

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

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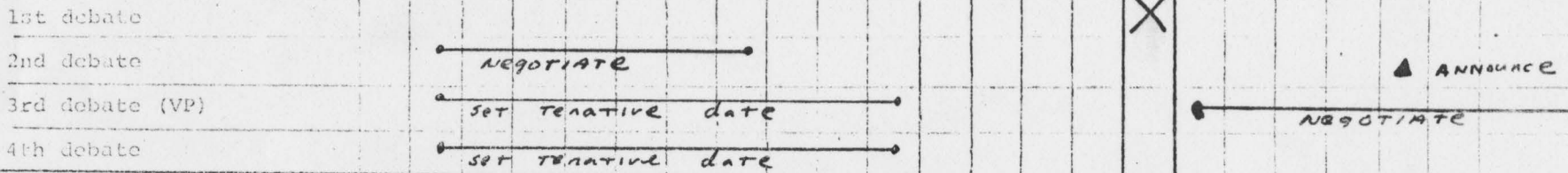
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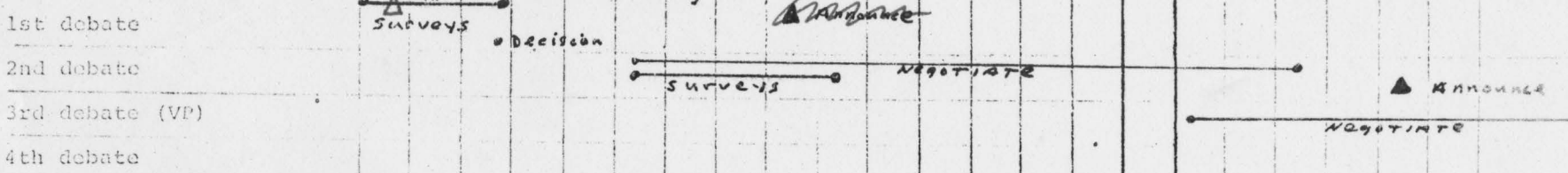
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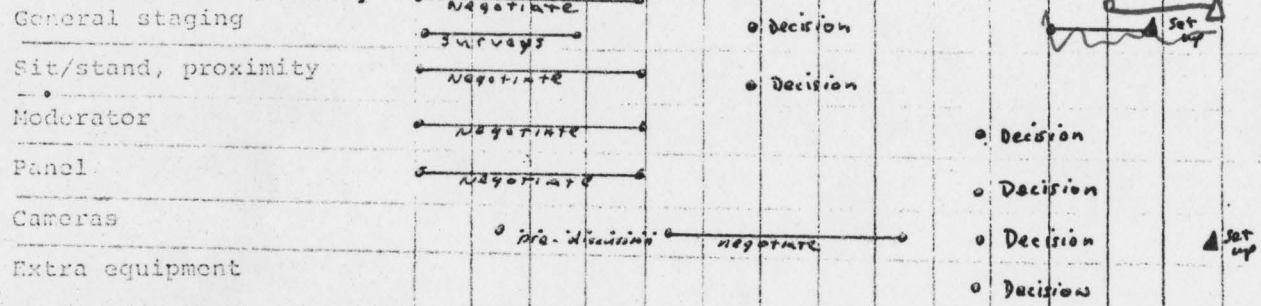
• Dates



• Place



• Physical Setup (All three Presidential)



S E P T E M B E R

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Support Facilities

- Presidential area

. Holding room

1st Survey

▲ Lock

SET UP

2nd Survey

. Dressing

1st Survey

▲

SET UP

2nd Survey

. Makeup

Survey

SET UP

. First Family

1st Survey

▲

SET UP

2nd Survey

. Key staff

1st Survey

▲

SET UP

2nd Survey

- Ford staff working area

. TV support

Survey

▲

SET UP

. Other staff

Survey

▲

. Secret Service

. WHCA

- VIP holding area

Survey

▲

SET UP

- Carter area

- Press area

Survey

▲

SET UP



S E P T E M B E R

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Audience

Total capacity

Survey

2<sup>nd</sup> Survey

Reduced capacity

NEGOTIATE

Decision

LOCK

NEGOTIATE

Mix

Discuss

NEGOTIATE

NEGOTIATE

Admission process

Discuss

NEGOTIATE

Decision

IMPLEMENT

NEGOTIATE

Diplomatic Corps ?

