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9/14

Cheney, Baker, Bailey, Greener, Jones,
Spencer.

* find out what Carnuthers
told Newsweek.

Feeter 2 voter Qs

- ① is P smart enough
- ② is Carter for real - or flakey.



P group after Carter

- ① use humor
- ② occasionally say "Now that is wrong."
"that is a very serious error..."

→ P must take notes while Carter
talking.

→ need to come up w/ one-liners.

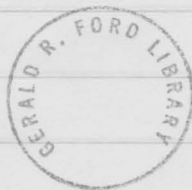
→ get veto statistic from Greener
Carter vetoes as Governor
plus avg. / year.

P. has to laugh.

Greener

- When Jimmy Carter says wage & price controls - business men raise prices.

When P says it



ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

September 8, 1976

MEMORANDUM FOR: DICK CHENEY
FROM: MIKE DUVAL *Mike*
SUBJECT: DEBATES



Dick, I hate to raise this problem with you, but Bill Carruthers called me and said that Don Penny had called Carruthers' office (here at the White House) this morning and said that he will be directing the President in preparation for the debates, and that these orders came from the President himself. Penny demanded that Dorance Smith (of Carruthers' office) advise him of where the negotiations are vis-a-vis staging, cameras, etc.

If Don does assume such a role, we will likely lose Carruthers. I feel very strongly that such a trade-off would be enormously harmful for the President.

In addition, I believe it could be destructive to have Don involved in the negotiations. Barry Jagoda (Carter's television man) is volatile enough as it is, and any involvement by Don could be very disruptive.

It may very well be that there is a constructive role for Don. For example, once we go through some rehearsals with the President, Don could quietly review the tapes and suggest to the President where his answers could be improved. I nevertheless think it's crucial, in terms of a public perception (any involvement by Don will get into print), that he have a very limited, in-house role or none at all. I think Bill is the best man to stay in control of the TV preparation. In addition, it's important to recognize that we're not dealing with a set speech situation. The President should have certain ideas implanted in his mind in terms of response, and certainly should be given certain techniques to use, but the more natural he is in responding, the better he is going to come across.

In terms of the use of our people, particularly Bill, I think we need to get the Penny thing resolved. I'll have to rely on you for this.

THE WHITE HOUSE
WASHINGTON
September 3, 1976



MEMORANDUM FOR: DICK CHENEY
FROM: MIKE DUVAL
SUBJECT: DEBATES

The following is the status of our negotiations with the League and Carter people concerning location and physical setup.

Bill Carruthers and I spent considerable time talking to Jim Karayn (the League's Project Director for the debate), and I also talked to Dean Burch and Charlie Walker concerning site location.

As a result, the League Steering Group has formally recommended the following sites to both sides:

1st Debate: Philadelphia (Independence Hall, Carpenter Hall or Walnut Street Theatre are the most realistic options.)

If Philadelphia does not work out, the alternative is New York City's Cooper Union Auditorium.

2nd Debate: Opera Hall, San Francisco

3rd Debate: Midwest (probably St. Louis or Chicago)
(V.P.)

4th Debate: Williamsburg (probably at Williams and Mary College)

As you can see, all the sites for the Presidential debates have some historical significance. Philadelphia has the obvious Bicentennial image, the Opera Hall in San Francisco was used as the first location for the United Nations and thus is appropriate for the foreign policy debate, and Williamsburg has clear historical significance.

I recommend that we advise the League that Philadelphia, San Francisco and Williamsburg appear all right to us subject to onsite surveys by our team (consisting principally of Duval, Carruthers and Cavaney).

Approve _____ Disapprove _____

As to production details, we have recommended to the League that they hire Imero Fiorentino to do the television production. "Imy" is a long-time associate of Carruthers, and Bill says he's the best in the business. The League has indicated that it is anxious to consider Fiorentino, and the Carter people have shown interest also.



Mtg. w/ Dick Cheney

Must stress points P wants to make

We must think thru what Carter
is going to do - tactics.

This weekend - Carter Quote Book

* Criteria win/loss

how it will be judged?

P. thinks criteria will be
who more specific on
issues.

* give him scoring points
people watching TV will
use;

* Meet w/ P on how to win
debates early next week
Spencer, Burley

** Editors

Bryce Harlow
Don Rumsfeld

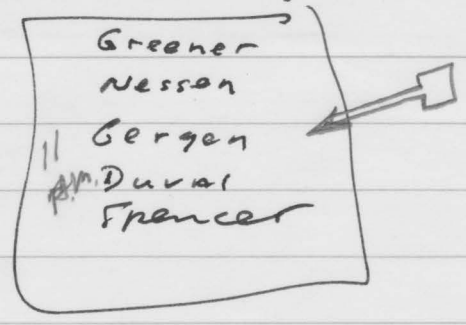


Items to cover with Dick Cheney
Friday, Sept 3

- 1) Location memo
(Note: need decisions)
- 2) Briefing Assignments
- 3) P's Preparation Schedule
Should someone be with the P. as he reviews tapes?

