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October 12, 1976

MEMORANDUM FOR:

DICK CHENEY
JERRY JONES
RED CAVANEY✓

FROM:

MIKE DUVAL

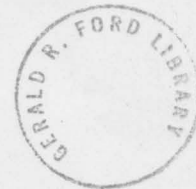
Mike

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

October 13, 1976

MEMORANDUM FOR RED CAVANEY
↳ MIKE DUVAL

SUBJECT: Attached memorandum on
Williamsburg from
the PFC

The attached memo is forwarded for your
information and handling.

Thank you.

W W N
William W. Nicholson

*To Jerry Jones
+
Red*

*good idea
if P not
required to
speak before
debate.*

White



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

October 9, 1976

MEMORANDUM

To: *Jim DeFrancis*
Jim DeFrancis

From: Special Events

Re: Welcome for President Ford at Williamsburg Debate

Purpose

There have been two debates. President Ford won the first, Jimmy Carter was credited with the second. We want to help boost the President's morale for the final debate. We want to do advance in Williamsburg to help build crowd support for the President. His winning the final debate is the major goal.

Activities

To do our part, our office would like to do the advance work and make preparations for turning out support for the President. This would be done in conjunction with the White House advance men. Although a parade from the hotel to the Phi Beta Kappa House may not be in the plans of the White House, still a crowd in support of the President along the route with signs, banners, and warm wishes would have to add to the President's morale. Specifics are listed under Advance.

Political Significance

The amount of time and money spent would be relatively small compared to the psychological gains that could result. The costs of posters, homemade paper banners, etc. is low. The depression after a bad debate and the momentum resulting after a good one are major factors which might be affected by a warm pro-Ford turnout.

It's the last debate. It's tied at Ford--one, Carter--one. Winning this one 10 days prior to the election would be a big psychological boost.



Background

Williamsburg is a basic Democratic part of Virginia. However, it is near a large military area which could add to our support.

The President will most likely fly to nearby airport (approximately 20 miles from Williamsburg). A warm welcome there will set the tone for his day's preparations for the debate. It will affect the President's mood.

The President will probably be headquartered at a hotel one to one-and-one-half miles from the Phi Beta Kappa building. A warm welcome along this route as the President rides to the debate site would have to help the President feel more assured in his support.

Sites

People would be needed at three various locations:

- (1) At the airport arrival
- (2) Along the motorcade route
- (3) At a post debate rally

A small barracaded area at the airport would help make the airport welcome look like an overflow situation.

Headquarters or a possible hotel site could be the scene of the post-debate rally. We'd work closely with the local people and with White House Advance to supplement their work to assist them.

Attendance

We'd work to contact Young Republican, College Republican, Women's Republican, GOP organization leaders, precinct captains, and party regulars to turn them out along the motorcade route.

Advance would include locating friendly households and businesses along the motorcade route who would show support by hanging signs on the houses or in windows in support of the President. Friendly households would be supplied with these signs the day prior to the debates. They would also be encouraged to invite family/friends over to their house to wave and applaud the President as he rides by.



Movements Required

All movements of the President should be followed by supporters. People should be offering encouragement at these spots:

- (1) Airport arrival
- (2) Hotel arrival
- (3) Hotel departure and motorcade route
- (4) Rally after the debate

Rally

After the debates, we'll invite the volunteers and people in general to a Ford rally. The President would simply drop by as he did in San Francisco. Only a large room and several televisions should be provided here. No refreshments are necessary. Thus, costs can be held down to just the room expense.

By providing this official television room and post-debate rally, volunteers and supporters would feel rewarded for their efforts.

Advance

Here are several miscellaneous points to cover in the advance:

*Send letters to all GOP precinct captains within 50 miles of Williamsburg asking them to turn out five people each to welcome the President either at the airport or along the motorcade route.

*Make contacts door-to-door in Williamsburg along the route of the motorcade and find out who will display signs in their shops/houses.

*Hold a sign party for making 1,000 homemade signs saying "Welcome, Mr. President," "We love you, Mr. President," etc.

*Arrange buses or car caravans from nearby communities to bring in people. Have the buses/cars decorated.

*Homemade banners out of cloth or rolls of paper to be held along the route.

*Distribute window signs

*Put together a band to play the Michigan fight song outside the President's hotel as he leaves

*Helium balloons marked with magic markers "FORD"
all along the route---1,000 balloons & helium should be
less than \$25

*Card section of TAR's spelling "Welcome, Mr. President"

*Encouragement signs--"Go get him, Jerry" "Best wishes,
Mr. President" "Beat him, Mr. President" "Crush the Peanut
Man"

*Have 20 to 30 pro-Ford letters-to-the-editor go into
editors that week.

THE WHITE HOUSE
WASHINGTON

October 20, 1976

MEMORANDUM FOR:

JERRY JONES
RED CAVANEY

FROM:

MIKE DUVAL

SUBJECT:

Departure from the
South Grounds for
Williamsburg.

If this coming Friday is anything like the last two departure dates for the debates, I will undoubtedly be getting material and briefing the President right up to departure time. Accordingly, I would appreciate being manifested on the helicopter departing the South Lawn for Andrews.

Andrews



THE WHITE HOUSE

WASHINGTON

October 20, 1976

MEMORANDUM FOR:

JERRY JONES

FROM:

MIKE DUVAL

The League of Women Voters would like to have a brief moment to take a picture after the President's AV check on Friday afternoon. In the photo would be the President, the three Co-Chairpersons (Charls Walker, Rita Hauser, Newton Minow), the two Executive Directors of the League (Ruth Clusen, and Peggy Lampl) and the Debate Coordinator (Jim Karayn).

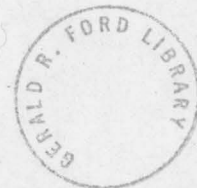
They originally had proposed a picture with all the above and the President and Mr. Carter together to be taken between the President's AV check and Carter's AV check. I indicated that this probably would present serious scheduling problems.

I recommend we go with the photo of the President and the League of Women voters group alone.

APPROVE: _____

DISAPPROVE: _____

OTHER: _____



cc: Red Cavaney
Bill Carruthers