VERY DISAPPOINTED," THE REPUBLICAN PRESIDENT SAID. "HE'S VERY EVASIVE AND NONSPECIFIC."

"IN THE END, IF YOU LOOK AT THE THINGS HE'S DONE AND SAID, HE'S MISTAKE-PRONE. THAT IS A VERY SERIOUS TRAIT FOR A PERSON WHO MIGHT BECOME OUR PRESIDENT OF THE UNITED STATES AND I'M VERY WORRIED ABOUT IT."

"MY STAFF KNOWS I FEEL THIS WAY. HE WORRIES ME VERY, VERY MUCH."

ASKED WHETHER HE HAD GLARED SOMETIMES AT CARTER DURING THEIR SECOND DEBATE HERE LAST WEEK, FORD ANSWERED, "I WAS DISGUSTED."

FORD SAID HE FEELS THE REMAINING THREE WEEKS OF THE CAMPAIGN WILL FOCUS ON THREE ISSUES -- THE COST OF GOVERNMENT, DEFENSE SPENDING AND "THE QUESTION OF TRUST."

"THERE IS A GROWING CONCERN AMONG THE DEMOCRATS THAT HE (CARTER) CAN'T BE TRUSTED," FORD SAID.

10-11-76 14:25EDT

N084

R

DEBATE PANELISTS

WASHINGTON (AP)-- BARBARA WALTERS, WHO CO-ANCHORS THE ABC EVENING NEWS, WILL MODERATE THE FINAL PRESIDENTIAL CAMPAIGN DEBATE BETWEEN PRESIDENT FORD AND JIMMY CARTER, THE LEAGUE OF WOMEN VOTERS ANNOUNCED TODAY.

THE QUESTIONERS WILL BE JACK NELSON, WASHINGTON BUREAU CHIEF OF THE LOS ANGELES TIMES; ROBERT C. MAYNARD, EDITORIAL WRITER AND COLUMNIST FOR THE WASHINGTON POST, AND JOSEPH KRAFT, A SYNDICATED COLUMNIST.

THE THIRD DEBATE WILL BEGIN AT 9:30 P.M. EDT FRIDAY, OCT. 22. IT WILL BE HELD AT THE COLLEGE OF WILLIAM AND MARY IN WILLIAMSBURG, VA.

10-19-76 13:59EDT

UP-241

(DEBATE)

WASHINGTON (UPI) -- JIM HOGE, EDITOR OF THE CHICAGO-SUN TIMES, HAS BEEN SELECTED AS THE MODERATOR OF FRIDAY'S NATIONALLY TELEVISED DEBATE BETWEEN VICE PRESIDENTIAL CANDIDATES ROBERT DOLE AND WALTER MONDALE, IT WAS ANNOUNCED TODAY.

THE LEAGUE OF WOMEN VOTERS, SPONSOR OF THE SERIES OF FOUR DEBATES BETWEEN PRESIDENT FORD AND JIMMY CARTER AND THEIR RUNNING MATES, SAID THE PANEL OF QUESTIONERS WOULD CONSIST OF HAL BRUNO, POLITICAL CORRESPONDENT FOR NEWSWEEK; MARILYN BERGER, WHITE HOUSE CORRESPONDANT FOR NBC NEWS; AND WALTER MEARS, SPECIAL CORRESPONDENT FOR THE ASSOCIATED PRESS.

THE DOLE-MONDALE DEBATE WILL BE HELD THE ALLEY THEATER IN HOUSTON BEGINNING AT 9:30 P.M. EDT. THE 75-MINUTE DEBATE WILL BE 15 MINUTES SHORTER THAN THE PRESIDENTIAL DEBATES.

UPI 10-13 11:53 AED

The Grand Rapids Press

THE NA

10/6/76 pg. 3

Bad Time to Debate? It's in the Stars

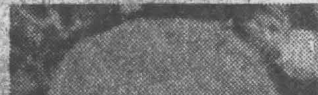


WASHINGTON (AP) —If President Ford seems relaxed in his debate tonight with Jimmy Carter, or if Carter works aggressively to get his ideas across, there may be an explanation in the stars.

advice today is: "Moderation is fine, but let others know you have ideas."

