

# FOIA MARKER

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**Subseries:**

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**OA/ID Number:** 3537

**FolderID:**

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**Folder Title:**

Public Affairs Strategy

**Stack:**

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**90**

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**PUBLIC AFFAIRS STRATEGY - 6/94 → 12/94**

*re/m. strategy*

**PUBLIC AFFAIRS STRATEGY**  
**June 1994 - December 1994**

**Mark Gearan**

THE WHITE HOUSE  
WASHINGTON

June 10, 1994

MEMORANDUM FOR MARK GEARAN

FROM: <sup>TS</sup> TARA SONENSHINE/<sup>TR</sup> TOM ROSS

SUBJECT: Six-Month Public Affairs Strategy

This memorandum lays out a six-month strategy for the steady improvement of our foreign policy communications. The plan is organized around upcoming events, trips and policy initiatives which provide "message markers"; points around which a coherent policy message can be centered. We attempt in this memo to identify what we consider to be some of the major weaknesses in the current foreign policy communications apparatus, along with suggested improvements. Finally, the communications plan focuses primarily, but by no means exclusively, on the President. There is plenty of work to go around.

OVERVIEW OF THE PROBLEM:

There are a series of problems which, taken together in our view, explain the difficulty the Administration is experiencing in successfully articulating its foreign policy:

1. Absence of a Common Frame of Reference

Despite the fact that "guidance" is circulated daily and "common talking points" are drafted, there still remains a fundamental lack of Administration-wide clarity on the goals, objectives and message of our foreign policy--both in terms of individual policy areas, and more importantly, when it comes to defining an overall theme and agenda.

2. Failure to Communicate in Clear, Strong Terms

Neither those who make foreign policy nor those whose responsibility it is to articulate the policy are consistently doing so in a way that

communicates strength, clarity and decisiveness. With the exponential increase in media outlets over the past few years, there is a daily barrage of coverage of foreign policy. Too much of that reporting and analysis takes place without an Administration point of view. We are, therefore, constantly on the defensive.

3. Lack of Coordination in the Public Affairs Apparatus

The communicators of foreign policy Administration-wide are still not integrated into a common network. There is not enough routine structure to the exchange of ideas amongst communications experts at the various agencies.

Too much happens at State and Defense without White House knowledge. Too many journalists now find they can play one agency off another. In short, the communicators of foreign policy are not well-armed with common material and not moving out in force. The communicators of foreign policy are not engaged enough in the daily task of keeping reporters and analysts briefed and informed about our agenda.

4. Weak Public Engagement

The Administration is not doing enough to reach out to constituent groups such as think tanks, foreign policy associations, former government officials and cultural and ethnic groups. There is no structured system for an Administration-wide campaign to flood outside experts with our point of view and to bring outsiders into the process in an orderly way.

5. Failure to Trumpet Successes

There is not enough pro-active public affairs efforts towards underscoring the successes that this Administration has had in foreign policy. Far too often we allow critics to define the agenda and let charges against us go unanswered. There is also far too much attention given to explaining the daily crisis and not enough attention paid both to underscoring victories and initiating discussion of policy initiatives which are more long-term in nature.

## 6. Weak Domestic Linkages to Foreign Policy

We have allowed our critics to draw old, outdated lines between domestic and foreign policy without making a strong case for why the distinction is no longer valid. We fail to build a strong bridge between national security and international security, and to explain why and how in an interdependent world it no longer makes sense to look at foreign policy in isolation from domestic issues and vice versa.

### Message or Messenger: Which Is At Fault?

There are those who blame the message and those who blame the messengers. We think it is a foolhardy exercise in semantics. Without a sound message, the finest of messengers will fail. On the other hand, you can have a terrific message which, if not properly communicated, will fail to resonate with the public. In the end, it is a chicken and egg game, and there is no value in placing blame in any individual corner. The important thing now is to move away from finger-pointing and on to the task at hand--revitalizing the foreign policy process by which those outside the Administration, at home and abroad, come to understand what the Clinton Administration stands for and seeks to achieve with its international agenda. With so much talent in one Administration there is no reason why we cannot, over the next six months, build upon successes already achieved in foreign policy and communicate a bold, clear vision for the future.

