

**The original documents are located in Box 31, folder “Post-Debate Strategy” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

September 20, 1976

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

Dick, I think we should have an immediate reaction team standing by who watch the debates over at the PFC headquarters and are available for press comment following. It certainly would be good to have it led by Jim Baker, but I feel what may in the long run be far more productive would be to have people like Jim Lynn, Alan Greenspan and Jim Cannon.

It's clear enough to me that Carter will attempt to use a great many specifics to describe his programs. As a result, I am reasonably sure he will make a great many errors which will not be picked up by the normal TV viewer.

I think it would be helpful to have Cannon, Lynn and Greenspan at the PFC headquarters (so there can be no charges of using White House facilities) to respond immediately to factual errors.

I recognize that we might want to put our factual corrections in a more detailed form in writing the next day, but obviously our ability to hit this thing quickly is what's key.

I suggest this be coordinated by Greener or Rhatigan.



September 6, 1976

MEMORANDUM FOR: JERRY JONES  
RED CAVANEY

FROM: MIKE DUVAL *M. Duval*

SUBJECT: POST-DEBATE CROWDS #23

As you know, one of the most startling political phenomenon of the 1960 election was the perceptibly larger and more enthusiastic crowd which greeted Senator Kennedy after the first debate.

Teddy White underscored this in his book as evidence of Kennedy's victory in the first debate. Yesterday (Sunday) Dave Broder also referred to this.

We need a very firm plan for Presidential activity immediately following the first debate. We should keep in mind that Harris, Gallup and others will be in the field hours after the close of the first debate to assess public reaction. Of the four or five major factors that will go into molding public reaction to the debate, the post-debate activities of the candidates must be included and given considerable weight.

Jerry, I'd like to suggest that you take the lead in pulling together this plan. I don't think we can begin working on this too soon, and it may be useful to have a meeting.

bcc: Dick Cheney

