

9/27/60

MEMORANDUM ON TELEVISION DEBATE
WITH VICE PRESIDENT NIXON, SEPTEMBER 26TH

To: Senator John F. Kennedy

From: Clark M. Clifford

Your time is so limited, I shall make my comments as brief as possible.

- 1) You clearly came out the winner. You were clear, concise and very convincing.
- 2) You kept Nixon on the defensive. This kept him off balance and was a great plus for you.
- 3) Unquestionably this appearance made you votes. I feel sure the other three will do the same.

Suggestions.

- 1) Nixon is making a determined effort to convince the American people that your and his goals are the same. That the only difference lies in the means to attain those goals.

This is false. The goals are very different, and he must not be permitted to create the illusion that you and he are working toward the same end.

Be prepared the next time to point out specifically the positive differences that exist in goals, i. e., minimum wage, housing, etc.

If Nixon can convince the people that his and your philosophies are the same, then he will rob you of one of your greatest strengths.

- 2) Attention must be given to adding greater warmth to your image. If you can retain the technical brilliance and obvious ability, but also project the element of warm, human understanding, you will possess an unbeatable combination.

Give illustrations based upon contacts with service personnel when you were in the Navy. Also conversations you have had with ordinary

people who have discussed their problems with you during the campaign.

- 3) Take advantage of every opportunity to appear with Nixon. You are better than he is.

C. M. C.

September 27, 1960