Press

Discuss

NEGOTIATE

Decision

IMPLEMENT

NEGOTIATE

Special groups

Discuss

NEGOTIATE

Decision

IMPLEMENT

NEGOTIATE

Lighting

Audience noise

Timing of filling seats

Press facilities in audience

In/out during debate

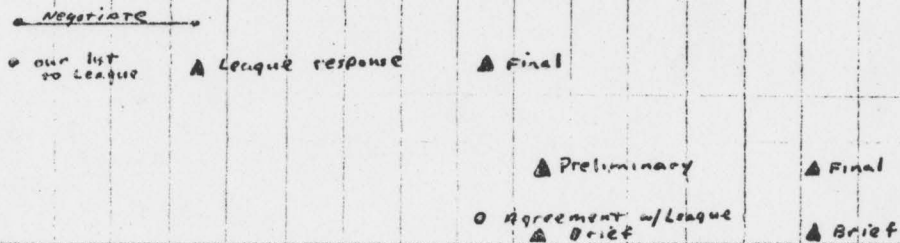


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FORMAT

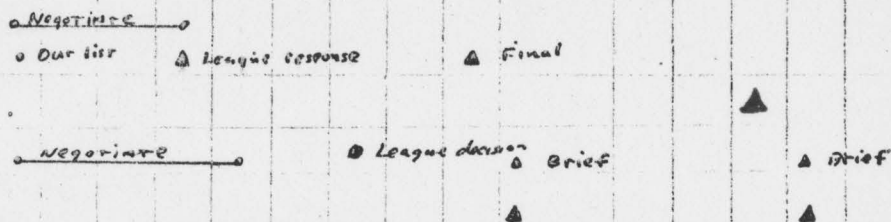
Panel

- Selection
- Announcement
- Brief panel
- Order and control



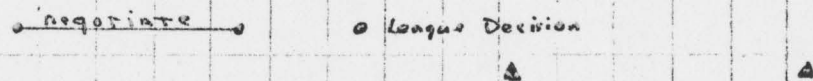
Moderator

- Selection
- Announcement
- Debate order
- Brief moderator



Intro and Closing

- Script
- Briefings



S E P T E M B E R

O C

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RESEARCH

Video tapes

- Kennedy-Nixon 1960
- Carter debates
  - 1976 Primaries
  - 1970 Gubernatorial
  - TALK Shows

Polling

1st Debate

- Pre-debate
- During debate
- Post-debate

2nd Debate

- Pre-debate
- During debate
- Post-debate



S E P T E M B E R

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3rd Debate (VP)

- Pre-debate
- During debate
- Post-debate

4th Debate

- Pre-debate
- During debate
- Post-debate

Briefing materials

- Materials on Carter
  - . Background
  - . Personality
  - . Position on issues
  - . Debate preparation





S E P T E M B E R

O C

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- Q&As

- . 1st Debate
- . 2nd Debate
- . 3rd Debate (VP)
- . 4th Debate

- Key issues

- . 1st Debate
- . 2nd Debate
- . 3rd Debate (VP)
- . 4th Debate

- Our key points

- . 1st Debate
- . 2nd Debate
- . 3rd Debate (VP)
- . 4th Debate

- Key Carter points

- . 1st Debate
- . 2nd Debate
- . 3rd Debate (VP)
- . 4th Debate



S E P T E M B E R

O C

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

- Analysis of panel

- . 1st Debate
- . 2nd Debate
- . 3rd Debate (VP)
- . 4th Debate



S E P T E M B E R

O C

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REHEARSALS



S E P T E M B E R

O C

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ADVERTISING PLAN

• 1st Debate  
 - Pre-debate

- Post-debate

• 2nd Debate  
 - Pre-debate

- Post-debate



S E P T E M B E R

O C

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• 3rd Debate (VP)  
- Pre-debate