4) Panel ^{and moderator} Selection Process

meeting Saturday



5)

mtg. w/ Dick

Tuesday

(ca 8/24)

- Sidlinger polls - gergen makes contact
ident key issues

Action

- Teddy White charter



Action

- Briefing Books

gergen dry to
/ week

then I screen + re-write

- I deal directly w/ Pat
Budanan - no one
to should know.

- Pre-market testing - NO

- * get agreement not to use debate
film in Ads.

*

Rehearsal

- Carter sound in
- Questioner tough Qs
- dry run, 1 week

★ Video Tapes for P

- all of 1st debate (JFK-RN)

- selections of Carter debates

@ Pre-Conf. Statement

§ draft

★ P + Cheney available Lunch tomorrow

★ Indiana University
Kraus

~~agms~~

on '60 debates

→

★ get panel (Lynn, Brennan, Cannon, Scowcroft?) to see Carter debate tape

* Dave Kenerly photo of
negotiations w/ Carter People

Carruthers

* we should run Carter
debates tape for our
issues group for their
analysis + Q + A.

* Tapes: show Jackson v Carter
(good analogue to P)

I draft

- Public Statement for Ruck
- Opening comments for negotiations



[ca 8/22/76] file

AGENDA

Meeting on Debates
1:00 PM, Cheney's House
Vail, Colorado

Purpose: To identify key issues which must be addressed as we prepare to negotiate and plan the debates.

Order of Discussion:

1. Time, place, number
2. Format
3. Physical set-up
4. TV coverage
5. Press
6. Ads
7. Preparation
8. Negotiations



Agenda :

1. Number, time, place

Time:

League of Women Voters have suggested September 28 (St. Louis),
_____ weeks of October 11th and 2nd and 4th debate with the
V. P. candidates.

Interval

Time of day (9:30 Eastern?)

Place:

League proposes St. Louis and others in different regions of the
Nation.

Should we try for D. C. ? Other places?

2. Format

-- Panel of newsmen?

how many

who (TV, newspaper, magazines

how choose

How does debate proceed?

Opening statement

Questions (length -- 30 sec.)

Answer (length -- 2 min.?)

Response (length -- 1 min.?)

Closing statement

Can candidates have notes, books, visual aides, staff?

Length

1 hour, 90 minutes, 2 hours

Subjects

Defense policy
Domestic policy
economic policy
ethics, morality
government

3. Physical Set Up

Where? Studio or meeting room or auditorium?

Audience?

Staging

President and Carter



stand/sit

podium

proximity

Panel of Newsmen

Cameras

Pool or unilateral coverage

Keep on speaker? Allow _____? Commentary?

Use of teleprompter?

Make-up -- no press coverage

4. TV Coverage

Do we need a sponsor?

Who?

How do we deal with networks?

Do we insist on pool vs. unilateral coverage?

Will we have use of tapes to use in our campaign?

Should go for simultaneous broadcast -- all nets, PBS and independents?

Should we offer to buy the time on a 50/50 basis with Carter?

5. Press

No announcements from anyone unless cleared.

Do we portray the President as a probably winner?

Press plan for:

- debate preparation
- First debate
- other aspects

6. Ads

Should we tag our ads to "proms" debates; raise questions?

Use of debate tapes in our ads immediately following debates

7. Preparation

Research

- on debates
- on Carter
- on issues

TV consultant, et al.

Briefing Books

Draft statement, debate points

Preparation time on schedule

Identify key images we must project -- Teeter et al.

Rehersals

8. Negotiations

Thursday meeting

- do we attend
- who
- public statement

Substantive positions (see preceding)



8/22 MTG. w/ Dick

re: Delegates

• Teeter, Chanock, Beardorf, Nessen, Jones,
Greener, Bailey, Spencer, Greener,
Jones, Cheney, Duval.

P should come out - more knowledgeably,
stable, experienced, sensitive,
compassion

Move Carter to traditional Democratic
positions.

Barley

RN talked to JFK

JFK talked to TV audience.

- must get down to 2nd + 3rd level
questions.



Nessen - answers to Qs. are ^{NOT} a key;
style + personality are key.

Key: must be follow-on questions.
this will be Carter's undoing.

Jones: must get P to deal w/ vision & future

- Flourney - Brown debates

Decision 1

~~1~~ - NO Audience

~~2~~ - Time: open, at least of a hour probably more.