The next six months are critical to our effort. It is a crucial period of re-definition and re-engagement. A successful overseas trip such as Normandy only remains a success if it is followed by a deep commitment to explain, explain and explain again, in simple and concrete terms, the ideals that drive our overseas agenda and how that agenda relates to life at home. The public must be made to see how this President is going to connect security abroad with security at home. The communicators of foreign policy must find ways to integrate themselves into a structure which gives voice to the President's themes and disseminates his message in a forceful and proactive way. The time to energize this process begins now with a strategy that capitalizes on the strength of the European D-Day trip by laying the groundwork for the next trip.


## CONCLUDING RECOMMENDATIONS:


The next six months present this Administration with an opportunity to radically improve the communication of its foreign policy. There are enough trips, events and initiatives in the pipeline between now and December to build solid messages around. The issue is how we do it.

The President cannot do it all, and cannot do it alone. But the President must and should set the pattern and the standard for all others. The President should not be placed in the position of articulating foreign policy on the run. He needs to communicate our foreign policy in carefully structured and dignified settings on matters of great importance. Well-crafted speeches, appropriately placed and well-timed messages, pre-trip broadcast and print interviews are some of the ways in which the President can address foreign policy issues in a proactive, not reactive manner.


The Normandy trip was a model in that regard and there are concrete ways in which to build on that success to demonstrate a clear roadmap:

1. A set speech on Asia/trade prior to the G-7/Poland/Riga/Germany trip.
2. A videotaped message to the Baltics prior to departure.
3. An interview with a major German network and with Polish television prior to departure.
4. A luncheon of 15 -- with newspaper editors from all G-7 countries plus Russia AND with seven U.S. newspaper columnists.
5. A Presidential roundtable on trade with all eight Japanese wires/newspapers which would be covered by Japanese and American television.
6. A separate strategy for getting Principals to reinforce what the President is doing and to take direction from him on the message.
7. Aggressive coverage of Sunday talk shows.
8. Outreach strategy to think tanks, foreign policy associations, media and business groups.

- 
9. Getting Senior Directors out as well as Assistant Secretaries of State and Defense on talk shows.
  10. More OP-EDs and more releases of speeches in a timely and coordinated fashion.
  11. Better interagency coordination on press strategy.
  12. A message sheet in bullet form which is generated by the NSC.
  13. Rapid Response Team to correct misimpressions and address criticisms which appear in print or on television.



cc: Dee Dee Myers  
Nancy Soderberg



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## Clinton Presidential Records Digital Records Marker

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This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

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**June**

Divider Title: \_\_\_\_\_

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NATIONAL SECURITY COUNCIL  
WASHINGTON DC 20506

June 2, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

FROM: TARA SONENSHINE

SUBJECT: Schedule Proposal for the President to Meet  
with Foreign and Domestic Journalists Prior  
to the G-7 Summit

Attached for your signature at Tab I is a Schedule Proposal recommending that the President meet with foreign and domestic journalists prior to the G-7 Summit.

This Schedule Proposal reflects the need for the President to reach audiences in all the G-7 countries plus Russia and the need to reach people in Germany and Poland where the President is making separate visits. His upcoming trip also includes a stop in Riga, Latvia. I am doing a separate Schedule Proposal recommending that the President videotape a short 3-4 minute message to the Baltic countries (which USIA would carry) prior to the trip in lieu of an interview.

RECOMMENDATION

That you sign the Schedule Proposal at Tab I.

Attachment  
Tab I Schedule Proposal

Schedule Proposal

THE WHITE HOUSE

date \_\_\_\_/\_\_\_\_/\_\_\_\_

WASHINGTON

 ACCEPT REGRET PENDING

TO:

Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM:

Anthony Lake  
Mark Gearan

REQUEST:

For the President to sit down with  
leading foreign and domestic journalists  
in advance of the G-7 Summit.

PURPOSE:

To provide an opportunity for the  
President to build upon the themes  
articulated on the Normandy trip and lay  
out themes for his next overseas trip.  
Interviews with foreign and domestic  
reporters in advance of a major trip  
have an added purpose of building public  
support and understanding of the  
Administration's foreign policy at a  
critical phase.

BACKGROUND:

In early July the President will take a  
major trip abroad to the Baltics,  
Poland, Naples and Germany. This trip  
is another major building block in the  
evolution of our European integration  
strategy. The G-7 meeting is a critical  
part of our overall international  
economic agenda, and the trip to Germany  
reinforces our commitment to Europe.

It is important that the President  
arrive in Warsaw, Riga and Berlin to a  
receptive public which understands  
American foreign policy and our vision  
for Europe. That same message can be  
reinforced here at home by broadcasting  
interviews with foreigners and by  
including U.S. reporters in a group  
interview.