Omarr, reached in Los Angeles, said the alignment of the stars indicates the debate "won't be too hot for either one, to tell the truth.

"The President will be more presidential, showing more prestige, but more stand-offish. Carter will make more of an appeal in a



UP-034

(VEEPS DEBATE)

HOUSTON (UPI) -- THE ALLEY THEATRE IS THE LIKELY SITE OF THE DEBATE BETWEEN ROBERT DOLE AND WALTER MONDALE, A LEAGUE OF WOMEN VOTERS OFFICIAL SAID MONDAY.

MADELEINE APPEL, HOUSTON LEAGUE PRESIDENT, SAID SHE COULD NOT MAKE AN OFFICIAL ANNOUNCEMENT BUT BELIEVED IT "99 PER CENT SURE" THE TWIN-AUDITORIUM THEATER'S LARGEST ARENA, SEATING 800, WOULD BE CHOSEN FOR THE OCT. 15 DEBATE.

HOUSTON HAS BEEN ONE OF SEVERAL CITIES SEEKING TO HOST ONE OF THE CAMPAIGN DEBATES.

MRS. APPEL SAID FINAL SITE SELECTION HAS NOT BEEN MADE BECAUSE "THEY (NATIONAL LEAGUE OFFICIALS) LIKE TO FINISH ONE DEBATE COMPLETELY BEFORE GOING ON TO THE NEXT."

UPI 10-05 10:42 AED

UP-115

(INTERAMERICAN PRESS)

BY JUAN WALTE

WILLIAMSBURG, VA. (UPI) -- A PANEL OF TOP NEWS WRITERS AND POLITICAL ANALYSTS AGREED TODAY THAT WITH ONLY TWO WEEKS REMAINING IN THE PRESIDENTIAL CAMPAIGN, AMERICAN VOTERS BY AND LARGE ARE STILL UNDECIDED ABOUT THEIR CHOICE AND SO IS THE OUTCOME.

"BOTH CANDIDATES HAVE MADE ENOUGH MISTAKES TO LOSE AN ORDINARY ELECTION," SAID FORMER NBC NEWSMAN ELIE ABEL, DEAN OF COLUMBIA UNIVERSITY'S GRADUATE SCHOOL OF JOURNALISM.

HE TOLD THE ANNUAL ASSEMBLY OF THE INTER-AMERICAN PRESS ASSOCIATION, SCHEDULED TO END TOMORROW, THAT THE 1976 PRESIDENTIAL CAMPAIGN HAS BEEN ONE OF "UNMATCHED TRIVIALITY AND EVEN VULGARITIES...AND THE DEBATES HAVE GIVEN US REMARKABLY LITTLE ILLUMINATION AS TO WHAT THE ISSUES ARE."

"THERE IS LITTLE GRACE OR STYLE IN THIS CAMPAIGN, AND NO GIANTS," SAID HELEN THOMAS, UPI WHITE HOUSE REPORTER, WHO ALSO REMARKED THAT THE CHOICE ON NOV. 2 IS CLEAR: "FEAR OF THE UNKNOWN AGAINST FEAR OF THE KNOWN." SHE SAID SHE FELT THE ELECTIONS MAY STILL BE DECIDED IN THE FINAL DAYS.

ACCORDING TO MISS THOMAS, THE DEBATES BETWEEN PRESIDENT FORD AND JIMMY CARTER "HAVE SPOTLIGHTED THE LIMITATIONS RATHER THAN THE QUALIFICATIONS OF BOTH CANDIDATES."

