

**The original documents are located in Box 30, folder “Input - William Nicholson” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE  
WASHINGTON

October 11, 1976

MEMORANDUM FOR:

BILL NICHOLSON ✓

FROM:

MIKE DUVAL *Mike*

SUBJECT:

Senator Ted Stevens'  
request to meet with  
the President on the  
debates.

I recommend against such a meeting. Offer to have Jim Baker or myself to meet instead of the President.



October 7, 1976

MEMORANDUM FOR:

BILL NICHOLSON

FROM:

MAX FRIEDERSDORF

SUBJECT:

Senator Ted Stevens (R-ALASKA)

Senator Stevens has requested an appointment with the President to discuss the final debate and make some constructive comments.

He would like to bring in another Senator or two to participate in the discussion.

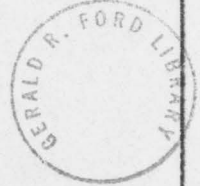
cc: Jack Marsh  
Mike DuVal  
Joe Jenckes



HENDERSON COUNTY BICENTENNIAL COMMISSION  
P. O. BOX 1776  
MEDIA, ILLINOIS 61460

to  
Bell  
Nicholson  
for action  
Oct 11, 1976

Mr. Michael Raul-Duval  
Special Counsel to the President  
White House



Dear Mr Raul-Duval,

Thank you for your letter concerning the debates.

I feel the League of Women Voters have done  
a fine job of planning the four debates.

We thought that one of the three debates  
between Pres Ford and Mr Carter would take place  
in the Midwest.

Our County opened a museum for the  
whole county on July 4th in Barton, Ill.

We would like to ask the President for  
the tie he will wear at the third debate, with  
a picture of him wearing it.

If President Ford can send us the  
tie, we will keep it on display for years.

Thank you for your help on this request.

Yours truly,  
D. M. - 1

cc: Casamery  
Duvall

NATIONAL LEGAL DATA CENTER, INC.

100 East Thousand Oaks Boulevard  
Suite 172  
Thousand Oaks, California 91360

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Philip Cohen  
Executive Director  
Ronald W. Sabo  
Projects Coordinator

Larry G. David  
Information Systems Coordinator

October 11, 1976

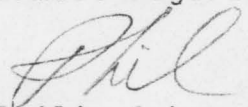
Mr. William Nicholson  
The White House  
Old Executive Office Building  
Washington, D.C. 20500

Dear Bill:

As discussed earlier today, please find enclosed a copy of Dr. Johnson's letter to me in connection with his suggestions and observations made in the interests of Mr. Ford's campaign.

My earlier conversation with Dr. Johnson left me with the impression that he was most sincere and had some useful points to put across. In this regard, I find his subsequent letter to be most thoughtful. You may perhaps wish to pursue his comments further since he will be staying at the Mayflower Hotel in Washington October 12th through the 15th.

With warmest regards,



Philip Cohen  
Executive Director



PC:bka

Enclosure

# Los Angeles Psychiatric Medical Group, Inc.

SUITE 208, BARRINGTON OFFICE BUILDING, 825 SOUTH BARRINGTON AVENUE  
LOS ANGELES, CALIFORNIA 90049  
(213) 477-5797

RICHARD G. JOHNSON, M.D.  
MEDICAL DIRECTOR

8 October 1976

Mr. Philip Cohen  
Thousand Oaks Plaza  
100 East Thousand Oaks Blvd.  
Thousand Oaks, Ca. 91360

Dear Phil:

As indicated in our personal conversation this afternoon here are some of the suggestions and observations that I feel might be of some help in President Ford's campaign strategy.

As one of the few Republican psychiatrist-psychoanalysts in the country and as an expert in communication between people I could be in a position to offer a unique perspective that could be of practical help in planning for the upcoming debate and final campaign approach.

I personally feel that this election represents one of the most significant philosophical crossroads that our country has faced and I am anxious to do what I can to see Mr. Ford win this crucial struggle.

These issues are very complex and subtle and it is very difficult to put in a few words what ordinarily takes many months of presentation, feedback and clarification. However, I will try to outline five basic issues that I feel should be considered in the important last debate and last approach to the voter.

These five considerations are as follows:

1. Levels of Human Communication:

We should consider only two of the several levels of human communication: <sup>a</sup>the rational, verbal, intellectual or talking level versus <sup>b</sup>the emotional, unconscious, feeling or "gut" level.

In communication or learning the most significant element is the emotional or feeling response ("gut reaction"). The person involved hears the word or "intellectual production" but more often than not it goes in one ear and out the other. The only exception is when a person is really personally or emotionally involved in what is being said. This applies also to someone who hears the words and can even say them back to you. It means little or nothing if he or she isn't really involved or has a personal investment in the particular facts.



Mr. Philip Cohen  
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1. Levels of Human Communication: Cont'd.

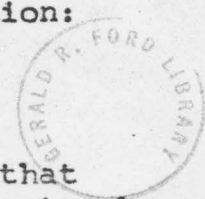
The literal word has no personal impact without its imparting some emotional or gut response. A word or idea must have unconscious emotional or personal significance or it won't be experienced in a meaningful way.