PREVIOUS PARTICIPATION:

The President has met with journalists  
in the past prior to overseas travel.

DATE AND TIME:

The week prior to July 5th

DURATION:

BROADCAST INTERVIEWS: 30 minutes  
PRINT INTERVIEW LUNCHEON: 90 minutes

cc: Stephanie Streett

LOCATION: Roosevelt Room/Cabinet Room (TV)  
Old Family Dining Room (Print Luncheon)

PARTICIPANTS: The President  
David Gergen  
George Stephanopoulos  
Anthony Lake  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross

BROADCAST INTERVIEWS:  
--ZDF (German TV) Gerd Helbig  
--POLISH PRESS AGENCY (Tomasz Liz)

PRINT INTERVIEWS:  
(Old Family Dining Room Luncheon)  
--Daily Telegraph (UK)  
--Il Messagero (Italy)  
--Liberation (France)  
--Southam News (Canada)  
--Mainichi Shimbun (Japan)  
--Izvestiya (Russia)  
--Suddeutsche Zeitung (Germany)  
--Washington Post  
--New York Times  
--Los Angeles Times  
--USA TODAY  
--Wall Street Journal  
--Chicago Tribune  
--Boston Globe

OUTLINE OF EVENTS: BROADCAST INTERVIEWS:  
The President will sit down for 10 minutes with the ZDF correspondent in the Roosevelt Room for an interview. USIA will also cover. C-SPAN will also cover.

The President will sit down for 10 minutes with the Polish News Agency correspondent for 10 minutes in the Cabinet Room for an interview. USIA will cover. C-SPAN will cover.

PRINT INTERVIEW:  
The Old Family Dining Room luncheon would take place from 12:30-2:00. The President would pose for a photograph with the group and then sit down for an on-the-record lunch.

REMARKS REQUIRED: Briefing material will be prepared by the NSC.

MEDIA COVERAGE: USIA, C-SPAN, White House Photographer

FIRST LADY'S ATTENDANCE: Not required

VICE PRESIDENT'S ATTENDANCE: Not required

SECOND LADY'S ATTENDANCE: Not required

RECOMMENDED BY: White House/NSC

CONTACT: Tara Sonenshine (ext. 6-2947)

## JUNE 1994

### MAJOR EVENTS:

- |             |  |
|-------------|--|
| June 13     | Emperor and Empress of Japan make first visit since 1975     |
| June 23     | Prime Minister Chernomyrdin of Russia visits the U.S.        |
| June 26-27  | President hosts White House Conference on Africa             |
| June 26     | Presidential Elections in Ukraine                            |
| June 28     | Official Working Visit of Chilean President Frei             |
| End of June | President prepares for G-7, trips to Poland, Latvia, Germany |

### THEMES FOR JUNE:

For the remainder of June, the President and his foreign policy team should focus attention in three areas:

#### 1. EUROPEAN INTEGRATION--MESSAGE BUILDING

Building upon the successful D-Day trip and preparing the message for the G-7 trip in early July. There needs to be a clear message about European integration which seeks to convey how the last few European trips have been building blocks in a grand strategy to bridge East and West. (This use of trips as building blocks for a European strategy must be mirrored on the Asia-Pacific side by putting Seattle trips, Seoul-Tokyo trip and upcoming Jakarta trip into a series. Coupled with the foreign policy strategy must be a strategy to link this policy with DOMESTIC issues. The President and his advisers need to concentrate efforts on explaining to the American public how and why what happens in Europe (and Japan) affects jobs and security at home. Similarly, the case must be more forcefully made for why what happens in Russia, Ukraine and the other new republics affects our own national security.

## 2. AFRICA--A FOREIGN POLICY OPPORTUNITY

With the White House Conference on Africa, the President has a chance to stake out new and important terrain. No American President has made an adequate public commitment to improve life on the continent and to interest and educate Americans in Africa. This President can and should seize the moment. A separate memo is attached with ideas for how we can take advantage of the opportunity afforded us by the Conference.

## 3. JAPAN-ASIA

The upcoming visit of the Emperor and the Empress, combined with the upcoming G-7 trip and the concerns over North Korea, signal the need for a coherent message on the Administration's goals and objectives vis-a-vis the Asia-Pacific region. There must be a few simple messages which get repeated and repeated in a mantra-like way:

--TRADE, OPEN MARKETS, FAIR PLAY: Economic Relationships:  
JOBS.

