

OCT 8 1976

*To Mike*

THE WHITE HOUSE  
WASHINGTON

October 8, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

MILT MITLER *tree*

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.



*cb make - FYB  
10/19/76*