~~3~~ - should use panel of newsmen
- must be seasoned + experienced

~~4~~ - must be follow up Qs. (2 at least)

~~5~~ Opening / treatment - yes (2 min)
Closing " - yes

~~6~~ No notes, staff, statements
etc. man alone;
just blank pad.

hold
as play
allow +
no p don't
use

7 limit subjects to policy areas

- Economy
- Foreign / Defense
- Domestic / social

OPINION

- 4 debates

- Foreign Policy + International Economics
- Defense
- Economic
- Domestic

< ORDER >

~~preferred~~

- Foreign / Defense	- Defense
- Domestic	- Economic
- Economy	- Domestic
	- Foreign Policy

Time

FIRST - 9th Sept

22nd Sept

- 6th Oct. (about)

LAST - 3rd week October (Oct 21st)

Place → begin in D.C.

then throughout country
Chicago

⊖
(AVOID West Coast)

Place -

- Studios

- NO audience

- Moderator next to Procs

- Pool coverage

Cameras on speaker only

(See notes)



* Do OPTIONS Paper for P.
by tomorrow A.M.

Negotiator

- ① Ruck
- ② Bill Rodgers



Moderators

- use network anchor men
 - Resnor
 - Cronkite
 - Chancellor
 - McNeill

Pannels

3 or 4

- 2 experts
- 1 generalist
- 1 Regionalist

[ca 8/22/76]

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8. Negotiations

Agenda:

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V. P. candidates.

Interval

✓ Time of day (9:30 Eastern?)

Place:

League proposes St. Louis and others in different regions of the Nation.

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2. Format

✓ Panel of newsmen?
how many
who (TV, newspaper, magazines
how choose

✓ How does debate proceed?
Opening statement
Questions (length -- 30 sec.)

✓ Answer (length -- 2 min.?)
Follow up Qs
Response (length -- 1 min.?)
Closing statement

✓ Can candidates have notes, books, visual aides, staff?
Length
1 hour, 90 minutes, 2 hours

✓ Subjects
Foreign
Defense policy
Domestic policy
economic policy
ethics, morality - NO
government



3. Physical Set Up

Where? Studio or meeting room or auditorium?

Audience?

Staging

President and Carter

stand/sit

podium

proximity

Panel of Newsmen

Cameras

Pool or unilateral coverage

Keep on speaker? Allow _____? Commentary?

Use of teleprompter? no

Make-up -- no press coverage



4. TV Coverage

Do we need a sponsor? LWV

Who?

→ How do we deal with networks? - our TV Rep. of League

pool - Do we insist on pool vs. unilateral coverage?

yes - Will we have use of tapes to use in our campaign?

yes - Should go for symtaneous broadcast -- all nets, PBS and independents?

Should we offer to buy the time on a 50/50 basis with Carter?

5. Press

No announcements from anyone unless cleared through Cheney

Do we portray the President as a probably winner?

Press plan for:

hold

- debate preparation
- First debate
- other aspects

6. Ads

hold

Should we tag our ads to "^{promos}~~spots~~" debates; raise questions?

Use of debate tapes in our ads immediately following debates

7. Preparation

Research

- on debates
- on Carter
- on issues

hold

TV consultant, et al.

Briefing Books

Draft statement, debate points

Preparation time on schedule

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Rehearsals

8. Negotiations

Thursday meeting

Ruck ?

- do we attend
- who
- public statement

Substantive positions (see preceeding)



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

October 20, 1976

Dear Bill:

Just a quick note to acknowledge receipt of the November issue of The American Hunter and your note. Thanks for sending it over.

Best regards,

Sincerely,

Richard B. Cheney
Assistant to the President



The Honorable William E. Timmons
President
Timmons and Company, Incorporated
1776 F Street, NW.
Washington, D. C. 20006

RBC:MD:em

bcc: w/copy of incmg to ^{PFC} ~~RM~~ thru Jim Field, Mike Duval.

The Election Vs. You As A Hunter

By Ashley Halsey, Jr.
 Director,
 NRA Publications Division

You as a hunter may well wonder whether the Presidential election Nov. 2 can affect your favorite sport and the future of hunting.

While this report cannot present you with a crystal-ball view of that future, it can offer facts and point to "sign."

By the 1977 hunting season, the President of the United States will be either a man named Jerry Ford or a man named Jimmy Carter. Both have given assurances they will not interfere with your hunting. On that in itself, I think you can believe either one. Too, there are enough voting hunters to make that stick. But there is more to it than direct interference or a shut-down of hunting.

An "Editorial Report" is so called because it combines news reporting with comment. The comment is intended primarily to explain rather than influence.

The National Rifle Association, which is politically nonpartisan, has not endorsed any Presidential candidate nor is this report intended as an endorsement of anyone.