--NUCLEAR NON-PROLIFERATION--Security and Stability in Asia

--CLINTON'S ASIA POLICY: The President is beginning to get credit for a strong, successful Asia focus. We need to develop this theme.

\*You will note that none of the above-mentioned theme/message areas, with the exception of North Korea, relate to immediate crises such as Haiti or Bosnia. Obviously, we cannot ignore the importance of communicating the right message on the hot spot issues of the day. But nor can we afford to allow the crisis of the day to detract us from communicating other policy messages. In fact, a good argument can be made for less public articulation on hot spots and more public articulation of the core, central issues. The emphasis this month must be on the linkage between SECURITY ABROAD/SECURITY AT HOME (EUROPEAN INTEGRATION, TRADE/JOBS, NON-PROLIFERATION).

### CONCRETE PROPOSALS FOR JUNE:

1. A series of Schedule Proposals are attached for Presidential interviews surrounding the visit of the Emperor as well as for the pre-G-7 trip. The Schedule Proposal packet includes a videotaped message to the Baltics and one to Berliners.

2. A separate memo is attached for a public affairs strategy for the White House Conference on Africa.
3. Russia/Ukraine deserve attention this month, principally by the Vice President. It is the Gore-Chernomyrdin Commission which has been the engine of cooperation in the economic and scientific sphere over the past few months.

The Vice President and Prime Minister Chernomyrdin should be interviewed together during the visit. We should be talking more about our policy towards Russia and towards the newly independent states. Nick Burns is a fabulous resource on this issue.

4. Despite the short time-frame, there may be time and reason for the President to give a short speech prior to leaving for Europe, again. This speech, unlike D-Day, must be centered around our policies towards not only Europe but Asia. The speech should explain to the American public what G-7 is about and why international trade is so important. Finally, the speech (or possibly a separate speech) should deal with what is happening in North Korea and why America and its allies are so concerned about a nuclear North Korea.

JUNE affords opportunity for all of the principals to coherently echo the messages of EUROPEAN INTEGRATION, TRADE AND SECURITY IN ASIA, and the emphasis on our relations with RUSSIA and the newly independent states. We cannot dictate what every agency does but we can help orchestrate the overall message. Emphasis should be on portraying the President was successful on an ASIA policy that will yield economic benefits at home, a EUROPEAN INTEGRATION policy that will reap enormous economic and security bonuses and a RUSSIA-CIS policy that is realistic and working.

A separate memo is attached which lists what Tony Lake will be doing for the balance of June in terms of press and public engagement.

#### MISCELLANEOUS JUNE ITEMS:

- a. Sunday Shows: We should look ahead to the next few Sundays and plan who goes out and with which messages.
- b. Op-Eds: We should decide what issues require Op-Eds.

- c. Background Briefings: The Foreign Press Center is eager to have Bob Rubin and Tony Lake come over and talk about G-7. We should oblige.
- d. Speeches: We should get Jeremy Rosner and Don Baer thinking about the pre-G-7 speeches as well as an Asia/North Korea speech.
- e. Richard Schifter is giving a speech on June 10 to the American Bar Association. His speech will be a broad defense of foreign policy. We should get this speech out to the press and use Schifter to combat the critics. We should also have Nancy Soderberg do more on-the-record interviews, building upon her Op-Ed defending our policy. We need a RAPID RESPONSE TEAM that can quickly react to negative stories about our foreign policy.

HAITI:

It is my feeling, supported by Sandy Berger, that we need a central Haiti public affairs person who can coordinate the immigration and overall policy issues. Bill Gray is a marvelous communicator and we are not coordinating his outreach strategy nor is State. We should meet with State and determine who can supervise a Haiti communications plan.

NATIONAL SECURITY COUNCIL  
WASHINGTON DC 20506

June 2, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

THROUGH: NANCY SODERBERG  
FROM: TARA SONENSHINE (TS)  
SUBJECT: Conference on Africa

On June 26 and 27, 1994, the White House will host a two-day conference drawing together some of America's leading experts on Africa to discuss American policy towards the continent. It is important that we generate interest in the event itself, and that we focus particular attention on the role of the President in putting Africa squarely on the public agenda. There are various steps that should be taken as part of a public affairs strategy:

1. PRESIDENT CLINTON HOSTS "CONVERSATION ABOUT AFRICA"

All too often the President hosts major conferences, such as the jobs summit, but does not get much credit after the fact and does not have opportunities to share what he has learned. I recommend that following the White House Conference on Africa that the President sit down with some of the major participants for a discussion of Africa. The discussion would be videotaped by an outlet such as CNN, C-SPAN or PBS. (The list of participants has not been finalized so it is premature to suggest names.)

