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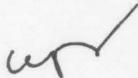
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THE WHITE HOUSE
WASHINGTON

September 15, 1976

TO: MIKE DUVAL

FROM: BILL RHATICAN 



PRESS PLAN - THE DEBATES

This plan is broken down into two basic phases. They are:

- a) Pre-debate
- b) Post-debate

PRE-DEBATE

This phase should start on Friday, September 17, and conclude at 7:30 p.m., Thursday, September 23 (two hours before the debate). The themes should focus on posturing the President as Presidential and the underdog. We should also use this phase as psychological warfare against Carter. The plan is as follows:

FRIDAY, SEPTEMBER 17

- 1. Jim Baker on Good Morning America.
- 2. The President at Republican Women's Reception.
- 3. Duval briefs Time, Newsweek, U.S. News (one-on-one) on preparations for debates, including negotiations.
- 4. Provide news magazines with "Preparation Box".

SATURDAY, SEPTEMBER 18

- 1. Photos of the President preparing.
- 2. Nessen Briefing on preparing.

SUNDAY, SEPTEMBER 19

Issues and Answers -
Face the Nation -
Meet the Press -

MONDAY, SEPTEMBER 20

- 1. Cheney - Sperling Breakfast
- 2. Advocates -
- 3. Duval - meet with columnists

TUESDAY, SEPTEMBER 21

- 1. Dean Burch, Ruckelshaus, Duval Briefing network anchormen on debates
- 2. Connally - Baltimore Press Conference
- 3. Advocates
- 4. Sign Military Appropriations Bill.



WEDNESDAY, SEPTEMBER 22

1. Cheney - "TODAY"
Dole - "CBS"
Morton - "ABC"
2. Advocates to do radio talk shows

THURSDAY, SEPTEMBER 23

1. Nessen Briefing on Preparation
2. TV Shows - NBC - Griffin
CBS - Gergen
ABC - J. Baker
3. Presidential press conference or "on-camera" statement.

POST-DEBATE

This period begins immediately after the end of the debates and relies heavily on the "Advocates" program.

THURSDAY, SEPTEMBER 23

1. 11:00 p.m. (EDT) - ABC (Wash.) - Baker
NBC (Philly) - Cheney
CBS (Philly) - Morton
2. 11:00 p.m. (EDT) - Each advocate on TV as follows:
 - a) Richardson - Chicago
 - b) Kleppe - Minneapolis
 - c) H. Baker - NYC
 - d) Butz - Kansas City
 - e) Simon - Atlanta
 - f) Lynn - San Francisco
 - g) Reagan - L.A.
 - h) Connally - Dallas
 - i) VP Rockefeller - Boston
 - j) Dole - San Diego
 - k) Baker - D.C.
 - l) Morton - Cincinnati
 - m) Coleman - Detroit
 - n) Usery -
 - o) Kobelinski -
 - p) PFC (Hill) -



FRIDAY, SEPTEMBER 24

1. Presidential Polish Event.
2. Duval columnist Briefing.
3. Gergen Magazine Briefing.
4. Nessen Briefing.
5. J. Baker - Washington Press Club.
6. Gergen - Oped piece for Sunday.

SATURDAY, SEPTEMBER 25

1. Presidential Trip (Saturday, Sunday, Monday?)
2. J. Baker with wires.
3. Bob Teeter with wires.

SUNDAY, SEPTEMBER 26

Meet the Press - Simon/Richardson
Issues and Answers - The Doles
Face the Nation - VP Rockefeller (?)



PRESS PLAN -- MILITARY APPROPRIATIONS BILL

The Bill is tentatively scheduled for signing on Wednesday, September 22.
The plan is as follows:

Monday, September 20

1. Rumsfeld -- Sperling Breakfast

Tuesday, September 21

1. Scowcroft -- Briefs columnists
2. Presidential calls to columnists

Wednesday, September 22

1. Rumsfeld -- "Today"
2. Scowcroft -- Briefs network W.H. reporters
3. Nessen briefing -- Rumsfeld
4. W. H. signing ceremony
 - a. Vet's groups
 - b. "Right-wing groups"
 - c. Hill
5. Baroody briefing for Vet's groups (MIA's)
6. Baroody mailing to:
 - a. VFW, Legion, Jewish War Vets, DAV, Amvets, Catholic War Vets, etc. -- State Commanders
7. Vice President Rockefeller
8. Simon -- Editorial Board - Detroit

