

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

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JOEL PRITCHARD
1ST DISTRICT, WASHINGTON

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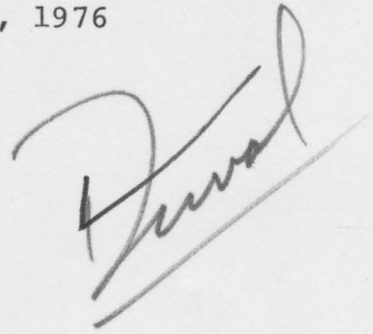
133 CANNON BUILDING
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SEATTLE, WASHINGTON 98174
(206) 442-4220

Congress of the United States
House of Representatives
Washington, D.C. 20515

September 2, 1976

Mr. John O. Marsh, Jr.
Counselor to the President
Executive Office of the President
The White House
Washington, D.C. 20500



Dear Jack:

Just a further thought on our meeting this morning and my comments on the upcoming television debates.

In one real sense Governor Carter should have a distinct advantage over the President in his debate preparation, and that is in that few, if any, of his advisors are presently stricken with the White House or Capitol Hill mentality. We both know that the White House and/or Capitol Hill offer only the narrowest perspectives.

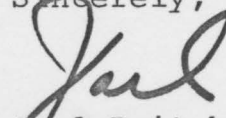
My recommendation is to seek top outside assistance in preparing the President for these debates. I am not talking about media professionals, but about people outside of the political furor who understand our country and who have a record of correctly interpreting the mood and emotions of the public.

In our area, the best person I have ever seen in relating major issues to the average citizen is James R. Ellis.

I have no idea of Jim's availability, but you could check with Dan Evans. I won't bore you with Jim's pedigree, but he is an outstanding citizen and I believe the only non-millionaire on the Ford Foundation Board.

I will be back in the office on Tuesday, September 7, if you would care to discuss this further.

Sincerely,



Joel Pritchard
Member of Congress



JP:mld

Or call my Seattle office 206-442-4220

RBC HAS SEEN
THE WHITE HOUSE
WASHINGTON

INFORMATION

September 2, 1976

MEMORANDUM FOR THE PRESIDENT

FROM:

JIM CANNON *Jim*

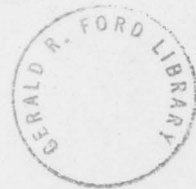
SUBJECT:

Congressman Pritchard's Debate Suggestions

Here is a copy of Representative Joel Pritchard's suggestions about debates.

cc: ✓ Dick Cheney

P.S. Joel Pritchard mentioned these to the President this morning at the Meeting with the House and Senate Leaders and the President asked him for a copy of it.



Mr. President:

I would like to offer you a few thoughts on the coming campaign.

1. Ignore the pleas of members of Congress who want you to travel all over the country campaigning for them.
2. Concentrate on the TV debates -- and primarily the first debate.

As one who has prepared four candidates for TV debates, I would make the following suggestions:

a) Candidate and staff should determine amount of preparation time needed for first debate, and then double it.

b) Practice runs should be made against at least two different people imitating the opponent but using different tactics.

c) Candidate must appear as if he hasn't spent all his time preparing for the first debate -- but, in fact, he should have spent most of his time in preparation.

d) A task force should be working right now on the first debate, and must have complete access to the candidate over the next weeks.

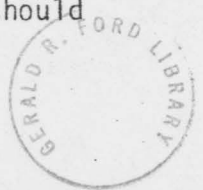
e) Physical image of the candidate is very important. Candidate should be well rested, properly made up, dressed and positioned.

f) First debate should be rehearsed many times.

g) One theme or major point should be stressed throughout debate, regardless of debate topic. This should be the key point, theme, of campaign.

h) Keep in mind mental level of TV audience and rehearse to such an audience. Candidate must speak to TV audience, not to news media.

i) Candidate should not be too structured -- completely prepared but not up-tight or inflexible. He who is best prepared is most relaxed.



j) Candidate's answers should be short and responsive. Each answer should be followed by an attack or a positive statement.

k) Staff work should be completed as far in advance of first debate as possible in order to avoid any sense of urgency or pressure on the candidate.

Rested

Preparation Time



SHORT ANSWERS -

Followed by ATTACK!

Theme

Whenever your eyes are not
on the camera look at the other
guy -

Get a copy of Ken - Dick debate

THE WHITE HOUSE
WASHINGTON

September 3, 1976

File

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MAX FRIEDERSDORF
FROM: JIM CONNOR *JEC*
SUBJECT: Congressman Pritchard's Debate
Suggestion

The attached memorandum from Jim Cannon was returned in the President's outbox with the following notation:

"Thanks"

Please prepare an appropriate response to Congressman Pritchard and return to this office.

cc: Dick Cheney
Jim Cannon
Mike Duval



THE WHITE HOUSE
WASHINGTON

INFORMATION

September 2, 1976

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FROM: JIM CANNON

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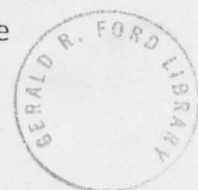


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