All of you sports hunters except the bowmen do your hunting with firearms. Wrapped up in this Presidential election, to some undefinable degree and possibly very much so, is the future of firearms ownership.

You keep hearing assurances that no matter what happens to handguns and even if they go down the drain, nobody will touch your rifles and shotguns. Most such assurances come from anti-gunners and compromisers.

At this stage, they assert, they are not interested in registering or seriously restricting rifles and shotguns. *At this stage.* Some anti-gun leaders such as Congressman John Conyers have said as much, indicating there is more to come.

But the cold fact is that there are already heavy restrictions on hunting rifles and shotguns in a half-dozen states and big cities, with the threat of more to come. New York City (yes, there are hunters there, good ones) requires a rifle-shotgun permit costing \$20 in all, compared with \$3.50 for a driver's license. Three populous states, Illinois, Massachusetts and New Jersey, plus the District of Columbia, already re-

quire identification cards or permits to buy or own rifles and shotguns. Hawaii and the District of Columbia also register long arms.

With trends such as that afoot, it becomes logical to look and see where the major Presidential candidates stand on the whole firearms control issue. Elsewhere in these pages, we publish by way of information statements by both candidates and their party platforms.

As you can readily see for yourself, there is one big difference. Mr. Carter wants handgun registration. Mr. Ford wants no registration nor gun owner licensing of any kind—handgun, rifle or shotgun. And Mr. Ford has signed his name to a statement to that effect, given directly to this writer.

Soon after each of the candidates was nominated, the NRA magazines asked each for his position on the firearms issue.

Mr. Ford's views, embodied in three paragraphs over his personal signature, are reprinted in this issue of *The American Hunter*. While they may not represent all that every gun owner may wish, they constitute the strongest en-

Mr. Ford's Statement On Firearms In Full

The White House
 Washington

September 14, 1976

Dear Mr. Halsey:

I have studied carefully the views of the gun owners of America. Let me say from the outset that we share many points of view. I believe that America's decent citizens have had to pay far too much both in economic and human terms for the anti-social acts of a relatively few criminals. It is my view that the way to reduce violent crime in America is by the use of mandatory sentencing and minimum terms of imprisonment for any person convicted of using or carrying a handgun, or any other weapon, in the commission of a crime. Unfortunately, our judicial system today has failed to use the numerous ex-

isting statutes already on the law books to adequately punish the violent criminal. If judges remain reluctant to use existing statutes to punish violent criminals, there can be little hope that the nation's problems will be solved by the passage of still more laws.

I found most enlightening the arguments you raised concerning the attempts to define the so-called "Saturday Night Special." Your discussion of the subtleties and the implications of the terms presently used shows a thorough understanding of the problems encountered in trying to establish clear legislative definitions. In addition, your statements concerning the possibilities for harassment by federal employees are interesting. I will keep these points in mind when considering the impact of any future legislation in this area.

I will oppose any attempt to deprive law-abiding citizens of their traditional freedom to own firearms. I believe in punishing only those who commit crimes. I am unalterably opposed to the federal registration of guns or the licensing of gun owners. It has been my long-held belief that these measures would be futile in attempting to stop the criminals. Those who intend to use guns for criminal purposes will never conform to legal requirements of any sort.

In short, it is my intention to preserve for future generations the time-honored traditional freedoms that we and our forefathers have enjoyed throughout our 200-year history.

Sincerely,

Gerald R. Ford

October 22, 1976

Dear Mr. and Mrs. Olsen:

I appreciated seeing the copy of the message which you and your friends have sent to President Ford.

The President was pleased to know of your thoughtful interest in this evening's debate, and you can be sure that your comments about the issue of inflation will be considered.

Best regards to you and those who joined you in sending the mailgram.

Sincerely,

Richard B. Cheney
Assistant to the President



Mr. and Mrs. Arthur J. Olsen
448 Lake Shore Drive
Chicago, Illinois 60613

bcc: w/copy of incoming to Mike Duval, P
PFC
Jim Field

RBC:MD:mlg

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RICHARD CHANEY
WHITE HOUSE
WASHINGTON DC 20500

