

The original documents are located in Box 28, folder “Third Debate, 10/22/76: Preparation” 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 Michael Raoul-Duval donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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.

October 12, 1976

MEMORANDUM FOR:

DICK CHENEY
JERRY JONES
RED CAVANEY

FROM:

MIKE DUVAL

Mike

SUBJECT:

Williamsburg Debate

It is my understanding that Governor Carter intends to arrive in Williamsburg around noon Friday and remain there overnight.

I further understand that there is a plan for students to gather in one of their auditoriums or halls (field house?) to watch the debate. It might be worthwhile looking into this so we can make an early decision whether or not the President should drop-by. We should expect Carter to make a call on this in the near future.



THE WHITE HOUSE
WASHINGTON

*file
Last Debate
Misc. in mem
inside folder
Box #21*

October 18, 1976

MEMORANDUM FOR:

THE PRESIDENT

FROM:

MIKE DUVAL

Mike

SUBJECT:

Last Debate

Jim Karayn, Executive Director of the League of Women Voters Debate Project, met with me today to suggest a possible change of format. This constitutes a proposal by the League of Women Voters and I have every reason to believe that the Carter people will endorse it.

Karayn recommends that we adopt the Vice Presidential debate format for your last debate with Mr. Carter. This would involve the following:

Opening statements -- 2 minutes (each)

Question -- 45 seconds

Answer -- 2 minutes, 30 seconds

Rebuttal -- 2 minutes, 30 seconds

Surrebuttal -- 1 minute

Closing statements -- 3 minutes (each)

The last debate would last 90 minutes.

If there is no change in the format, you will take the first question and also go first for the closing statements as a result of the coin toss which determined the order for the first debate. If the new format is adopted, Karayn has agreed that there will be a new coin toss to determine the order of the last debate.

Bill Carruthers and I both recommend that you reject this proposed change and stick with the format used in the first two Presidential debates. Our feeling is that the more direct the exchange is between you and Governor Carter the greater advantage Carter has because he is the challenger attacking an Incumbent's record. Also, the format we have



been using gives you a better opportunity to communicate directly with the panel and the viewing public in a manner similar with your press conferences. This is a format which you are familiar with and we do not see the advantages in changing horses in mid-stream.

DECISION:

Stick with format used in first two debates, or



Accept League change, adopt VP format



FOR YOUR INFORMATION:

Also Jim Karayn asked for my "informal" reaction to the suggestion that there be a 5th debate on October 28 with the President and Dole vs. Carter and Mondale or just between the President and Mr. Carter. I indicated that this was probably out of the question due to the President's schedule commitments.

NO



THE WHITE HOUSE
WASHINGTON

*Last file
Moc. in memr
inside folder
Box #21*

October 18, 1976

MEMORANDUM FOR:

THE PRESIDENT

FROM:

MIKE DUVAL *Mike*

SUBJECT:

Last Debate

There is one suggestion which keeps coming up, primarily from people in Southern California. It is that you respond to a Carter "non-answer" to a question with the following statement:

"Mr. Carter has once again refused to answer the question. The question was

I yield the remaining time I have for this rebuttal to Mr. Carter if he will answer directly the question asked of him."

This isn't a bad idea, but obviously would only work if Carter did not expect it. The fact is that so many people have made this suggestion, I am certain Carter has been forewarned.

Accordingly, I recommend that you do not use this ploy.

Instead, we will provide you with a recommended response to Carter's refusal to answer the question.



[ca 10/18/76]

Cover Tonight

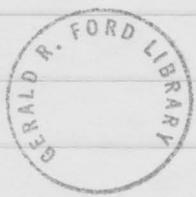
Tuesday → 2-3 hours w/ materials

Wed 1 hr in morning for Q+A
1 hr in afternoon for Q+A
study time ? hrs
1 hr in evening - Q+A (Camera)

~~Thurs~~

Thurs 1 hr in morning for Q+A
study time — hrs
1 hr in afternoon for Q+A, (Camera)
(Q+A on AF-1 en route back from N.Y.C. ?)

Friday 1 hr in morning for Q+A.



10/18/76

(file)

Meeting Oval Office 2pm

The President, Zorb, Dick Darmon, John Hill,
Scowcroft, Duval, Greenpan, Cavanaugh

- Add international energy accomplishments
- Key Q - we are more vulnerable now than when P became President

* by end of 1977 turn around should occur

can it turn around in
~~the~~ 2 years

We knew there would be increasing vulnerability for 3 years
- Congress, delayed for 1 year unnecessarily. Now on track

P * 2 sentence response to describe Carter's program - need a catchy phrase.



Johnson:

Carter's proposal is based on
a new energy
source: hot air.)

(Perhaps — same of GRF Program
plus: _____

_____))

nothing that hasn't been
proposed
achieved or
rejected



10/19/76 (4:50 pm oval etc)

mtg. w/

President, Canuthers, Chanay, Foster,
Jones, Bailey + Beardson.

1. Format - (Q - no change)

P - only change: hard to
answer in 2 mins
when he has taken
5 mins.

Leary of tampering.



★ P wants to see re-play
(Best video) 2-2³⁰

Q + A sessions 30 mins

wed + Thurs P.M.

★ Clean Text 1st + 2nd
debates

Objectives

- Stay above Carter - keep on the high road
- ~~Not~~ ^{Don't} pick Carter - ~~but~~ hit him hard but not often.
- ~~Pace~~ + vary ^{the} pace - be natural
take every opportunity to
- Repeat key themes

Key themes

(Write down)



- 4 million new jobs in 17 mos. —
most ever in America during peacetime
- I have cut taxes: \$ _____ per
average family; proposed
further cuts of \$ _____.
- We are at peace. No young people
being drafted — they can plan
their lives — no one dying.
- I am experienced; Carter is not.

Major accomplishment in
~~the past~~

- Americans are feeling good about
America once again — they do not
want drastic changes.

• Significant accomplishments
in 2 years:

Honor

Peace

Inflation

Jobs



THE WHITE HOUSE
WASHINGTON

October 20, 1976

MEMORANDUM FOR: DICK CHENEY
FROM: MIKE DUVAL
SUBJECT: Debate Preparation.

I think it would be useful for the President to spend two half hour sessions this afternoon, one on urban problems (to include crime, blacks, teenage unemployment, housing and the like), and the other on the economic situation.

The purpose of both sessions would be to discuss how the President presents his positions during the last debate. The purpose is not to give him new information.



I recommend the following be present as indicated below:

1. Urban problems. Jim Cannon, Mike Duval, Stu Spencer, Bob Teeter, and Doug Bailey.
2. Economic problems. Alan Greenspan, Mike Duval, Stu Spencer, Bob Teeter, and Doug Bailey.

Obviously, you may wish to sit in on these. I think the sessions should be held today during the late afternoon.

APPROVE: _____

DISAPPROVE: _____

SEE ME: _____

St. Louis

10/20

Bowie Khus (Commissioner of Baseball)

Called off 4 World Series game tonight

if Yankees win 5th game Friday in N.Y.
(want prime time)

Thurs

6 →

game / pre-game

President

Wed.

* We agree w/ their request
start game as 6 p.m.

odds 20:1 she'll be through
will pay 'A' by car

P wants

