

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

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~~Kraft Nelson Maynard Walker~~

Kraft Nelson Maynard Walker

THE WHITE HOUSE
WASHINGTON

P

P

2nd Sec

V-A

A-2

at
time Ques

Kraft

35-12

Response - 30 (retr)

Nelson

Maynard
c

no response

Center

May

Kraft

Walker

WASHINGTON
THE WHITE HOUSE

A-U

Time one

A-S

Carter $1 \frac{15}{25} - 2 \frac{15}{25}$

P $2 \frac{25}{25} -$

Carter

Man

Kraft
Webb

P

9

30

Kraft

Webb

Kraft Webb
Kraft Webb



ABOARD THE SPIRIT OF '76

2 key points in P-HAK mtg.

① to change ~~our~~ P has been weak on Soviets - don't defend the soft on Soviets change - attack Carter for making 'it.

② Re: Helsinki - it gives us (the world) a standard to which we can hold the Soviets.



P —

address Carter
directly as
beginning.

- American people
demand direct
answers
- No personal animosity
just ~~the~~ hard but true
differences



NATIONAL ARCHIVES AND RECORDS SERVICE
WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
1. note	re : law enforcement matter 1 page (2 sides) (Duval handwriting)	nd	C

FILE LOCATION

Raoul-Duval Papers, 1976 Debate Files
Debate Preparation Notes (Box 25)

plc 1/23/84

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Barley / Gergen

[1st Q+A
2nd Debate]

No good one-liners

Pronunciation is bad

No Themes:

① Country is at Peace
(always tie back)

② Strength is key to peace.

③ Individual freedom (refer to people)

• Certain undermining on defense
is similar to undermining

in tax and other domestic

• areas — but here its dangerous
(no time to apologize)

e.g. people of
people of Africa



Need 3 or 4 goals for
Latin America

Defense cuts don't come to grips w/
Ford's proposed cuts.

I wants all
Carter's interests
on defense spending

Hyland
Viet Nam



← \$46 savings for vetoes

① used estimate of \$86
(not \$96) only used
FY76 impact — not
total run out.

∴ a technical argument
\$4 + \$56.





Full Electronic w/ P Week
preceding

* Sunday preceding - \$3,500

(get copy of Carruthers → Baker
COST memo)

* 4 debates '60 debates

ready C.O.B. today WITCA

* League ^{Primary} A staff can be assembled
by Dorrance today.

45 min to hour

This wknd.
2 hrs 1st RN - JFK
2nd League

Analysis group for Carter's Econ. Positions

2 p.m.

- Greenspan
- Seidman
- Lynn
- O'Neill

gorog?

Special (P's Comments on MTG. Proposal)

this morning

- O'Neill

Domestic Issues



this evening

- Cannon
- O'Neill
- Casanough
- Greenspan

Senior Staff
Monday

9/13

I attend

Serdman (EPIS) meeting ~~at~~ w/ P
today.



Domestic Issues



① Housing - 2 min block O'Neil

② Health - Ann Arbor Speech
one line acceptance speech; shouldn't
have to ~~go~~ ~~and~~ go broke to get well

* POINT: Don't talk about
Democratic Congress
refer to Big spending Congress

* POINT - Carter; reason ^{Congress} I haven't
enacted solutions to key
problems is because of
lack of Presidential leadership.

Counter-Point - P needs mandate
- Congress will need mandate also

③ Crime: FACTS

* Point - don't refer to Washington
re: Crime (People resist
RN "picking" on D.C.)

welfare

① 1st statement that

lots of people need help

examples - Catholic Social Services vs. Federal Govt.

② must run efficiently because taxpayers pay

→ stop inefficiencies + cheaters

③ what I've done

④ Future



→ → →
Jin Karayan



- League - no mic / lights in in audience.
(strong Networks opposition)
- no unilateral coverage
- ABC will pool 15
- all nets will carry but CBS most negative.

Notes
debates

Carroll

best lighting guy in country



("imi")

IMERO

FIORENTINO

also ~~has~~ can provide full
production services.

Need overall technical supervisor - Bill
Lighting guy - "Imi"

Opening game
NCAA thru 9th
UCLA vs. Ariz.
debate city - Jacksonville, FLA.

Debate Strategy Mtg.

Purpose: Develop strategy + plan for

- Debate itself

- aggressiveness
- address Carter (directly?)