HAVE JUST SENT THE FOLLOWING MESSAGE TO THE PRESIDENT HOPE YOU CAN ASSURE THAT IT REACHES HIM; DEAR MR PRESIDENT, WE SUPPORT YOU AND SUGGEST YOU HIT THE INFLATIONS MUCH HARDER AT THE DEBATE NEXT FRIDAY. NUMBER 1 INFLATION IS THE PRIME ISSUE. NUMBER 2 LET THE PEOPLE KNOW THAT YOUR RECORD AND PLATFORM ARE LESS INFLATIONARY THAN CARTER'S. THE PUBLIC STILL DOES NOT UNDERSTAND THAT BIG GOVERNMENT SPENDING AND DEFICITS ARE INFLATIONARY. NUMBER 3 WORLDWIDE INFLATION SINCE 1973 WAS CAUSED BY THE ENERGY CRISIS. THE USA HAS SURVIVED BETTER THAN ANY COUNTRY EXCEPT WEST GERMANY. EVEN THE SOCIALIST COUNTRIES ARE BEING HIT HARD. NUMBER 4 TELL THE PUBLIC HOW MUCH WORSE THE PROBLEM WOULD BE IF YOU HADNT VETOED SO MANY BIG SPENDING BILLS. NUMBER 5 AT LEAST 25 MILLION AMERICANS ARE ON FIXED INCOME AND ARE BEING CRUCIFIED BY INFLATION. THEIR HARD EARNED RETIREMENT IS BEING CONFISCATED BY INFLATION. AT LEAST 10 MILLION MORE PEOPLE, ABOUT TO RETIRE, AND THEIR FAMILIES ARE EQUALLY CONCERNED EVEN THOSE ON UNEMPLOYMENT AND WELFARE ARE BEING HURT. NUMBER 6 ALERT THE YOUNG VOTERS THAT UNLESS INFLATION IS CONTROLLED THE BURDEN OF SUPPORTING THEIR RETIRED PARENTS AND GRANDPARENTS WILL BE ON THEIR BACKS. YOUR CONCERNED SUPPORTERS, ARTHUR AND MARILYN OLSEN-CHICAGO, DR THOMAS AND SANDY AINSWORTH-CHICAGO, DON AND DOTTIE HAMRIN-CHICAGO, FRANK AND MILLIE TAUSSIG-OKLAHOMA CITY

ARTHUR J OLSEN
448 LAKE SHORE DR
CHICAGO IL 60613

00:11 EST

MGMCOMP MGM



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: _____



THE WHITE HOUSE
WASHINGTON

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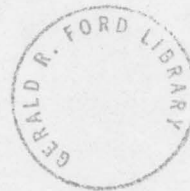
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Obviously, you may wish to sit in on these. I think the sessions should be held today during the late afternoon.

APPROVE: _____

DISAPPROVE: _____

SEE ME: _____



October 20, 1976

Dear Carl:

We're making preparations for an extended trip prior to the election, hopefully to incorporate some of the good ideas in your October 18 letter. Consequently, time for comment is limited, but I do want you to know that we greatly appreciate your helpful interest.

Best regards,

Sincerely,

Richard B. Cheney
Assistant to the President

The Honorable Carl L. Shipley
President
Williams County Broadcasting
System, Inc.
1108 National Press Building
Washington, D. C. 20045



RBC:MD:em

bcc: w/copy of incmg to Mike Duval, Foster Channock,
PFC thru Jim Field

WILLIAMS COUNTY BROADCASTING SYSTEM, Inc.

CARL L. SHIPLEY, *President*

REPLY TO:

1108 NATIONAL PRESS BUILDING
WASHINGTON, D.C. 20045
202-783-1647

BRYAN, OHIO
WBNO 1520 ON YOUR AM DIAL
WBNO-FM 100.9 ON YOUR FM DIAL
ABC NETWORK

THREE RIVERS, MICHIGAN
WLKM 1510 ON YOUR AM DIAL
WLKM-FM 95.9 ON YOUR FM DIAL
MBS NETWORK

HUNTINGTON, INDIANA
WHLT 1300 ON YOUR AM DIAL
WHLT-FM 103.1 ON YOUR FM DIAL
MBS NETWORK

October 18, 1976

Honorable Richard B. Cheney
Deputy Assistant to the President
The White House
Washington, D. C. 20500

Dear Dick:

Among my various activities, I am involved in ownership of some radio stations in the Midwest. The manager of WLKM, Three Rivers, Michigan, told me this morning that he had run a 50-minute radio poll on Ford vs. Carter, and covered 210 telephone calls which divided 106 for Jerry and 104 for Carter.

All of our stations are doing all they can on a private basis, and this seems to be the picture in Indiana and Ohio, where the other stations are located -- just about even.

It is extremely important that the President step up the attack, not in a petty or mean way, but boldly challenging Carter just as he has been doing in the areas of defense, taxation and on the issues which strike terror to the hearts of the average voter -- his inexperience, proposed tax increases, threatened inflation increases, more bureaucrats, and more welfare.

You are doing a great job -- pour it on!

Sincerely yours,

Carl
Carl L. Shipley

CLS
h



October 20, 1986

Dear Mr. Sieverts:

Thank you for your courtesy in forwarding Mr. Black's letter to my office. I will see that it is brought to the President's attention.