The implication behind the expression is what remains after the verbal transaction has taken place. What we call "conscious" recognition may or may not have any significance as compared to the more important and significant "unconscious" meaning. This is what the person retains and re-experiences when the incident or verbal transaction is recalled.

In a debate the unconscious elements are the ones that really count. Is he "strong," "right," "good or bad," is he "inconsistent," shifty or trustworthy." The literal, conscious truth or validity makes less ultimate impression. This technical understanding can be of immense practical value in choice of what material to stress. Pay particular heed to the implication in the statement instead of too much concern with the literal facts or figures. People react to the impression not the literal fact for the most part. The exception is if the facts are the specific battleground that will determine the outcome of the image. Suggestion: React to the implication not the literal statement.

2. "Transference Phenomenon."

The President of the United States or a candidate for that office automatically is saddled with an unconscious previously-determined image by each individual viewer. This image comes from the viewers' past experiences with parental figures, teachers, previous authority figures, his own personal aspirations and the like and to begin with is in no way determined by the reality of the person in that position. Like the doctor or minister he is perceived in an image "transferred from the past." Until he speaks or acts he is totally a transference object and it is only after extensive interpersonal transaction that the leader becomes a more real individual with his own personal and unique characteristics, opinions, value systems, etc. Obviously it is impossible to "work through" the transference experiences of 100 million viewers. So this means that it is a perfectly legitimate function of a leader to be aware of the needs and expectations of his constituency and to act accordingly. In this sense the viewer uses statements and mannerisms to validate or disapprove their impression of the leader. Is he a good guy or suspect? The emotional element and implication more than the intellectual fact or truth are used in this process. The facts presented should be sound and defensible but the implication underneath the statement of fact or accusation by the opposition have more impact than the simple truth itself.



2. "Transference Phenomenon." Cont'd.

For example it would hurt the transferred image if they see "Father" being put on the defensive or ridiculed. It is more effective to plan to hit back at the attacker than to explain or correct the figures used in the attack. This makes the "Father" look weak and suspect. If he attacks the attacker they can believe in him and identify with him.

3. Technique of quilt by association.

The unspoken word can be more admissible to the unconscious impression than a direct word in many instances. A humorous example could be, "I personally don't subscribe to the idea that Governor Carter is a mother-attached Mama's boy. I know that he appointed his mother as the first member of the new Georgia Board of Medical Examiners but I certainly would accept his assurance that he isn't mother-attached." Governor Carter and liberal politicians in general seem to get away with this type maneuver without ever being called on it. The solution is to identify the devious maneuver and to avoid taking the defensive. If for example he replied by saying "Oh, no I'm not mother-attached I left home when I was 18, etc." he'd immediately be wide open to one question after another that would more deeply fix the damaged image. Suggestion: Identify the unconscious implication and maneuver and don't take the defensive, take the offensive.

Examples could be the timing of the Mayaguez incident report, the fine-tooth comb searching for misdeed or guilt even tiny things, the jumping onto any little mistake to cover major blemishes in his own behavior.

4. Legitimate offense is the best defense.

The "Father" image is not enhanced by "fielding" insults and rationally answering them. This is more of a "good mother" role. I believe people will more favorably respond to the idea of "the man of the house telling us how it is", even if "Father" can't possibly always please everyone. People want leadership and will vote for the image that they believe will deliver it.

5. Positive, forceful statements are heard on all levels and do get an unconscious emotional response. For example issues could be presented such as: The United States is the most international country in the world. Like great international cities we have representatives of all significant cultures, religions and ways of life and still attempt to get along with each other. We are not the most homicidal or racist and we have made many more serious and important efforts to do the right thing for the peoples of the world than any other nation. We have a strong desire for peace and happiness in the world. Prophets of doom and anti-American zealots to the contrary, our standard of living is among the highest





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5. Positive, forceful statements. Cont'd.

in any free society and the option is more or less open to anyone that will work within the system.

Welfare isn't freedom but self-respect through personal achievement and love and concern for as many as possible is our credo.

We need no apology and should have positive contempt for the destructive elements in our society. We need both liberal and conservative points of view as we do other checks and balances, but we should build on trust and hope.

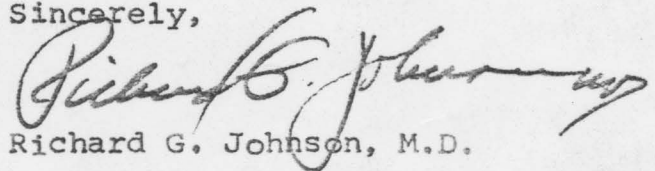
With the exception of a malignan<sup>t</sup> element that will always oppose any constructive move, we, including both liberal and conservative elements, are in a position to move ahead for the most advanced and mature society mankind has experienced.

Please understand that off-hand statements like these are easily misunderstood, incomplete and subject to all kinds of misinterpretation. Please contact me if I can help to clarify or elucidate on the individual points.

I will be in Washington, D.C. for the American Psychiatric Association Council and Committee Meetings this week, October 12 through 15. I will be staying at the Mayflower Hotel until about Friday noon. I would of course be glad to discuss any of these issues if it seemed indicated.

Thank you for this opportunity to offer my opinion and possible help.

Sincerely,



Richard G. Johnson, M.D.

RGJ:vc