

**The original documents are located in Box 28, folder “Third Debate, 10/22/76: Closing Statement” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Michael Raoul-Duval donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE

WASHINGTON

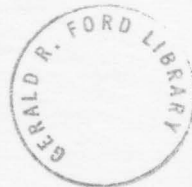
October 18, 1976

MEMO FOR: MIKE DUVAL  
FROM: KEN LAZARUS *K*  
SUBJECT: Last Debate

Attached for your consideration is a draft closing statement for possible use by the President in Friday's debate. Although I have no credentials as an "image-maker", my hope is that the draft would (1) grab the viewer's attention; (2) play to the President's strengths and Carter's weaknesses; and (3) close with the President in a position of command.

Attachment

cc: Phil Buchen  
Ed Schmults



Thank C.W.V.

It might be said that I simply do not want badly enough to be elected President of the United States. I don't want it badly enough to politicize the steady economic development of this country or to weaken our posture within the international community. I certainly don't want it badly enough to sacrifice my commitment to honesty, openness and a forthright approach to my dealings with the American people. However, I do want the opportunity to serve the nation for four more years in order to continue to preserve peace and prosperity for our citizens.

On November 2nd, the American people will "speak" on the personal qualities they desire to see in their President. I pledge now to honor that choice. I have never been one to regard my adversaries as enemies. After the heat of this political battle, we must close ranks in support of the choice of the majority -- be it myself or my opponent.

No I would like to close my participation in these debates in a spirit of sportsmanship and good will by extending my hand in friendship to Governor Carter.

[Shake hands.]



THE WHITE HOUSE  
WASHINGTON

October 19, 1976

To: Mike Duval

From: Phil Buchen *P.*

For your information.



→ HON. PHILIP BUCHEN  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D. C. 20554

OFFICE OF COMMISSIONER ABBOTT WASHBURN

10/19/76

Phil,

The President's closing  
statement on Friday night  
is vital.

Here is a suggested  
approach. The "Do you believe"  
questions would be cumulative  
in their effect.

— Abbott

Draft Closing Statement for the President, Final Debate



I appeal to all of you who are registered to go to the polls and vote. It is the first duty of all Americans, especially in our Bicentennial year. And 11 days from now, when you enter that polling booth, ask yourselves these questions:

Do you believe that ours is the most respected and looked-up-to of any country on earth?

Do you believe that we are the strongest nation militarily on earth?

Do you believe that we are at peace, and that we have taken important initiatives to preserve peace in troubled areas like South Africa and the Middle East?

Do you believe that our economy is sound, and making a healthy come-back -- with less inflation than any other major country on earth?

Do you believe that there are more paying jobs now than at any other time in our history -- more than 88 million?

Do you believe that we have made significant progress in housing, in health and in education?

Do you believe that morality, confidence and trust have been restored to the White House?

[Other points should be added to the litany.]

If you believe these things, as I do most deeply, then you will do your part to continue our national progress under the leadership of this Republican administration. To do otherwise would be to entrust the Government to untried hands -- to a ticket whose promise-record is fantastic but whose performance-record is totally non-existent and unknown.