Best regards,

Sincerely,

Richard B. Cheney
Assistant to the President



Mr. Frank A. Sieverts
Deputy Coordinator for
Humanitarian Affairs
Department of State
Washington, D.C. 20520

bcc: w/cc of inc to M. Duval
bcc: w/cc of inc to PFC via Jim Field

RBC:MD:jem



DEPARTMENT OF STATE

Washington, D.C. 20520

October 16, 1976

Mr. Richard Cheney
Assistant to the President
The White House
Washington, D.C.

Dear Mr. Cheney:

Jack Black, who I saw at the Board of
Governors meeting of the American Red Cross
today, asked me to send you the enclosed
letter, with his regards.

Sincerely,

Frank Sieverts

Frank A. Sieverts
Deputy Coordinator for
Humanitarian Affairs

Enclosure:
As stated

October 20, 1976

Dear Mr. Cumby:

Thank you for your letter of October 18 regarding the debates between the President and Mr. Carter. Your thoughtful interest in this matter is appreciated, and you can be sure that your views will be considered.

Best regards,

Sincerely,

Richard B. Cheney
Assistant to the President

Mr. Bert Cumby
8201 16th Street
Silver Spring, Maryland 20910

bcc: w/cc of inc to Mike Duval
bcc: w/ccof inc to PFC thru Jim Field

RBC:MD:jem



8201 - 16th Street
Silver Spring, Maryland 20910
October 18, 1976

Honorable Richard B. Cheney
Assistant to the President
The White House
Washington, D. C.

Dear Mr. Cheney:

I spent the week-end in New Jersey, and while there, I had dinner with a correspondent of one of the Big Three networks, who observed Jimmy Carter for about a month in connection with a special assignment for his network in which he covered the Democratic Presidential nominee. The correspondent made some interesting comments relative to the debates in which The President and Carter have engaged. Several of the comments are considered significant, and are forwarded to you for your information. They are:

- 1 - The President should "win" this third and last debate, and he should "win" it big and decisively.
- 2 - The President should have a precise "game plan" or strategy, that puts Jimmy Carter on the defensive from the moment The President makes his opening remarks until his closing statement.
- 3 - The President's strategy should be implemented by aggressively and effectively implying, if not specifically saying, that Jimmy Carter not only lacks executive experience and stature to qualify him for President of the United States, but that Jimmy Carter lacks a clear knowledge and understanding of the relationship between The Presidency and the Legislative and Judicial branches of the United States Government, and between The Presidency and the constitutional responsibilities of the numerous independent agencies of the United States Government.

(Note) The President should give one or two examples of this lack of knowledge and understanding such as Taxes, Crime and the responsible elements for laws governing them, and implementinn of enforcement.

- 4 - The President should, at the beginning of the debate, remind Jimmy Carter that he has visited all sections of the country, giving the personal impression, that he is some kind of undefined super leader, a Franklin Roosevelt, a Harry Truman. and John Kennedy, all wrapped up in one James Carter. The President



should point out, that the public record reflects that Mr. Carter is a former Governor, of which there are many whose records as Governors of their respective states, compare favorably with his record as Governor of Georgia to which former Governor Carter has referred. The President should also point out that the public record shows that Mr. Carter is a middle-level businessman, of which there are thousands in our great economic system, who inherited family businesses. Their records of successful operation of inherited family businesses compare favorably with that record in business to which Mr. Carter refers, should be stated by The President.

(Note) The President should follow the above with a suggestion that Jimmy Carter use the occasion of the third debate to tell the news panel, and the American people, precisely what those personal and professional qualities of leadership are, and the supporting experiences, other than Governor and businessman, upon which he alleges to be a super leader, with all of the leadership qualities of a Franklin Roosevelt, a Harry Truman and a John Kennedy. The President should not allow this suggestion to be ignored by Carter, and should keep it alive until The President feels the explanation by Carter is sufficient.

- 5 - The President should remind Jimmy Carter of the numerous campaign speeches he has made about taxes and tax reforms, and suggest that Carter use the third debate to give a precise explanation of how he would initiate a new tax program, and, state specifically, the distribution of the tax burden on elements of the population.

(Note) Carter has never been able to give a clear explanation of his tax reforms. He is considered very weak on this point, and The President should insist on an explanation, which some say, could make Carter appear ignorant of this vital responsibility of government and of the people.

- 6 - The President should remind Carter of the hostility which the Democratic Presidential nominee, and the Democratic Party have shown toward American business, big and little. He should state that the American economic system, with all of its imperfections, have produced the highest standard of living for its people of any nation on earth.

(Note) The President might consider asking such questions as -

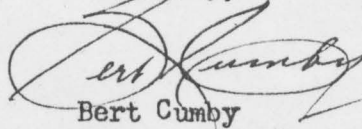
Without our economic system of big and little businesses, what would be the source of income of workers for homes, education of their children, and the physical comforts of life which they enjoy?

