

The original documents are located in Box 3, folder “Third Debate: Suggestions - Miscellaneous” of the White House Special Files Unit Files at the Gerald R. Ford Presidential Library.

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An informed source at the Washington Post told me that Mr. Maynard may ask the President about:

1. The plight of Soviet Jews. Why have they been ignored?
2. What specifics the President would offer towards plugging tax loopholes?
3. Would the President consider using government created jobs to help alleviate unemployment, or consider a CCC type program; if not, why not?
4. How does the President explain the lack of decorum (Earl Butz, General Brown) among those who surround him and what does he think of Sec. Kissinger talking behind his back?

Research for Maynard included Mayaguez data, "Blind Ambition," (John Dean's book) and Jerry TerHorsts book on Ford.



THE WHITE HOUSE

WASHINGTON

INFORMATION

October 18, 1976

MEMORANDUM FOR THE PRESIDENT

FROM:

JIM CANNON

SUBJECT:

Vice Presidential Request



The Vice President asked me to send to you these suggestions for your third debate.

MEMORANDUM

*Learn The
Opp The
Press -*

TO: ✓ Honorable Nelson A. Rockefeller

FROM: Dean Alfange

DATE: October 12, 1976

Is there no one around who can write a few inspirational phrases for the President to use in the next debate? Here is how I would sum it up - right at the close:

TIMING: It's the President's last time around in the debate. He turns toward Carter, looks at him eye to eye, a pointed gesture and a pause. He then begins, his gaze still focused on Carter ...

Mr. Carter, it's time you level with the people. You have placed yourself, courageously, on every side of every issue. You would have us reduce our military strength and yet get tougher with the Soviet Union. You vow a balanced budget; yet the platform you endorse would make shambles of the budget, multiply inflation, undermine the value of savings and of pensions and thrust the cost of living skyward.

Who are you trying to fool, Mr. Carter? You pose as the champion of organized labor, but in plush surroundings you tell the captains of industry they need not worry. One day you stand for ethnic purity, the next for ethnic diversity.

This is no time for double-talk, Mr. Carter. We are



electing a President, not a magician. (Here another gesture firmly pointed toward Carter). You have just ten days left, sir, to tell the American people what you truly believe, not about love, sex or religion, but the issues -- issues that affect the lives of our people and the security of the United States.

(At this point the President turns away from Carter and looks straight into the camera)

My fellow citizens, I have taken a clear cut stand on every issue. I do not care if what I say is unpopular so long as my conscience tells me it is right, that it is good for America and for the cause of peace. The great Presidents of this country have never been popular, but they have always been right.

Let me tell you what I believe. I believe this Republic is the hope of all mankind - the free and those struggling to be free from totalitarian domination. I believe this Republic can remain the moral leader of the world so long as liberty and love of country shall dwell as tenants in our hearts.

As President I will never allow America to sink in the morass of socialistic paternalism. I believe in the challenges of opportunity. I prefer the thrill of fulfillment to the stale calm of utopia. I reject the guaranteed existence - from cradle to the grave. That would make all of us the wards of government, humbled and dulled by having the state look after us.

I pray that the American people will never trade freedom for beneficence nor their dignity for a handout. Freedom is the most precious word in the English language, but it is strangely missing from the vocabulary of the Democrat Party.

My fellow Americans, it is our heritage to stand erect, proud and unafraid, to think and act for ourselves, enjoy the benefits of our labor and - when the day's work is done - to thank God and say: this I have accomplished for myself, my family, my country and the less fortunate of this nation and the world. This is the meaning of America.

* * * * *

Let the President memorize this, or something like it, then get someone who knows public speaking to coach him on how best to say it.

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Some of the phrases I have used in the text were written by me in a piece called "My Creed", which was published sometime ago, but the President may use them as his own.



The Final Debate

1. In the final debate, Carter should be disarmed with short, pithy, answers like the following:
 - A. If Carter Mentions Nixon or Watergate.
I'm not here to debate the worth of President Nixon. His policies were basically sound. As for his moral decisions with Watergate - he has had to pay whatever price was demanded - resignation from office.
 - B. The Pardon of Nixon - Admittedly a Debatable Subject.
The nation was in trouble - I made a decision. I did what I felt was right. You have accused me of no leadership. You don't want leadership. You just want something to bark about. I have dealt forthrightly with issues. You won't face an issue before election, you are on both sides of every issue depending on which crowd you are facing. How can people expect any honest dealings with issues from you after you are elected?
 - C. The Ship Incident.
We had a background of a ship off the coast of North Korea being hijacked. Lack of action lost the ship and humiliated the whole crew. Yes we had a word from the communists. You can't trust their words. So I acted immediately and got the ship and the men back. I wanted no repetition of the other incident. I exhibited the leadership that you accuse me of not having. What would you have done? I suppose you would have grinned at them. And they would have grinned right back as they ignored your pleas. They would have outgrinned you. Our men would still be in their hands.
2. Last Debate - What I meant to say. Admit an error of clarity of expression. We do not acknowledge the right of any country to control those countries.
3. Somewhere state - I admit you are a hard person to debate because of two things.
 - A. You are on both sides of most questions.
 - B. You have no concrete program or plans. All you have is vague dreams with no substance. You are going to the people, but your whole program is government which alienates the people, compassion, etc. All you do is talk with no substance.
4. Foreign Problems.
They all came into existence under Democrat Presidents. The nightmare division of Germany. The take over of Eastern Europe. The no win policy of wars in the Far East and partition of Korea. The mess in Vietnam - all occurred during the regime of a Democrat President and Democrat Congress. We are just beginning to make some sense out of foreign policy - cite some of the accomplishments.

5. Every time you make a point like the above - then say - "Let's get back to what we can pin down that you stand for - your platform". Then read points from his platform and show he is headed for special interest groups and socialism. Nail him all through the debate with his own platform and make him defend it. Thus - get him on the defensive. If he doesn't answer - then bring it up again the next time you speak. This is the one thing you can make him defend or he will look like a fool if he doesn't defend it.



THE PRESIDENT HAS SEVEN . . .

TALKING POINTS FOR RALLY PRECEDING DEPARTURE

October 22, 1976

- Might make reference to "The day of the big game dawned brisk and clear" line that begins many sports stories.
- The remaining days in this election are vitally important, just as baseball games are won in the last inning and football games in the last quarter.
- We have achieved the biggest political comeback in American history -- from a deficit of 30 points to an election that is now virtually even.
- We are on the verge of the biggest political upset in American history. Momentum is with us. The tide is running in our favor. We must now go all out in these final ten days of the campaign.
- This is an important election. The future of our economic system...of our social system...the future of world peace may well depend on the outcome.
- America is at the turning point. Do we go forward with a progressive, creative society, dedicated to freedom and human rights? Or fall back into a regimented, conformist society, dominated by big government?
- We have not and we will not promise more than we can deliver -- but we will deliver all that we promise.
- Let us commit ourselves today, and in the days immediately ahead, so that when we meet, in years to come, we can confidently say: America is a better place for our having been here.