- Post-debate

\* 4th Debate  
- Pre-debate

- Post-debate



S E P T E M B E R

O C T

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PRESS PLAN

1st Debate

- Pre-debate

- During debate

- Post-debate



S E P T E M B E R

O C

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• 2nd Debate

- Pre-debate

- During debate

- Post-debate



S E P T E M B E R

O C

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\* 3rd Debate (VP)

- Pre-debate

- During debate

- Post-debate





S E P T E M B E R

O C T

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4th Debate

- Pre-debate

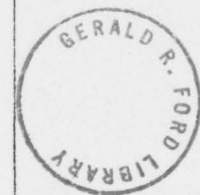
- During debate

- Post-debate

| SUBJECT                | LEAGUE                                      | FORD  | CARTER  | NEGOTIATIONS  |
|------------------------|---|---|---|---|
| Dates                  | Sept. 28; Oct. 11;<br>Oct. 18 (VP); Oct. 25 | Sept. 8-10<br>Sept. 22<br>Oct. 6<br>Oct. 21 | League-at<br>earliest   | #1 - 9/23   |
| Place                  | #1 - St. Louis                              | #1 - D.C.                                   | Not D.C.;<br>St. Louis OK   |   |
| Number                 | 3 - P; 1 - VP                               | 4   | 3 & 1   |   |
| Length                 | 60  | 90+   | 60  | 75 min.?<br>1st 90 min.?  |
| Subjects               |   |   |   |   |
| #1                     | Domestic/Econ.                              | Defense                                     | No topics -<br>(Alt: Topics<br>for first<br>and second -<br>third open) | Will be topics;<br>(Alt:<br>.Foreign/Defe<br>.Domestic/Eco<br>.Econ/Domesti |
| #2                     | Foreign/Defense                             | Economic                                    |   |   |
| #3                     | V.P.  | Domestic                                    |   |   |
| #4                     | Make Gov't Work                             | Foreign                                     |   |   |
| Moderator              | Academic                                    | TV  | TV  |   |
| Audience               | Large (600-800)                             | No - except<br>as required                  | No - except<br>as required  | Small 1/2-3/4<br>press  |
| Format                 |   |   |   |   |
| .Opening               | No  | OK  | No  | No  |
| .Qs                    | 1/2 only                                    | Yes - all                                   | -   | Yes - all   |
| .Follow-up             | No  | Yes   | -   | Yes - all   |
| .Response              | -   | No  | -   | Yes   |
| .Closing               | Yes   | Yes   | -   | Yes   |
| .Selection<br>of panel |   |   |   |   |
| V.P.                   | Yes - #3 of series                          | -   | Yes   |   |

# September 1976

| Sunday   | Monday  | Tuesday   | Wednesday  | Thursday  | Friday   | Saturday   |
|--|---|---|--|---|--|--|
|  |   |   | 1 Senate recess<br>for Labor Day 2   |   | 3 House recess<br>for Labor Day 4<br>Unemployment<br>Data released |  |
| 5  | 6 LABOR DAY   | 7 Senate returns<br>FYI-B-nai B-rith<br>convention in DC<br>to the 12th | 8 House returns  | 9   | 10   | 11 Fall Member<br>Member at<br>Burning Tree Club |
| 12 Fall Member<br>Member at<br>Burning Tree Club | 13  | 14  | 15<br>11:00-North<br>Atlantic Council<br>Permanent<br>Representatives                              | 16 Housing<br>Starts Data<br>Released<br><br><i>set up<br/>Family Theater</i> | 17 GNP data<br>released  | 18   |
| 19   | 20  | 21 CPI data<br>released<br>UN General<br>Assembly<br>convenes           | 22<br>10:30-Pres.<br>Tolbert (Liberia)<br>arrival ceremony<br>& office mtg<br>8:00-State<br>Dinner | 23  | 24 House<br>recess for<br>Rosh Hashanah                            | 25 ROSH HASHANAH                                 |
| 26   | 27 House returns<br>fyi-Internatl Assoc<br>of Chiefs of<br>Police to the 30th<br>in Miami Beach | 28 Leading<br>Indicators<br>data released                               | 29   | 30  |  |  |