Without our economic system of big and little businesses, what would be the source of individual and organization wealth of the American labor leaders and labor organizations?

Without our economic system of big and little businesses, what would be the source of enormous funds which labor leaders often use in supporting political candidates, some of whom are not the choice of the rank and file?

The above is forwarded in support of our all-out effort to elect President Ford to a full four-year term as President of the United States, over the most degrading political demagogue in the history of American politics.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bert Cumby", with a long horizontal flourish extending to the right.

Bert Cumby

October 19, 1976

Dear Tom:

Once again, thanks for submitting
your ideas on the election campaign.
As you know, we appreciate your views.

Best regards,

Sincerely,

Richard B. Cheney
Assistant to the President

The Honorable Thomas J. Houser
Director
Office of Telecommunications Policy
Room 770
1800 G Street, NW.
Washington, D. C. 20504

RBC:MD:em

bcc: w/copy of incmg to PFC thru Jim Field, Mike Duval.

Tly

Thomas J. Houser
Office of Telecommunications
Policy
1800 G Street, N. W.
Room 770
Washington, D. C. 20504

October 15, 1976

Honorable Richard B. Cheney
Assistant to the President
The White House
Washington, D. C. 20500

Dear Dick:

I feel very strongly that in the last 14 days of this campaign the President needs to attack Carter on the basis of his judgment (as the record clearly shows his judgment to be very bad), and on the basis of trust and Carter's lack of it.



I think you attack trust on the basis of Carter's obvious tendency to be sanctimonious in his professions of love and God and yet it is very clear, as one observes his campaign, that he is devious and capable of mudslinging.

I think an attack based on judgment and trust can give the President back once again the momentum which, I think, he lost last week and can carry him to victory on November 2nd.

All best wishes,

Thomas J. Houser

Honorable
cc: Donald H. Rumsfeld

Honorable
F. Lynn May

THE WHITE HOUSE
WASHINGTON

October 19, 1976



MEMORANDUM FOR:

DICK CHENEY
JERRY JONES

FROM:

MIKE DUVAL

SUBJECT:

Visit to Bedford-Stuyvesant

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2. It may help neutralize the anti-Ford feeling among blacks. I would defer on this to Stu Spencer and others but my judgment is that a visit to the black area, especially with the black project director as the President's escort, may do a little bit to discourage active black opposition on election day.

3. It may result in some pro-Ford comments from the Kennedy crowd. This is a Kennedy project and they certainly have every motive to oppose Carter.

I do not think this trip should be announced in advance, but rather the head of the Bedford-Stuyvesant operation, Frank Thomas, (a former New York City policeman, who is black), should be asked to meet the President at Kennedy Airport and ride with him during the tour. Obviously, Thomas will have to be checked out.

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Attached is a more detailed analysis of the potential for a visit to Bedford-Stuyvesant.





PRESIDENTIAL VISIT TO BEDFORD-STUYVESANT

1. Why go to Bedford-Stuyvesant. Bedford-Stuyvesant is the largest black area in New York City, certainly one of the two or three largest in any American city, depending on one's definition of the boundaries, from 450,000 to 750,000 people. It is not as depressed as Harlem or Brownsville, but it has, in full measure, every classic problem of the center city.

In the circumstances, the first answer is political. Bedford-Stuyvesant is an attack on the single greatest component of the unemployment problem -- that is, among inner-city blacks, particularly black youth. To go there is to demonstrate that at least in one instance, the government of the United States is acting directly on the problem, not simply sitting and waiting for events. It is the single credible instance where President Ford can say that he has any program for dealing with unemployment that predates the election campaign (Restoration has continued to receive federal funding through the Republican years).

And therefore, the visit can have an enormous effect on the third debate, for obvious reasons. He cannot go on merely negating and criticizing Carter (though sharp and severe criticism is vital to the debate). He must lever the criticism with something affirmative. There is little that runs deeper in the American character than the insistence on being positive: "awright, wise guy, what would you do?" That is why Carter was perceived as winning the second debate, although a cool analyst would say that President Ford "won" the majority of the rounds; Carter sounded like he was

saying something moral and positive, as if he would act more forcefully in some undefined way. That is why Democrats win so many elections. It is a restless country, we are a doing people, and in the last analysis we tend to choose the active principle. For all McGovern's blunders, it was probably the opening to China, more than anything else, that secured Nixon's reelection. So it is vital that President Ford be seen as doing something other than controlling, or even cutting, the budget. Supporting Restoration, and expanding its example to every major American city, is something first-rate to do.

