

*Campaign file*

## DEBATE TECHNIQUE

1. Bridging: Remember no matter what the question is we want to give an answer that we are prepared for and an answer that furthers our goals in the debate.

That means if we have an important answer on high-tech education as it relates to economic development and the question asks us for our economic development policy we bridge to our answer.

There is a danger that if we bridge too far we can be accused of "not answering the question". It is still important to be "in control" of the debate and answer "our way" to most everything.

Remember the other side will be doing this as well. We need to be watchful.

2. Unfair Rebuttal: In formal debate, the one's with standard rules, bringing up new information in rebuttal is against the rules. Since we don't have such rules we can use this technique to our advantage.

It is most useful when the Governor has the final rebuttal on a given question. We should save one strong point for the final rebuttal. This either leaves the point not answered or forces TK to answer it as part of his next slot taking time from his answer and looking unbalanced as well.

3. Exposing Evasion: When TK bridges or actually evades an answer Governor could call this to the audiences attention by doing one of the following--

- simply call attention to the fact that he didn't answer the question,

- first call attention and then, based on TK's record, answer it for him.

4. Laundry List: This technique is when one debater raises either in his answer or in a question from one debater to the other a huge list of issues, knowing full well that the other side cannot respond to all items on the list without either crowding or leaving something out.

If we are using this technique (and it's not a very good one to use) make sure we indicate in introducing the list that TK has an obligation to respond to all this critical points.

If it is used against us, the Governor should "select" the single issue on the list which gives him the best opportunity to give his best response. He should then either ignore the rest of the list or imply through his response that his answer applies to "the rest".

5. Hypothetical Questions: These are dangerous to get and can be damaging to TK if he gets one from the panel or us.

Remember if you get a hypothetical question be careful you agree with all the "if" parts of the question before you answer the "then" part.

"If the state is flooded with med flies, and if the Governor had the authority, then would you.....etc." Remember if the hypothetical portion is unrealistic--don't accept it.

On the other side when we have a chance to ask questions set TK up with a hypo.

6. Loaded Preface Question: The cousin to the hypothetical question is the loaded preface question. The preface to the question does not necessarily set up a hypothetical instead it states a related fact which may in fact be a mis-statement.

"With total state budgets growing each year Governor, what do you plan to do with higher education funding."

At a minimum discredit the preface if it is wrong then answer the question. Many times the loaded preface can be used to advantage. If for example the question itself is one you would like to avoid you can "bridge" to the loaded preface and spend your time expounding on the preface itself. Basic rule again is to bridge to whatever does you the most good. If all else fails and your mind goes blank, spill you water all over the podium.

7. Either/Or Choices: "Governor if you were faced with a decision to either cut money from starving children or cut money from battered wives which would you cut?" This is a classic either/or trap question. Neither alternative is acceptable and if you limit yourself to one or the other you fall into the trap.

8. List Ranking: "What are the top five problems in the state today". No matter what you list you will leave out a very important problem which gives TK a hammer.

Bridge...."there is no way we can list only five problems but a problem that has been a high priority for me is...."

## MAKING YOUR POINTS

1. Overkill -- don't keep pounding on the same thing in you answer...make you points and move on. More relative points in an answer the better.
2. Repetition-- not withstanding the above don't be afraid to repeat a critical point at the end of your answer. The audience will remember it.
3. Fair Play-- especially important for VA don't get personal. Strong issue attacks will stand; personal attacks will hurt us.
4. Stage Presence-- stay standing through the entire debate. Remember even when TK is talking people, reporters, and cameras will be on you. Your reaction is part of the program.
5. Clothing-- spend some extra time selecting the best suit and the nicest contrasting tie. Don't go so far as to not be yourself, but be sure to be gubernatorial.
6. Timing-- be consious of time limits. Openings and closings should be prepared texts. Use the full time when you want to and don't be afraid to give a shorter answer than the time limit when appropriate. Sometimes the best answer is "no" or "yes" with a very short follow-up.
7. Audience-- yes your audience is the crowd in the room including reporters, but really your most important audience is the guy at home reading it in the newspaper or seeing it on TV. Remember they are not all City Club types out there.
8. Burden of Proof-- it is much easier to attack your opponent's position than to defend your own. If you are on the offensive he must prove his point defensively. Leave the burden of proof on him. This will take up his time and keep him from going after you.

## "LOGIC" ??

There are a variety of argument techniques which appear to some as logical. In most cases these are false logic.

1. Association -- "all crows are dirty, all crows are birds, therefore all birds are dirty."  
Don't necessarily spend your time setting his logic straight. A simple "that really doesn't make sense.... but I do know that....." is the best way to handle it.
2. Elimination -- proof by elimination can be used by you or against you. Once you list the alternatives the audience seems to agree that that is the total list. Then as you eliminate them one by one until you end up with the "only" possible alternative. This is similiar to the either/or question trap.
3. Conformity -- "35 other states have done it that way so...."  
That does not necessarily make it right for Oregon.  
In fact it may be the very reason it is not right for Oregon.