If you concur, attached for your signature at Tab I is a Schedule Proposal recommending that the President host a televised "Conversation About Africa" following the White House Conference on Africa (June 26-27).

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

2. TELEVISION COVERAGE OF THE CONFERENCE

With the exception of the working groups, the major speeches and the President's luncheon remarks are open to coverage. I would like to interest various media organizations in covering the event, with a possible exclusive coverage of one working group if a major network expresses interest in gavel-to-gavel coverage. Secondly, I would suggest we isolate a space near the conference where a media outlet such as NPR or American Urban Radio could conduct interviews with leading participants.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

## 3. OP-EDS

Following the conference, it is critical that we get participants to submit Op-Eds to newspapers across the country on what was learned and achieved and on the importance of having the President of the United States demonstrate support for a vigorous policy towards the continent. It is also important that we generate some in-house Op-Eds on the same subject.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

## 4. COMMUNICATORS

It is important that the Vice President and other Senior Officials be available to talk to the media. Brian Atwood should also be available to speak about his own trip and the issues surrounding famine in Africa.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

## 5. TARGETED MEDIA

We will be seeking to target various print and broadcast media who are interested in Africa. Lists of foreign and domestic reporters are being drawn up. It may be useful, at some point, for you to address this group after the conference.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

Concurrence by: Don Steinberg

Attachment  
Tab I      Schedule Proposal

## THE WHITE HOUSE

Schedule Proposal

WASHINGTON

date \_\_\_\_/\_\_\_\_/\_\_\_\_

 ACCEPT REGRET PENDING

TO: Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM: Anthony Lake

REQUEST: That the President host a televised "Conversation About Africa" following the White House Conference on Africa to be held June 26-27. The President would sit down with 4 or 5 of the participants of the conference and lead them through a discussion of what was learned about Africa from the conference and what constructive things need to be done to address the problems in Africa. This discussion session would be televised by PBS or CNN or C-SPAN.

PURPOSE: To focus public attention on Africa and to highlight the President's role in putting Africa high on his international agenda. To follow-up on the conference and visually demonstrate the President's involvement and engagement in the issue.

BACKGROUND: On June 26-27 the President will host a White House Conference on Africa drawing together some of America's leading experts on Africa to discuss American policy towards the continent. About 100 experts from the Administration, Congress, academia, think tanks, business, labor, religious groups, human rights groups and others will attend.

The President's commitment to Africa is far greater than has been shown by previous Presidents. It is important that we focus public attention both on the importance of Africa and the role this President is playing in shaping a new and active policy towards Africa.

PREVIOUS PARTICIPATION: None

DATE AND TIME: June 27, 28, 29 or 30.

cc: Stephanie Streett

DURATION: 30 minutes

LOCATION: Roosevelt Room

PARTICIPANTS: The President  
David Gergen  
George Stephanopoulos  
Anthony Lake  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross  
Don Steinberg

Participants from the conference such as Maya Angelou, Senator Paul Simon, Bill Gray, Randall Robinson, Jesse Jackson and Harry Belafonte. (The list of participants is not yet definitive so this group may change.)

OUTLINE OF EVENT:

The President would enter the room and a photograph would be taken of the group. The President would sit down and begin a dialogue with the Africa experts. The President would both question them on what was achieved during the conference (and how they recommend he follow-up) as well as offer his own views on the subject. Television cameras from either CNN, C-SPAN or PBS as well as USIA would cover the discussion. A written transcript would be released to the press.

REMARKS REQUIRED: Briefing material to be provided by NSC.

MEDIA COVERAGE: USIA, C-SPAN, CNN or PBS  
White House Photographer

FIRST LADY'S ATTENDANCE: Not required.

VICE PRESIDENT'S ATTENDANCE: Not required.

SECOND LADY'S ATTENDANCE: Not required.

