

Veep Debate Do's And Don'ts

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(CBS) With so much riding on tonight's vice presidential debate, both participants would do well to bear in mind lessons of the past, political commentator Laura Schwartz explained on *The Early Show* Thursday.

For instance: Image, as much as policy, shapes viewers' opinions. An example that springs to mind occurred during the only other debate with the dynamics of this one, when male Washington insider George Bush squared off in 1984 against a female newcomer to a major party ticket, Geraldine Ferraro.

Mr. Bush made a comment widely viewed as condescending, something Biden surely has to avoid, Schwartz pointed out to co-anchor **Maggie Rodriguez**.

Schwartz harkened back to a couple of other long-remembered zingers and stinging one-liners, as well:



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