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THE WHITE HOUSE

WASHINGTON

September 4, 1976

MEMORANDUM FOR THE RECORD

SUBJECT: DEBATES - ADVERTISING

I must discuss with Bailey and Deardourff the following points:

- We should consider buying print ads several days before the debates (principally for the first debate) in which we set forth a "scorecard" for the viewing public to use during the debate (it almost could be a cutout). We should have a list of points against which the viewer can judge Ford and Carter.

Another point that can be made in these ads is to point out that Carter has three positions on such and such issue, and then raise the question "which one will he use during the debate?"

- We should also buy advertising space to run the morning after the debates. This means we will have to have a capability of providing copy right after the debate. These ads should underscore the points made by the President during the first debate. This will help create a mind set which underscores the points we wish to stress out of the debate.
immediately
- Also, /after the debates, Jim Baker should make arrangements to address all Ford campaign workers through some kind of a special radio hookup. This hookup obviously will generate news to the general public and the press. It should go about fifteen minutes after the debate concludes, and Jim should take about five minutes to run through the key points which the President made during the debate and obviously leave the strong impression that we think he beat Carter. This again will underscore the points we want to make and we want stressed by reporters who describe the debate.



- We've got to make sure that we develop a clear strategy for buying time immediately ahead and after the debates -- both on television and radio. The Carter people will move in this area, and we need to develop first options.
- Any advertising we do before the debates should stress the theme that they are a test of leadership -- not a TV personality contest.



MIKE DUVAL