# October 1976

**\*\*Tentative and Confidential\*\***

**PLANNING CALENDAR**

Issued: August 27, 1976

| Sunday | Monday   | Tuesday  | Wednesday       | Thursday                    | Friday   | Saturday                           |
|--------|--|--|-----------------|-----------------------------|--|------------------------------------|
|        |  |  |                 |                             | fyi 1 American Bankers Association mtg in D.C. | 2 Congress-Adjournment<br>Sine Die |
| 3      | 4 <u>YOM KIPPUR</u>  | 5  | 6               | 7 <u>No</u>                 | 8 Unemployment data released                   | 9                                  |
|        |  |  | 9 <sup>30</sup> |                             | <i>Carter wants</i>                            |                                    |
| 10     | 11 COLUMBUS DAY  | 12   | 13              | 14                          | 15 Wedding Anniversary                         | 16                                 |
|        |  |  |                 |                             | <i>V.P.</i>                                    |                                    |
| 17     | 18   | 19 Housing Starts data released<br>GNP data released | 20              | 21 <u>CPI data released</u> | 22 <u>OK</u>                                   | 23                                 |
| 24     | 25   | 26 <u>?</u>  | 27              | 28                          | 29 Leading Indicators data released            | 30                                 |
| 31     |  |  |                 |                             |  |                                    |

DECISIONS

SPONSORS/NEGOTIATIONS

# '76 PRESIDENTIAL DEBATES

1156 15th Street, N.W. Washington D.C. 20005  
(202) 296-4726

Jim Karayn, Project Director

Chairmen: #1  
Rita E. Hauser 2  
Newton N. Minow  
Charles E. Walker

*All black binder  
second debate  
opponents/negotiations  
Box #21*



CONFIDENTIAL

## AGENDA FOR '76 PRESIDENTIAL DEBATES

|             |   |
|-------------|---|
| Number      | Four or Five<br>Three or Four for Presidential Candidates<br>One for Vice Presidential Candidates   |
| Dates       | Tuesday, Sept. 28<br>Week of October 11<br>Week of October 18 - <i>World Series</i><br>Week of October 25<br>If 5th debate, week of Sept 20   |
| Length      | No less than one hour<br>No more than 90 minutes  |
| Questioners | Three   |
| Moderators  |   |
| Themes      | Debate 1 - America's Challenge at Home<br>(If a fifth debate, have it on the Economy)<br>Debate 2 - America's Goal in the World<br>Debate 3 - The Vice Presidency - Subject to be determined<br>Debate 4 - Making Government Work; the Role of the Presidency |

*Sept 8-10  
Sept 22  
Oct 6  
Oct 21*

*at least  
90 min*

*4*

*Natural Defense  
Economics  
Domestic  
Foreign*

Format Considerations -

First Half Hour  
or ~~40~~ minutes

*90 min*

- No opening statements
  - Questions from panel of journalists
  - Alternate questioning from one candidate to another, each being able to respond to the answers of the other.
  - 2 1/2 minute limit on answers
  - 1 1/2 minute limit on comments
- limit on Qs.*

Second Half Hour  
or 20 minutes

- Direct Questioning between candidates
  - 3 minute closing candidate A
  - 3 minute closing candidate B
- NO





# '76 PRESIDENTIAL DEBATES

1156 15th Street, N.W. Washington D.C. 20005  
(202) 296-4726

Jim Karayn, *Project Director*

Chairmen:  
Rita E. Hauser  
Newton N. Minow  
Charis E. Walker

MEETING ON THE '76 PRESIDENTIAL DEBATES

August 26, 1976

Representing the '76 Presidential Debate Project  
of the League of Women Voters:

