

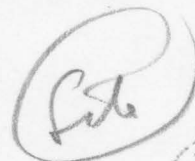
The original documents are located in Box 30, folder “Input - Terry O'Donnell” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.

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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

October 2, 1976

MEMORANDUM FOR: TERRY O'DONNELL
FROM: MIKE DUVAL *Mike/hja*
SUBJECT: DALLAS TRIP

Here is a suggestion for the Dallas trip:

Have Mildred Leonard, or whoever, dig through the President's old files and come up with the best picture they can find of the President and Lyndon Johnson. If we can't find anything in our files, we should quickly get it from the Johnson Library files.

The President should autograph the picture in a very warm manner for Mrs. Johnson. We should have it framed in a silver frame, and the President can present it to her in Dallas.

We also should check with Governor Connally and, through him, tip off Tom Johnson (Lynson Johnson's long-time Administrative Assistant and now publisher of the Dallas-Herald).

That picture, I'm certain, would run on the front page of the Dallas-Herald and could make a spectacular story.

cc: Dick Cheney