RECOMMENDED BY: NSC/USIA

CONTACT: Tara Sonenshine (ext. 6-2947)

NATIONAL SECURITY COUNCIL  
WASHINGTON D C 20508

June 9, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

FROM: TARA SONENSHINE 13SUBJECT: Schedule Proposal for the President to Meet with  
Japanese Newspapers and Wire Services Prior  
to the G-7 Summit in Naples

Attached for your signature at Tab I is a revised Schedule Proposal recommending that the President sit down with leading Japanese newspapers and wire services prior to the G-7 Summit in Naples instead of, as we had submitted earlier, following his meeting with Emperor Akihito.

Concurrences by: *TR* Tom Ross and *DK* Sandy KristoffRECOMMENDATION

That you sign the Schedule Proposal at Tab I.

Attachment  
Tab I Schedule Proposal

## THE WHITE HOUSE

Schedule Proposal

WASHINGTON

date \_\_\_\_/\_\_\_\_/\_\_\_\_

---

 ACCEPT REGRET PENDING

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TO: Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM: Anthony Lake  
Mark Gearan

REQUEST: For the President to sit down with  
leading Japanese newspapers and wire  
services prior to the G-7 Summit.

PURPOSE: To provide an opportunity for the  
President to address the Japanese  
public, directly, at an important time  
in U.S.-Japanese relations, and to  
communicate a broader Asian strategy  
which is so important to our foreign  
policy. In the age of modern  
communications, an interview with  
leading Japanese journalists also  
receives coverage around the world and,  
therefore, gives the President another  
global forum for the articulation of his  
overseas agenda. This interview has an  
added purpose of laying the groundwork  
for the G-7 meeting which involves  
Japan.

BACKGROUND: Given that Japan has a new Prime  
Minister, given that the President will  
meet on June 13th with Japanese Emperor  
Akihito in the first visit by a Japanese  
Emperor and Empress to the United States  
since 1975 and given that the President  
will travel to the G-7 Summit in Naples,  
such an interview comes at a crucial  
time in Japan's internal political  
evolution. It also comes at a time when  
U.S.-Japanese trade relations, which had  
reached an impasse, now seem to be back  
on track. It also occurs at a  
particularly critical point in U.S.-  
Asian relations given the President's  
recent decision on MFN and the situation  
with North Korea. It is important that  
the President explain both our  
relationship with Japan and our overall  
policy vis-a-vis the Asian-Pacific

cc: Stephanie Streett

region. It is also important that the President connect domestic policy and international economics by speaking to a Japanese society which is still coming to grips with America.

PREVIOUS PARTICIPATION: The President has met in the past with foreign journalists prior to the G-7 Summit.

DATE AND TIME: End of June -- prior to the G-7 Summit

DURATION: 45 minutes

LOCATION: The Oval Office

PARTICIPANTS: The President  
David Gergen  
George Stephanopoulos  
Anthony Lake  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross  
Sandy Kristoff

Representatives from:  
Kyodo News Service (wire service)  
Asahi Shimbun  
Nikkei Newspapers  
Jiji Press  
Sankei Shimbun  
Yomiuri Shimbun  
Mainichi Shimbun  
Tokyo Chunichi Shimbun

OUTLINE OF EVENTS: The President greets each reporter and poses for a photograph as they enter the Oval Office. After everyone is seated, the President takes questions from the Japanese. Japanese TV will tape the interview.

REMARKS REQUIRED: To be provided by the NSC

MEDIA COVERAGE: White House Photographer; USIA; Japanese TV Pool

FIRST LADY'S ATTENDANCE: Not required

VICE PRESIDENT'S ATTENDANCE: Not required

SECOND LADY'S ATTENDANCE: Not required

RECOMMENDED BY: White House/NSC

CONTACT: Tara Sonenshine (ext. 6-2947)

NATIONAL SECURITY COUNCIL  
WASHINGTON D.C. 20506

June 3, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

FROM: TARA SONENSHINE

SUBJECT: Schedule Proposal for Presidential Videotape to  
the Baltic Republics Prior to Visit to Riga,  
Latvia in Early July

Attached for your signature at Tab I is a Schedule Proposal recommending that the President videotape a short, 3-4 minute message to the Baltic Republics prior to his visit to Riga, Latvia in early July.

Concurrence by: Nick Burns has been provided a copy.

RECOMMENDATION

That you sign the Schedule Proposal at Tab I.