Rita Hauser, Co-Chairman  
Newton Minow, Co-Chairman  
Charis Walker, Co-Chairman

Jim Karayn, Project Director

Representing the League of Women Voters Education Fund

Ruth C. Clusen, Chairman  
Peggy Lampl, Executive Director



Representing Governor Carter:

Jody Powell, Press Secretary  
Barry Jagoda, Television Advisor  
Gerald Rafshoon, Media and Advertising Advisor

Representing President Ford:

William Ruckelshaus  
Dean Burch, Chairman, PRC Advisory Committee  
Mike Duval, Special Counsel to the President

Debate

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PMS THE PRESIDENT

WHITE HOUSE

DC

IN THE SPIRIT OF FREE AND OPEN POLITICAL DISCUSSIONS -- DISCUSSIONS  
OF ISSUES VITAL TO THE FUTURE OF THE COUNTRY-- THE '76  
PRESIDENTIAL DEBATES, A PROJECT OF THE LEAGUE OF WOMEN  
VOTERS EDUCATION FUND, IS HONORED TO INVITE YOU TO  
PARTICIPATE IN THREE APPEARANCES WITH GOV. CARTER.

WE ARE SUGGESTING THE FIRST APPEARANCE TAKE PLACE TUESDAY,  
SEPTEMBER 28TH AT THE CHASE PARK PLAZA IN ST. LOUIS.

THE REMAINING TWO APPEARANCES ARE TENTATIVELY PLANNED DURING

THE WEEKS OF OCTOBER 11TH AND OCTOBER 25TH IN  
DIFFERENT REGIONS OF THE NATION. WE ARE ALSO SUGGESTING AN  
ADDITIONAL, OR FOURTH, DEBATE BE SCHEDULED THE WEEK OF OCTOBER  
18TH BETWEEN THE TWO VICE PRESIDENTIAL CANDIDATES.

EACH OF THE FOUR EVENTS IS PLANNED FOR ONE HOUR IN THE  
EVENING. WE WILL INVITE RADIO AND TELEVISION NETWORKS TO CARRY  
THESE EVENTS. SEVERAL OF THE NETWORKS HAVE ALREADY  
EXPRESSED INTEREST.

TIME IS SHORT. TO FACILITATE PLANNING, WE URGE YOU TO  
DESIGNATE A REPRESENTATIVE TO MEET WITH US AS SOON AS  
POSSIBLE TO CONSULT ON THE PROJECT IN MORE DETAIL.

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7 THE '76 PRESIDENTIAL DEBATES, MORE THAN ANY OTHER EVENT  
8 DURING OUR BICENTENNIAL YEAR COULD REAFFIRM OUR DEMOCRATIC  
9 INSTITUTIONS AND REVITALIZE VOTER INTEREST. THE LEAGUE --  
10 WHICH FOR 56 YEARS HAS BEEN INVOLVED IN VOTER EDUCATION --  
11 CONSIDERS YOUR PARTICIPATION TO BE IN THE HIGHEST NATIONAL INTEREST  
12 AS WE FACE AN EVERMORE COMPLEX FUTURE.  
13

14 RUTH C CLUSEN CHAIRMAN EDUCATION FUND

15 RITA E HAUSER

16 NEWTON N MINOW

17 CHARLES E WALKER

18 CO-CHAIRMEN STEERING COMMITTEE

19

20 NNNN

21



COATE

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2 NEW YORK, N.Y. AUGUST 19 FR  
PMS PRESIDENT GERALD FORD  
THE WHITE HOUSE  
WASHINGTON, D.C.