WALTER MEARS, POLITICAL WRITER FOR THE ASSOCIATED PRESS, TOLD THE IAPA PANEL THAT THE 1976 ELECTION WAS A CHOICE BETWEEN "THE WALTER MITTY OF ADULTERY AND THE MAN WHO FREED POLAND JUST LAST WEEK." HE ALSO AGREED IT WAS DIFFICULT TO PICK A WINNER AT THIS TIME.

MEXICAN EDITORIAL WRITER HECTOR DAVALOS, THE ONLY NON-U.S. JOURNALIST ON THE PANEL, CRITICIZED THE INDIFFERENCE OF BOTH CANDIDATES REGARDING LATIN AMERICA. DAVALOS, FROM NOVEDADES NEWSPAPER, SAID THE DEBATE DID NOTHING TO CLEAR UP LATIN AMERICANS' LACK OF KNOWLEDGE ABOUT FORD AND CARTER, AND HOW THEY FEEL ABOUT LATIN AMERICA.

"I AM NOT GOING TO PICK A WINNER," SAID NEW YORK TIMES COLUMNIST JAMES RESTON WHO FELT THE ELECTION IS A CHOICE BETWEEN "A MEDIOCRITY AND A MYSTERY, AND I BELIEVE MANY PEOPLE WILL NOT MAKE UP THEIR MINDS UNTIL THE LAST DAY."

RESTON, HOWEVER, DISAGREED WITH WHAT HE DESCRIBED AS THE "PESSIMISM" OF HIS COLLEAGUES. "I DON'T THINK THE CAMPAIGN IS AS BAD AS MY COLLEAGUES SAY IT IS. IT IS NOT A TRIVIAL ELECTION: THE ISSUE IS WHETHER THE YOUNG AND UNTRIED WILL TAKE OVER OR WHETHER WE WILL CONTINUE WITH THE OLD AND FAMILIAR."

UPI 10-14 05:17 PED

The Washington Post

FINAL

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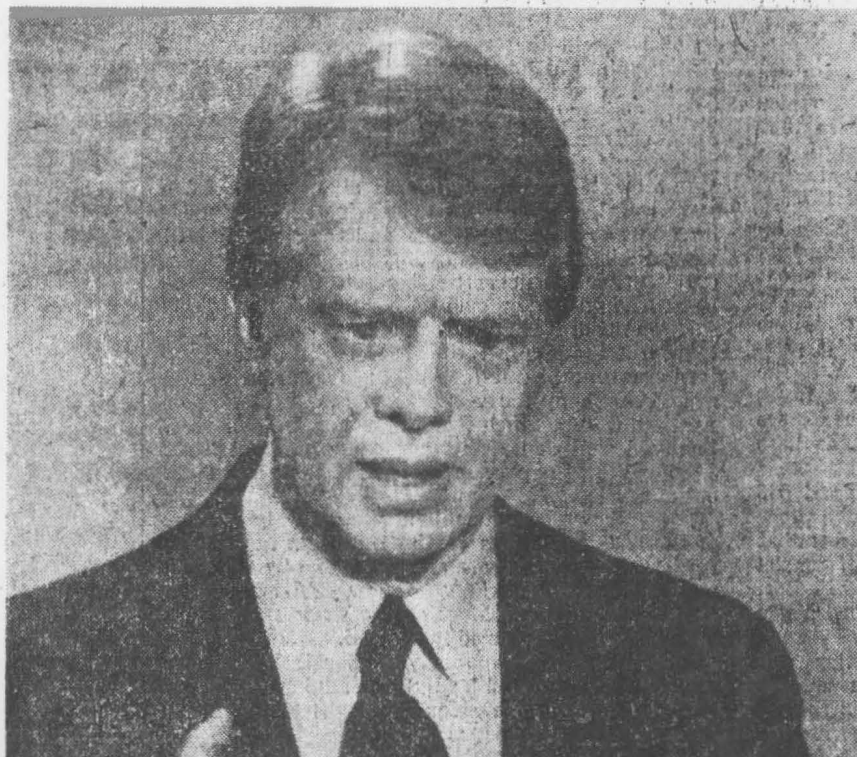
SATURDAY, OCTOBER 23, 1976

Phone (202) 223-6000

Classified 223-6200
Circulation 223-6100

Higher Beyond Metropolitan area
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Third Debate Centers on Ford Record

**President Cites
His 'Good Job';
Carter Disagrees**

By David S. Broder
and Edward Walsh

Washington Post Staff Writers

Gerald Ford and Jimmy Carter concluded their series of televised debates last night by sounding the arguments with which they will wage the final 10 days of the 1976 presidential campaign.

