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THE WHITE HOUSE

WASHINGTON

April 14, 1976

MEMORANDUM FOR: RON NESSEN
FROM: MIKE DUVAL *Mike Duval*
SUBJECT: CAMPAIGNING BY RADIO

During a trip last week to Houston, I did a one-hour live radio show with telephone questions from the audience which was set up by Randy Woods. The station is one of the largest in the Southwest (KTRH Houston Radio 740). The host suggested that the President should use radio more as a campaign device, and this triggered some thoughts on my part.

It might be worth considering having the President do several major radio "talk shows" from the Oval Office. He could do five minutes of opening remarks, followed by several questions from the announcer, and then open it up to telephone questions from the audience. It might also be possible to link in with several key radio stations throughout a given region of the country and, again, open with the President, follow with questions from each of the individual announcers from each of the stations involved and then open it up to general questions from the audience.

In any event, these could be limited to half-hour sessions and, although there's always the problem of the "off-the-wall" question, I think the President would find it very easy to handle, especially since he would be in his office with an opportunity to collect his thoughts as the questions are being asked. This might be particularly effective for the Texas primary where our voters are so spread out.

cc: Dick Cheney
 Margita White
 Randy Woods



THE WHITE HOUSE

WASHINGTON

July 26, 1976

MEMORANDUM FOR: JACK MARSH
FROM: MIKE DUVAL *Mike*
SUBJECT: NOTES FOR NESSEN MEETING

- 1) Evans-Novak - Avoid comment except: involves national security matters. President made decisions concerning activities of Intelligence Community.
- 2) Questionable Payments Abroad Legislation - Will not go today -- put off until later in week.

