October 8, 1976

MEMORANDUM FOR: JACK MARSH
FROM: MILT MITLER

Jack, 100 law students at George Washington were polled on the last debate and came up with the following responses:

- On the win/lost factor, it was close but with a slight edge to Carter although on dissemination of facts and information the President got the votes.

- The greatest mistake made by the President was to remain on the defensive throughout.

- The President should answer Carter's allegations and fabrications. But, he should answer them quickly and decisively and then move to a positive position.

- When the President enters the stage and settles behind the podium, he should immediately write on his pad "Watch the Red Light", "Take the Offensive" and "Smile and Change Voice"!

- The President should take notes and read them.

- The President does not need to keep talking without a pause. Pausing would give him the time to consider what he is to say next - to muster his thoughts.

- Carter's cynicism will lose him support in the long run.