Debate Offers Look At Rival Strategies

By Lou Cannon

Washington Post Staff Writer

WILLIAMSBURG, Va., Oct. 22—In the final, and most civilized, of their three debates, both President Ford and Jimmy Carter strove to overcome past errors—and the low opinion the American electorate has of the 1976 campaign.

All in all, it was the tamest of tame debates, but it provided an accurate glimpse of the strategies the two candidates are pursuing in the final 10 days of what has until now been a lackluster campaign.

In simplest form, those strategies came out of the past and revolved around two themes that have charac-

Betty Ford Leaves a Note

Betty Ford touring the debate site yesterday afternoon at Phi Beta Kappa Hall at William & Mary College in Williamsburg, Va., with the President, spotted a pad on Democratic nominee Jimmy Carter's lectern.

She jotted down a note to him. When reporters began copying what she had written, a Secret Service agent picked up the note, but was prevailed

Closing Statements of Ford and Carter in Their Final Debate

Following are the texts of the closing statements by President Ford and Jimmy Carter in their third and final debate.

President Ford

For 25 years I served in the Congress under five Presidents. I saw them work, I saw them make very hard decisions. I didn't always agree with their decisions, whether they were Democratic or Republican Presidents.

For the last two years, I've been the President, and I have found from experience that it's much more difficult to make those decisions than it is to second-guess them. I became President at the time the United States was in a very troubled time. We had inflation of over 12 per cent, we were on the brink of the worst recession in the last 40 years, we were still deeply involved in the problems of Vietnam. The American people had lost faith and trust and confidence in the presidency itself. That situation called for me to first put the United States on a steady course and to keep our keel well balanced, because we had to face the difficult problems that had all of a sudden hit America.

I think most people know that I did not seek the presidency. But I am asking for your help and assistance to be President for the next four years. During this campaign we've seen a lot of television shows, a lot of bumper stickers, and a great many slogans of one kind or another. But those are not the things that count. What counts is, that the United States celebrated its 200th birthday on July 4. As a result of that wonder-

ful experience all over the United States, there is a new spirit in America. The American people are healed, are working together. The American people are moving again and moving in the right direction.

We have cut inflation by better than half. We have come out of the recession and we're well on the road to real prosperity in this country again. There has been a restoration of faith and confidence and trust in the presidency because I've been open, candid and forthright. I have never promised more than I could produce and I have produced everything that I promised. We are at peace. Not a single American is fighting or dying.

We have peace with freedom. I've been proud to be President of the United States during these very troubled times. I love America just as all of you love America. It would be the highest honor for me to have your support on Nov. 2 and for you to say, 'Jerry Ford, you've done a good job, keep on doing it.' Thank you, and good night.

Jimmy Carter

The major purpose of an election for President is to choose a leader. Someone who analyzes the depths of feeling in our country, to set a standard for our people to follow, to inspire our people to reach for greatness, to correct our defects, to answer difficult questions, to bind ourselves together in a spirit of unity. I don't believe the present administration has

We have been discouraged and we have been alienated. Sometimes we've been embarrassed and sometimes we've been ashamed that people are

out of work, and there's a sense of withdrawal.

But our country is innately very strong. Mr. Ford is a good and decent man, but he's been in office now more than 800 days, approaching almost as long as John Kennedy was in office. I'd like to ask the American people what's been accomplished. A lot remains to be done.

from his. I was a school board member, I served on a hospital authority.

