

The original documents are located in Box 25, folder “Carter Primary Forums” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

file
P. Sam

September 3, 1976

MEMORANDUM FOR: MIKE DUVAL
FROM: DORRANCE SMITH *DS*
SUBJECT: Carter Appearances on League of Women
Voters Forums

Jimmy Carter participated in three forums sponsored by the League of Women Voters. The initial and most instructive forum was held in Miami where Carter was joined by Governor Milton Shapp and Senator Henry Jackson. In the second forum (Boston) Carter was joined by Shriver, Udall, Bayh, Shapp, Harris, and Jackson. In the third the other panel members were Jackson, Udall, Harris and Church.

Carter's participation in Forums 2 and 3 was minimal. He maintained an aloof, detached appearance from the rest of the panelists by keeping his participation to an absolute minimum. When finally queried, Carter's answers were short and general. He answered five questions in over two hours in Forum #2 and two questions in 1 1/2 hours in Forum #3. Never did he become involved in a debate type situation with any of the other panelists. Despite his lack of participation he comes out of these debates looking very good, mainly because the other characters are so unimpressive. Shriver, Jackson, Shapp, and Harris, all project very poor images. Bayh is a very impressive media personality as is Church, but to a lesser extent.

Carter's participation in Forum #1 is a great deal more instructive. Carter's mannerisms on camera are very calm and controlled. He rarely moves at all, even when questions are directed to other panelists. He maintains good eye contact with the camera, or with the person he is directing his answer to. Rarely does he look around or move while answering a question.

Carter's speech pattern is very interesting. His tone is low key, even mellow at times. Not once, in the tapes that I've listened to, has he raised his voice or become excited. He never says "Ahh" and never trips over himself when he speaks.



He speaks in phrases of four or five words, pauses, four or five words, pauses....etc. The result of this is a very consistent syncopated rhythm which never gives the listener too much to comprehend at the same time. He is very adept in suggesting that there are simple solutions to complex problems which only he understands.

Sample Carter quotes:

"What this does is very simple...."

"give you two very quick statistics..."

"We need a simple, comprehensive, fair..."

His "simple" answers are always placed as alternatives to the present complicated system of Federal bureaucracies. He is very good at a "we-they" type of approach or a one man vs the maze of government. He repeats often that there are 16 counties in Georgia without doctors, that Jimmy Carter comes from a poor part of the country, that in the State of Georgia we got rid of the bureaucracy in favor of a "simple comprehensive way of government which all the people understand." It's all very easy and simple with Jimmy.

The image that is portrayed is a very controlled consistent person, self-assured, confident, and resolute. He does not offend anyone, either through his answers or visually. He is an appealing figure who comes across as smooth and calm.

This image is definitely magnified by the characters or images of the other panelists--Jackson and Shapp. From a media standpoint Carter eats them alive by his calm approach. Jackson and Shapp only make Carter look better by their fledgling manners and awkward styles. The harder they try the better Carter looks.

Jackson tries the hardest and fails the most. He constantly is on the attack and tries for effect by raising his voice and throwing his arms in the air. He rarely establishes eye contact with the television camera, and we, the TV audience never feel that he is including us in his answers. He bobs and weaves his head from side to side, while his eyes move very quickly from one person to the next never really maintaining a constant appearance.

When not answering a question or while he thinks he may be off camera, he is constantly moving, or slouching. At times he will adjust his tie, fix his cuff or have a drink of water.

The resulting image of Jackson is unimpressive. He comes off as if he's struggling against something. He's wild where Jimmy Carter's mellow. He pushes where Jimmy softens. The relationship is important because the harder Jackson tries the better Carter looks. Carter is very adept at letting everyone else hang themselves. Jackson goes after Carter a few times whereas Carter will never attack rather he will direct his simple melody to the people, not the other candidate. The Carter attack is toward the Federal bureaucracy.

We have an excellent case study in a) how Jimmy Carter acts in television studio debate type situations and b) how other candidates fail miserably in comparison to him. We hope to find more material in the near future that may provide new insights into this situation.



cc: Bill Carruthers

'76 PRESIDENTIAL FORUM

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Jim Karayn, Executive Director

'76 PRESIDENTIAL FORUM

THE NEW ENGLAND FORUM

Monday, 23 February 1976
8:30 - 10:30 p.m. EST
John Hancock Auditorium
Boston, Massachusetts



Candidates Appearing:

Birch Bayh
Jimmy Carter
Fred Harris
Henry Jackson
Milton Shapp
Sargent Shriver
Morris Udall

Moderator:

Elie Abel

Resource Panel:

Carolyn Shaw Bell
Robert Hall
Dr. Karen Horn

Jim Karayn
Project Director

Susan Davis Cantril
National Co-ordinator for the New England Forum

Broadcast over PBS

NOTE: Please credit any excerpts to the '76 Presidential Forum or the League of Women Voters Education Fund. This is the first of five Forums.



process.

In addition to that, you can develop solar for heat energy for home use, not for industrial use.

We can give incentives to manufacturing concerns to use less in the way of energy, right in their plants. There are computerized ways now for controlling the heat that's spent in keeping a plant bearable, let's say, or livable. That could be done with proper incentives to industry, and the use of computers for that purpose.

Now, I'm not trying to act as if those were all the things that could be done. Those are just some indications, specific ones, of ways in which we could conserve energy and cut down this -- eliminate this problem you're worried about.

ABEL: Mr. Shriver, I have a question here for Governor Carter, and it comes from Ray Taylor or Tayloch. The question: Do you favor the repeal of tax loopholes like, one, interest and property tax deductions on homes, depreciation on apartment projects, and investment credits on construction machinery to build houses and apartments?

GOVERNOR CARTER: I'll come out with a complete analysis of our tax system later on this year, I hope. But in general I would say, along with the elimination of hundreds of other tax incentives, those would be among those that I would like to do away with. I think that we need to come out in this country with a comprehensive, all-inclusive tax reform bill. I don't think it will ever come from the Congress. I'm not being critical of the Congress. But it's too complicated and too important to ever do piecemeal.

In 1913, I think it was, when the income tax laws were passed, or when the Constitution was amended to permit income tax, we envisioned a simple structure, with all income treated the same, with income being taxed only once, with a truly progressive tax rate, so that those that made the most income per year paid a higher percentage of their income in total taxes, and with a very minimum of tax incentives or tax loopholes.

So, the answer would be, back to those three particular instances, yes, but it would include a lot of others that would also be eliminated.

Now, if we can simplify our tax structure, which I propose to do as President, I believe the American people and the Congress would go along with it. But it's got to be the elimination of a lot of incentives and not just those particular three that you named.

I should also note that on October 19, I signed into law S. 2278, a bill which gives courts discretion to award attorney's fees to prevailing parties in suits to enforce Federal civil rights statutes, particularly, those statutes enacted before 1964 that did not provide for award of attorney's fees as later statutes have.

Parties seeking enforcement of basic legislation regarding human rights frequently are those least able financially to afford counsel. The plaintiffs who bring actions to enforce these important policies act in the public interest and deserve our support in appropriate circumstances.