The visit can have many other effects. In summary:

-- It offers a demonstration that rhetoric about "free enterprise" need not be a cover for heartlessness. The strength of the project is that it does mobilize the great resources of corporate capital, to aid in the most urgent tasks of the nation.

-- It offers a demonstration that aid to New York City need not and should not be simply aid to bail out its hopelessly maladministered government. Bedford-Stuyvesant (as Jerry Brown pointed out most effectively in the primaries) was in deep trouble long before the city's fiscal crisis; the project was needed precisely because the city did literally nothing to help for generations. Right now, the City is attempting to increase taxes on Restoration's new shopping center -- at the same time that the federal government is trying to subsidize its building:

-- Most of all, a visit and commitment by President Ford would demonstrate the very qualities that might make him attractive, or



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-- It also demonstrates that this Administration has not forgotten the problems of race, a demonstration that is sorely needed -- both for the country and for the election. Even those whites most fearful, and therefore most antagonistic to blacks, do not like them to be totally ignored. We all know the danger; those of us who live with the city know that absent an improvement in black conditions, we are all for the smash. Of course, few welcome them to a new neighborhood, or school, or like paying for welfare. The great political virtues of Bedford-Stuyvesant Restoration are that it seeks to assist blacks where they are, in their own communities, and by their own efforts, not through handouts.

At this point, someone may ask how one project can have so many political, as well as actual virtues. The answer is that it was planned that way.

2. What is the Bedford-Stuyvesant Project. The Bedford-Stuyvesant project -- technically, the Bedford-Stuyvesant Restoration Corporation -- may be the most ambitious and far-sighted of all the

poverty/redevelopment projects of the 1960's. Certainly it has been the outstanding survivor. It was planned, created, and nurtured by the enormous personal efforts of the late Robert Kennedy, from 1966 to 1968. Briefly, he created two private corporations. One, "Restoration," was all black, formed out of the community, with a charter to develop jobs, housing, community activities, training, etc. The other, "Development and Services," was all white, with a charter to bring the power, resources and knowledge of the business community to the assistance of Restoration. On its first board were such men as Benno Schmidt of J. H. Whitney & Co.; Andre Meyer of Lazard Freres; William Paley of CBA; George Moore of First National City Bank; David Lilienthal; Tom Watson of IBM; Roswell Gilpatric; and Senators Kennedy and Javits.

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X

few mtg. w/ Dick Cheney

TALKING POINTS

It is clear to me that we are going to have to tighten up the traveling staff operation with the President during the final week of the campaign.

As we now know from the Teeter data, the Eastern European mistake should have been capped quickly, as soon as it happened. I recognize the problem we had convincing the President, but I can't help think that we could have provided much more persuasive arguments had our staff operation been more efficient. For example, perhaps telephone calls from Bryce and others could have been arranged to bolster our case.

On this latest trip (Friday, October 15), a perfect example of what I am talking about occurred. I saw the wires early in the morning about the Cuban decision to renege on the anti-hijacking agreement. I asked Hyland whether or not the traveling party was being informed. He advised me that guidance was being dexed out. For some reason (and I simply may not have all the facts here), the President apparently did not take any firm action. Instead, this story led all the nets with Henry Kissinger making a good, tough statement condemning the Cuban decision.

Meanwhile back at the White House, the senior staff (Buchen, Marsh et al) were flapping on Clarence Kelly's speech in which he criticized the press. First of all, I think the speech is fairly accurate and well done. But more importantly, to the extent that it is a problem, (and I seriously question that it's all that big of a deal) it could have been handled quickly with one telephone call and with one person here assigned to monitor it. The point is that our efforts were totally misdirected and as a result a major opportunity for the President was lost.



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MEETING: DEBATE STRATEGY
Cheney's Office
5:30 p.m., September 14, 1976



AGENDA

PURPOSE: To develop basic guidelines governing our overall strategy for the first debate. No firm decisions are expected from this meeting, but rather we should develop a focused plan to discuss with the President.

- ISSUES:
1. Debate itself
 - President's posture (be himself, but aggressive, etc.)
 - His approach to Carter (respectful, firm, should he address Carter directly? handshake at beginning?)
 - . President's posture vis-a-vis the panel
 2. Press plan
 - Pre-debate (impact on Carter, guidance for backgrounders to press such as burdens of the Presidency, interviews by advocates?)
 - Debate (hard news lead? White House fact sheet to be issued immediately following debate? President action immediately following debate, Senior Staff with President and Nessen actions immediately following?)
 - Post-debate (Presidential activities)
 3. Advertising (intro and tag to debate, newspaper ads, man-on-the-street interview following, etc.)
 4. Polling (Teeter poll, Sindlinger, others)
 5. Public opinion (advocates, Party officials, endorsements, call to media with reaction, etc.)

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.