- Press plan

- Pre:

- ① PSYCH Carter
- ② Burdens he carries in

- Debate

- ① Hand news
- ② Immediately following

- Post

- ① Advocated all before
- ② cameras 11 o'clock there
- ③ party

- Advertising

- Polling (us)

- Sidlinger - Teeter

• Public Opinion (otherwise)

- Calls to talk show

- Endorsements

• Poll

Participants:

Cheney

Teeter

Dearborn

Spencer

Gergen

Greener

Jones

attend

BAKER ✓

Nesson



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This form marks the file location of item number ①
as listed on the pink form (GSA Form 7122, Withdrawal Sheet)
at the front of the folder.

p51 - network news NOT informative.

p63 - T.V. viewers see what they
want to see ∴ tv does not
(see p67)
68 change candidate's image.

p73

p76 - Power to set Agenda



we're going to have to present
really newsworthy programs:
- solutions; create problem
+ solve w/ good programs
- present dramatically;

e.g. abolish Civil Service
chart areas (e.g. big govt) where we should
be bold + areas (e.g. foreign policy) where should
be cautious

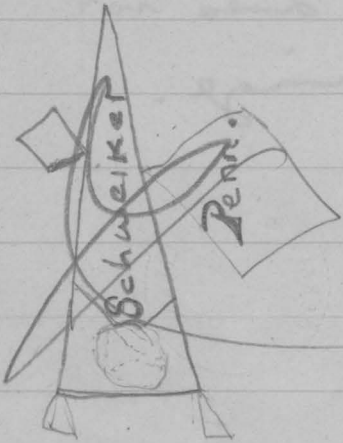
p88 TV AT best when live
~~to~~ best TV impact is showing
confrontation

p104 issues: 5x more airtime by Ads
than news coverage

p107 - Product Commercials SITORER

p116 Political Ads do INFORM on issues

p. 126 - for newspaper readers
+ TV
~~target to~~ use Ads
for subjects not
covered by news
sections of papers.



Carruthers

Maynard
Kraft
Nelson

(Barbara Walters)

- ① too much material (books)
- ② not enough rehearsals
- ③ too obsessed w/ camera technique

variable

Format — No. changes

time —

5
6:30

Briefing Books:

- ① Lay on Greener
- ② Rehearsals?

TAX ON
Business —
People pay taxes
Consumers

①
②
Kinnaman
Sargent
Jantz



Tetter - P. should talk about
importance of election
- not just political
fray;

P. delights in ~~stare~~
suicide remark and it is
badly done.

Bill - Public will sit down to watch
losing incumbent P + guy who
will take his job.

Tetter - Round 15 of where
there is a 2-2 split.

do time chart
for 1st + 2nd debate



We need a post mortem w/
P - what went wrong.

→ give debate briefing book Assignment
to Greener

→ develop strategy memo

Greenman

Gergen ?

P. J. B.

Teeter

Bailey

Harlow

Laird ?

Timmons

Foster

D.L.C.

Dick Moore

Safie

Jones



10¹⁵
Book
Snowflake

→ set up debate post-mortem session w/ P

- me

- Dick

- Conners

Promo - third debate - will
as a fight

① must reduce all to COST
to families
(not votes saved \$96
but would have cost each
family an additional \$ — per yr.)

② hit small business not GM
EPA + Carter, putting them
out of business

③ Criminals

Even 10 yr. ~~major~~ mandatory
sentence for anyone
committing crime ~~for~~ w/
fire arm - P.A.R. to
hand gun.

get at judges



Questions

Presidents' Antiquity

- Watergate (Patman Hearings)
- Kent City.
- \$5 a week
- Butz

Eastern European

Presidents' Ability

- Eastern European remark
- HAK runs foreign policy
- stupid?
-

President - Nixon policies

Campaign tactics / outlook

- dirty campaign.
 - use of W.H. + staff
 -
- (my W.H. staff as a campaign asset?
Heck, they are ^{do} a
Carter more good.)
~~greater~~

Economic Recovery

- behind in federal spending (management)
- unempl.
- inflation

Compassion

- social programs
- housing
- unemployment



Debate

- P must vary pace of debate

- serious, stern 2-4 times
- hit Carter hard - NOT nit picking
- humor / smile
- compassionate

- P must emphasize importance of election

- Rehearsal

- use names only
- lots of rehearsal

Part I → no camera; listen to Qs
Listen to Carter's Qs;
listen to Carter's Ans.;

Part II - Cameras (not too much)
NO technical advice

Materials Review



Debate Team

• Strategy memo

- objectives
- themes
- methods

Duvall
Teeter &
→ Bailey
Harlow
Chamock

• Substantive Q + As

4 mtgs w/ P (?)

- Zamb, et al 20 min.
- Cannon, Lynn 30 min.
- Greenspan, Seiden 30 min.
- ? • Schwartz 30 min.

• theme papers

- Duvall
- Teeter
- Bailey
- Balzano
- Greenspan
- Buchanan
- Gergen
- Whalen
- Riedley
- Harlow

• ~~Pre~~ Before + after plan