NOW THAT YOU HAVE BEEN DESIGNATED THE REPUBLICAN PARTY NOMINEE FOR PRESIDENT WE INVITE YOU TO PARTICIPATE WITH THE DEMOCRATIC PARTY NOMINEE JIMMY CARTER IN A SERIES OF FOUR LIVE TELEVISION PROGRAMS EACH DEVOTED TO A SEPARATE ISSUE ON THE ROBERT MACNEIL-JIM LEHRER REPORT. THE PROGRAMS WOULD BE SPACED ABOUT EVERY TWO WEEKS DURING THE CAMPAIGN AND WOULD START AS SOON AFTER LABOR DAY AS CONVENIENT. THE MACNEIL-LEHRER REPORT IS A REGULARLY SCHEDULED NEWS INTERVIEW PROGRAM SEEN IN MORE THAN TWO HUNDRED CITIES LINKED BY THE PUBLIC BROADCASTING SERVICE (PBS). NORMALLY

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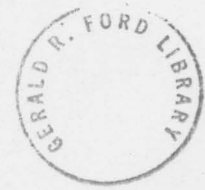
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IT IS AIRED FROM SEVEN TO SEVEN-THIRTY PM EDT AND AGAIN FROM SEVEN-THIRTY TO EIGHT PM EDT. THE MACNEIL-LEHRER REPORT NORMALLY RUNS THIRTY MINUTES BUT MIGHT BE EXPANDED FOR THESE PROGRAMS TO ONE HOUR. YOU AND THE DEMOCRATIC NOMINEE COULD BE IN THE SAME STUDIO IF CONVENIENT OR IN SEPARATE CITIES DEPENDING ON YOUR CAMPAIGN SCHEDULES.

CORDIALLY,

ROBERT MACNEIL  
JIM LEHRER

WNET-TV  
356 WEST 53TH STREET



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NEW YORK, N.Y. 10019  
(212) 262-4352  
NNNN

# 6 PRESIDENTIAL DEBATES

56 15th Street, N.W. Washington D.C. 20005  
(2) 296-4726

Karayn, Project Director

## 1976 PRESIDENTIAL DEBATES STEERING COMMITTEE MEMBERS

AUSER, Rita Partner, Stroock & Stroock & Lavan  
61 Broadway  
New York City, New York 10006  
(212) 425-5200

INOW, Newton Partner, Sidley & Austin  
Sidley & Austin  
1 First National Plaza, Suite 4800  
Chicago, Illinois 60603  
(312) 329-5555

ALI, Charls E. President, Charls E. Walker Associates, Inc. ✓  
1730 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006  
(202) 785-9622

LUSEN, Ruth President, League of Women Voters; Chairman,  
League of Women Voters Education Fund  
1730 M Street, N.W.  
Washington, D.C. 20036  
(202) 296-1770

ENTON, Charles President, Public Media, Inc.  
1144 Wilmette Avenue  
Wilmette, Illinois 60091  
(312) 256-4730

IRG, Mary Lou Representative of Democratic National Committee  
Deputy Chairman  
1625 Massachusetts Avenue, N.W.  
Washington, D.C. 20036  
(202) 797-5900



ATER, Douglass

Aspen Institute  
1000 North 3rd  
Aspen, Colorado 81611  
(303) 925-7010

NGEBRETSON, Gary

Representative of Republican National Committee  
Assistant to the Chairman

310 First Street, S.E.  
Washington, D.C. 20003  
(202) 484-6500

ALLUP, George, Jr.

President, American Institute of Public Opinion, Inc.

53 Bank Street  
Princeton, New Jersey 08540  
(609) 924-9600

HILLIGAN, John

Former Governor of Ohio

Box 571  
Leland, Michigan  
(616) 256-9424

CARAYN, Jim

Project Director, '76 Presidential Debates

1156 15th Street, N.W., Suite 922  
Washington, D.C. 20005  
(202) 296-4726

AMPL, Peggy

Executive Director, League of Women Voters

1730 M Street, N.W.  
Washington, D.C. 20036  
(202) 296-1770

IMMONS, Henry

Senior Vice President, J. Walter Thompson

420 Lexington Avenue  
New York City, New York 10017  
(212) 686-7000

ATTS, Glen

President, Communications Workers of America

1015 20th Street, N.W.  
Washington, D.C. 20006  
(202) 785-6700



FORMAT

TV Script

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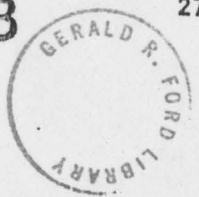


