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October 4, 1976

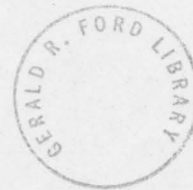
MEMORANDUM FOR: BILL GREENER  
FROM: MIKE DUVAL 151  
SUBJECT: SECOND DEBATE

Bill, could you give me some one-line rebuttals for the following:

- There are more flag rank officers in DOD now than at the end of World War II.
- Retirement system is too costly -- should be improved.
- Current Defense procurements are 20% competitive versus 80% negotiated/sole source. Greater savings if moved to more competitive.
- In-house government lab work rising compared to contracting it to the private sector.

Also, Bill, anything else you can think of based on your estimate of how Carter's going to attack us.

Thanks very much.



3<sup>rd</sup> Debate

To Mike Duval

Some of these  
are really  
pretty good -



# President Ford Committee

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

MEMO TO: Dick Cheney

DATE: 9 October 1976

FROM: Larry Eastland *LE*

SUBJECT: Third Debate

Let me add my suggestions, along with all the others you have received, in regard to the President's third debate. The two principles which underlie these suggestions are:

- 1) The President must gain the offense with his very first statement.
- 2) It is the President who must establish Carter as inconsistent, indecisive and inexperienced.

In order to accomplish this, I suggest that the President open each question response or rebuttal to Carter's response with a statement similar to the following:



## RESPONSE

1. PRESIDENT'S STATEMENT. Conclusion: "And I challenge Governor Carter to deny that on (date) before the (audience) he specifically called for (\$15 billion cut in defense) as reported in (media)." (Implication: this would force Carter to respond to the question on the defense.)
2. PRESIDENT'S STATEMENT. Conclusion: "If Governor Carter were to respond to this problem like he did the (issue area) in Georgia where he (detail mistake), then he wouldn't have the luxury of a second chance." (Implication: Carter makes mistakes, a President cannot.)

## RESPONSE OR REBUTTAL

1. Opening: "It's understandable that Governor Carter is and always has been deliberately vague on this issue, the question is not easy and none of the alternative solutions are popular." PRESIDENT'S STATEMENT. (Implication: Carter is vague on the issues.)
2. PRESIDENT'S STATEMENT. Conclusion: "Governor Carter has never had to face this kind of a situation, having had no real national or international leadership experience, so I would advise him that \_\_\_\_\_." (Implication: the President has the necessary experience, Carter does not.)
3. PRESIDENT'S STATEMENT. Conclusion: "At least Eugene McCarthy has a clear philosophy and is experienced in handling this kind of an issue." (Implication: Carter has neither.)

4. PRESIDENT'S STATEMENT. Conclusion: "As Governor Carter knows -- or if he doesn't, he ought to know that (STATEMENT) ." (Implication: Carter doesn't know the issues, the President does.)
5. Opening: "I'm glad you asked that question, Mr. (name) , not only because this Administration has an excellent record in this area, but also because, like most Americans, I am/was interested in finding out if Governor Carter will/would be any more specific in his rebuttal to this than he has been on this subject in the past." PRESIDENT'S STATEMENT. (Implication: Carter is not specific.)
6. Opening: "That is an excellent question, Mr. (name) -- one that deserves a clear, precise answer. A President does not have the luxury of pretending to be all things to all people. A President must be the same thing to all people. This Administration has an excellent, consistent record in this area." PRESIDENT'S STATEMENT. (Implication: the President is clear and Carter is deliberately vague.)

#### REBUTTAL

1. Opening: "I don't blame Governor Carter for avoiding this question. It is very complex. But a President cannot avoid tough questions." PRESIDENT'S STATEMENT. (Implication: Carter avoids questions, the President does not.)
2. Opening: "It is interesting that Governor Carter should pick this particular position of all those he has taken on this issue for tonight's debate. He might have chosen to say (cite contradiction) as he did to the (group) on (date) . PRESIDENT'S STATEMENT. (Implication: Carter speak with forked tongue.)
3. Opening: "Governor Carter can afford to say that since he has never had to work with other world leaders or even the U. S. Congress. What a President says one night, however, the United States is responsible for the next morning." PRESIDENT'S STATEMENT. (Implication: the President is responsible, Carter is not.)
4. Opening: "I would have thought that, too, if I were totally inexperienced in national and international politics. However, 28 years of experience as a Congressman, Minority Leader in the House, Vice President and President have taught me how inadequate and inappropriate such a proposal as Governor Carter's would be." PRESIDENT'S STATEMENT. (Implication: experience is a must. The President has it, Carter doesn't have it.)
5. Opening: "That is probably an adequate recommendation for a small state. But the United States has 215 million people. And just as Joseph's coat derived its beauty from its many colors, the beauty of America is its diversity. Governor Carter's proposal is not compatible with the diversity of individual freedom in America." PRESIDENT'S STATEMENT. (Implication: Carter's lack of national political background will hurt individual citizens.)
6. Opening: "Mr. (name) 's question deserves a response, and I am happy to be



the one to do so. The question was not (Carter's response subject),  
but rather (question area)." PRESIDENT'S STATEMENT. (Implication:  
Carter avoided the question.)

LLE/lr

cc: Jim Baker  
Ron Nessen  
Jerry Jones  
Dave Gergen  
Stu Spencer





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October 9, 1976

MEMORANDUM FOR:

MIKE DUVAL

FROM:

PO →

JOHN E. SCHROTE  
Regional Director

RE:

REQUESTS FOR DEBATE TICKETS

What is the possibility of obtaining two tickets for the upcoming 3rd debate to be held in Williamsburg, Virginia?

Mr. William M. Williams, PFC Chairman in the 14th District in Ohio and his wife will be in the area at the time of the next debate and request that he be provided two tickets.

His address is: 3 Cascade Plaza, Akron, Ohio, 44308 and his phone number is 216/376-6101.

Please contact me as to the action taken.

Thank you.

10/14  
Very unlikely because  
League allocates tickets  
to their members.  
M. Duval



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.

10/15  
DB

Bill Greener

SUNDAY, OCTOBER 10, 1976 The Atlanta Journal and CONSTITUTION 13-A

## BUSY PLACE

# Archives Combed for Carter Data

By MIKE CHRISTENSEN

There was a time when only genealogists searching family trees and historians hunting obscure facts could be found around the reading room tables at the Georgia state archives.

Carter also turned over 10 cubic feet of personal, non-government papers which are restricted and not open to the public. According to Smith, Carter retains title to these papers and the archives has them only for safekeeping.

Safe it is: Anxious to avoid any leak the personal records are kept in a security vault, the same place where Georgia Bureau of Investigation (GBI) criminal records, for instance, are stored.

Security has also been tight on Carter's official papers, the ones which are open to the public.

THE WHITE HOUSE  
WASHINGTON

TO:

*10/19*  
*Jim Baker*

FROM:

MIKE DUVAL

For your information \_\_\_\_\_

Comments:

*Please destroy  
after reading!*

*Thanks*

*Mike*  
*Last Debate*  
*memo attached*