My own background is different. I was in the state Senate and I was governor and I'm an engineer, a Naval officer, a farmer, a businessman. And I've learned that it will require someone who can work harmoniously with the Congress, who can work closely with the people of this country, and who can bring a new image and a new spirit to Washington.

Our tax structure is a disgrace and needs to be reformed. I was governor of Georgia for four years. We never increased sales taxes or income tax or property tax. As a matter of fact, the year before I went out of office we gave a \$50 million refund to the property tax payers of Georgia.

We spend \$600 per person in this country, every man, woman and child for health care. We will rank 151 among all the nations of the world in infant mortality. And our cancer rate is higher than any country in the world. We don't have good health care. We could have it.

Employment ought to be restored to our people. We've become almost

a welfare state. We spend now 700 per cent more on unemployment compensation than we did eight years ago when the Republicans took over the White House. Our people want to go back to work.

Our education system can be improved. Secrecy ought to be stripped away from government and a maximum of personal privacy ought to be maintained.

Our housing programs have gone bad. It used to be that the average family could own a house. But now less than a third of our people can afford to buy their own homes.

The budget was more grossly out of balance last year than ever before in the history of our country—\$65 billion—primarily because our people are not at work.

Inflation is robbing us, as we've already discussed, and the government bureaucracy is just a horrible mess. This doesn't have to be.

Now I don't know all the answers. Nobody could. But I do know that if the President of the United States and the Congress of the United States and the people of the United States said, "I believe our nation is greater than what we are now," I believe that if we are inspired, if we can achieve a degree of unity, if we can set our goals high enough and work toward recognized goals with industry and labor and agriculture along with government at all levels, then we can achieve great things.

We might have to do it slowly.

There are no magic answers to it. But I believe together we can make great progress. We can correct our difficult mistakes and answer those very tough questions. I believe in the greatness of our country, and I believe the American people are ready for a change in Washington.

We've been drifting too long. We've been dormant too long. We've been discouraged too long. And we have not set an example for our own people.

McCarthy Loses Bid For Role in Debates

Associated Press

A last-ditch effort by Eugene J. McCarthy to be included in the third nationally televised presidential debate or gain equal time for all three debates failed yesterday when Chief Justice Warren E. Burger turned down his petition.

McCarthy, a former senator from Minnesota running for President this year as an independent candidate, was rebuffed earlier in the day by the U.S. Circuit Court of Appeals in Washington. He had been appealing a Federal Communications Commission ruling that

But I believe that we can now establish in the White House a good relationship with Congress, a good relationship with our people, set very high goals for our country and with inspiration and had work, we can achieve great things and let the world know. That's very important, but more importantly, let the people in our own country realize that we still live in the greatest nation on earth. Thank you very much.

his exclusion from the debates did not violate the "fairness doctrine."

The circuit court upheld the FCC ruling that political debates and news conferences by candidates are not subject to the equal time principle.

"It appears that petitioner McCarthy's... legal rights can be satisfied by reasonable opportunities to have [his] views presented in contexts outside of the debates," the court said.

Burger's rejection of McCarthy's petition for injunctive relief was reported by court officials, with no further explanation.

Carter Accepts Debate Challenge Issued by Ford

By a Washington Post Staff Writer

PLAINS, Ga., Aug. 19—Democratic presidential nominee Jimmy Carter invited President Ford to join him in campaign debates tonight, just as Mr. Ford was issuing a similar challenge to Carter in his acceptance speech before the Republican National Convention.

Carter's endorsement of debates appeared to assure the first such encounter between presidential nominees since the Kennedy-Nixon debates in 1960.

Carter said in a statement released tonight, that he hoped the proposed "debate or series of debates" would include a "tough examination of the candidates by representatives of the news media."

Carter said he was not ready to endorse any particular format for the fall debates but noted that the League of Women Voters is working on such a plan. Accordingly, he said, he was designating press secretary Jody Powell to serve on the league's committee that is discussing arrangements for the debates.