TV conflicts

- Sent - 9<sup>th</sup> UCLA v. Ariz.
- 13<sup>th</sup> Monday night Football
- 17<sup>th</sup> Foreman Fight, N.Y. Live ABC
- Oct - 7<sup>th</sup> Salute to P.
- OCT - World Series
- Oct 17
- Oct 19, 20 + 21 (playoffs proceed)
- (rain out?)
- Oct 24

SEPTEMBER - NETWORK PROGRAMMING

| Sun    | Mon                                       | Tues  | Wed    | Thur                        | Fri  | Sat   |
|--------|---|---|--------|-----------------------------|--|---|
|        |   | AUGUST<br>1 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31 | 1 245  | 2 246                       | 3 247  | 4 248   |
| 5 249  | 6 250<br>Labor Day                        | 7 251   | 8 252  | 9 253<br>ABC - Arizona/UCLA | 10 254   | 11 255<br>ABC - 4-7:30edt<br>Regional Games   |
| 12 256 | 13 257<br>ABC-9:00edt<br>Miami at Buffalo | 14 258  | 15 259 | 16 260                      | 17 261<br>CBS-9pm<br>Foreman/Duran<br>Ali/Norton | 18 262<br>ABC<br>New Season   |
| 19 263 | 20 264<br>ABC -<br>Oakland at K. City     | 21 265  | 22 266 | 23 267<br>Debate            | 24 268   | 25 269<br>Jewish New Year   |
| 26 270 | 27 271<br>ABC -<br>Wash. at Phila.        | 28 272  | 29 273 | 30 274                      |  | OCTOBER<br>1 2<br>3 4 5 6 7 8 9<br>10 11 12 13 14 15 16<br>17 18 19 20 21 22 23<br>24 25 26 27 28 29 30<br>31 |



1976

SEPTEMBER

1976

OCTOBER - NETWORK PROGRAMMING

| SUN  | MON   | TUES   | WED   | THUR  | FR     | SAT                                     |
|--|---|--|---|---|--------|---|
|  |   | <b>SEPTEMBER</b><br>1 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 | <b>NOVEMBER</b><br>1 2 3 4 5 6<br>7 8 9 10 11 12 13<br>14 15 16 17 18 19 20<br>21 22 23 24 25 26 27<br>28 29 30 |   | 1 275  | 2                                       |
| 3 277  | 4 ABC - 278<br>Pittsburgh at Minn.<br><br>Yom Kippur  | 5 279  | 6 280   | 7 281   | 8 282  | 9 ABC<br>BB Playoff<br>Game #1          |
| 10 ABC 284<br>BB Playoff<br>Game #2              | 11 ABC 285<br>SanFran at LA<br><br>Columbus Day       | 12 ABC 286<br>BB Playoff<br>Game #3  | 13 ABC 287<br>BB Playoff-#4<br>(if necessary)   | 14 ABC 288<br>BB Playoff-#5<br>(if necessary)               | 15 289 | 16 NBC<br>World Series<br>Game #1       |
| 7 NBC 291<br>World Series<br>Game #2             | 18 ABC 292<br>NY Jets at NewEngland                   | 19 293<br>NBC-8pm (edt)<br>World Series #3   | 20 294<br>NBC-8pm (edt)<br>WorldSeries #4   | 21 295<br>NBC-8pm (edt)<br>WorldSeries #5<br>(if necessary) | 22 296 | 23 NBC<br>World Series<br>#6 (if necces |
| 24 NBC 298<br>World Series<br>#7 (if Necess) 305 | 25 ABC 299<br>St. Louis at Wash.<br><br>Veteran's Day | 26 300   | 27 301  | 28 302  | 29 303 | 30<br><br>EDT to EST                    |
| 3 Halloween                                      |   |  |   |   |        |   |

1976

OCTOBER

1976

MONDAY, NOV. 1  
ABC-Houston at Baltim

POSSIBLE QUESTIONERS FOR DEBATES

Defense

Bill Beecher  
Fred Hoffman  
Charles Corddry  
John Finney  
John Milne  
Norman Kempster  
Lloyd Norman  
Joe Kane  
Joseph Kraft  
Robert Novak  
Stan Carter  
Pat Sloyan

Boston Globe  
Associated Press  
Baltimore Sun  
New York Times  
UPI  
Los Angeles Times  
Newsweek  
Time  
  
New York Daily News  
Long Island Newsday

Economics

Art Pine  
John Berry  
Rich Thomas  
Bart Rowan  
Jim Rowe  
Bill Neikirk  
Lee Cohn  
Ed Dale  
Eileen Shanahan  
Al Hunt

Baltimore Sun  
Time  
Newsweek  
Washington Post  
Washington Post  
Chicago Tribune  
Washington Star  
New York Times  
New York Times  
Wall Street Journal



Foreign Policy

Barry Schweid  
Ted Koppel  
Marvin Kalb  
Richard Valeriani  
Henry Bradsher  
Henry Brandon (British)  
Nicholas Daniloff  
Bernie Gwertzman  
Leslie Gelb  
Murray Marder  
Jerry Shecter  
C. L. Sulzberger

Associated Press  
ABC  
CBS  
NBC  
Washington Star  
London Sun Times  
United Press International  
New York Times  
New York Times  
Washington Post  
Time  
New York Times

DOMESTIC POLICY

Carl Leubsdorf  
Les Gapay  
William Wyant  
Nelson Benton  
Al Cromley  
Carl Rowan  
Morton Mintz  
Stuart Auerbach  
Charles Bartlett  
Robert S. Boyd  
William Broom  
Haynes Johnson  
William Raspberry  
Hugh Sidey  
John Lindsay  
Bernie Brenner (farm)  
William Blair (farm)  
Bill Moyers  
Frank VanderLinden  
Margaret Mayer

Baltimore Sun  
Wall Street Journal  
St. Louis Post Dispatch  
CBS  
Daily Oklahoman  
Field Enterprises  
Washington Post  
Washington Post  
Chicago Sun Times  
Knight  
Ridder  
Washington Post  
Washington Post  
Time  
Newsweek  
UPI  
NY Times  
CBS  
Nashville Banner  
Dallas Times-Herald

GENERAL

Nick Thimmesch  
Rudy Abramson  
Aldo Beckman  
Mort Kondrake  
Scotty Reston  
Pat Ferguson  
Andy Glass  
Saul Kohler  
Jim Dickinson  
Jim Hartz  
Howard K. Smith

Los Angeles Times Syndicate  
Los Angeles Times  
Chicago Tribune  
Chicago Sun Times  
New York Times  
Baltimore Sun  
Cox  
Newhouse  
Washington Star  
NBC  
ABC



August 24, 1976

MEMORANDUM FOR: MR. TERRY O'DONNELL  
FROM: BILL CARRUTHERS  
SUBJECT: Debate Notes

1. If at all possible, avoid negotiating through the League of Women Voters.
2. The President's negotiating team should be void of White House Staff personnel.
3. Duval has suggested Bill Rogers - an excellent idea as is Dean Burch, but I think the negotiating team should include Frank Shakespeare.
4. The debates should take place in Washington. Carter should come to us.
5. There should be no live audience for the debates. A sign or groan or even muffled applause could impact on the outcome.
6. Pre-debate advertising, perhaps print ads in major papers, should emphasize that the debates are not a popularity contest but are being staged to determine who will make the best President.
7. We should re-read Ted White's 1960 book as it pertains to the Nixon-Kennedy debates, in addition to screening films of those debates.
8. I do not think it is essential that the press should ask the questions. I feel we place too much importance on the press -- especially electronic press if they are selected to conduct the debates.
9. Technical consulting teams should be set to insure broadcast perfection. The teams should include a technical supervisor, a lighting consultant, and an audience consultant.

cc: Mr. Duval  
Mr. Gergen

2

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