Attachment  
Tab I Schedule Proposal

Schedule Proposal

THE WHITE HOUSE

date \_\_\_\_/\_\_\_\_/\_\_\_\_

WASHINGTON

 ACCEPT REGRET PENDING

TO: Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM: Anthony Lake  
Mark Gearan

REQUEST: For the President to videotape a short,  
3-4 minute message to the Baltic  
Republics prior to his visit to Riga,  
Latvia in early July

PURPOSE: To build upon the themes the President  
has successfully articulated regarding  
European integration and the importance  
of enlarging the community of democratic  
nations. To lay the groundwork for his  
next trip to Europe in July and to  
publicly communicate his foreign policy  
and the emphasis this Administration  
places on Eastern Europe and the  
Baltics.

BACKGROUND: On July 6th, prior to the G-7 meeting in  
Naples, the President will stop in Riga,  
Latvia and then in Warsaw, Poland.  
These visits are important building  
blocks in the Administration's efforts  
to reach out to Western and Eastern  
Europe with a message of integration.  
The Baltic States are still struggling  
with the many problems that come with  
new freedom: economic hardship,  
political uncertainty and concern over  
security. It is important that the  
President send a message of  
encouragement and support to all three  
Baltic nations even though he plans to  
visit only one of the republics on this  
trip.

PREVIOUS PARTICIPATION: The President has often sent videotaped  
messages of support to nations.

DATE AND TIME: Prior to July 5th

DURATION: 3-4 minutes

LOCATION: The Oval Office

cc: Stephanie Streett

## PARTICIPANTS:

The President  
David Gergen  
George Stephanopoulos  
Anthony Lake  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross  
Nick Burns

## OUTLINE OF EVENTS:

The President reads a message from the teleprompter. USIA films and distributes.

## REMARKS REQUIRED:

To be provided by the NSC

## MEDIA COVERAGE:

White House Photographer; USIA

FIRST LADY'S ATTENDANCE: Not required

VICE PRESIDENT'S ATTENDANCE: Not required

SECOND LADY'S ATTENDANCE: Not required

## RECOMMENDED BY:

White House/NSC; USIA

## CONTACT:

Tara Sonenshine (ext. 6-2947)

NATIONAL SECURITY COUNCIL  
WASHINGTON D.C. 20506

June 3, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

FROM: TARA SONENSHINE

SUBJECT: Schedule Proposal for Presidential Videotape to  
Berliners Prior to Arrival in Berlin in Early July

Attached for your signature at Tab I is a Schedule Proposal recommending that the President videotape a 3-5 minute message to Berliners prior to his arrival there in early July.

Concurrence by: Jenonne Walker has been provided a copy.

RECOMMENDATION

That you sign the Schedule Proposal at Tab I.

Attachment  
Tab I Schedule Proposal

Schedule Proposal

THE WHITE HOUSE

date \_\_\_\_/\_\_\_\_/\_\_\_\_

WASHINGTON

 ACCEPT REGRET PENDING

TO: Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM: Anthony Lake  
Mark Gearan

REQUEST: That the President videotape a 3-5  
minute message to Berliners prior to his  
arrival there in early July

PURPOSE: To lay the groundwork for his trip to  
Germany and to publicly invite the  
people of Berlin to come to the  
Brandenburg Gate on the day the  
President speaks

BACKGROUND: The President will travel to Germany in  
July after his G-7 meeting in Naples.  
The President will visit Berlin on July  
12th to pay tribute to the American  
military forces who have served there  
since 1945 and will be departing in  
September.

PREVIOUS PARTICIPATION: None

DATE AND TIME: Prior to July 5

DURATION: 3-4 minutes

LOCATION: TBD

PARTICIPANTS: The President  
David Gergen  
Anthony Lake  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross  
Jenonne Walker

OUTLINE OF EVENTS: The President reads a message on the  
teleprompter. USIA feeds it to German  
Television.

REMARKS REQUIRED: To be provided by the NSC

MEDIA COVERAGE: White House Photographer; USIA

cc: Stephanie Streett

FIRST LADY'S ATTENDANCE: Not required

VICE PRESIDENT'S ATTENDANCE: Not required

SECOND LADY'S ATTENDANCE: Not required

RECOMMENDED BY: White House/NSC; USIA

CONTACT: Tara Sonenshine (ext. 6-2947)

NATIONAL SECURITY COUNCIL  
WASHINGTON, D.C. 20506

June 3, 1994

ACTION

MEMORANDUM FOR ANTHONY LAKE

FROM: TARA SONENSHINE<sup>KS</sup>

SUBJECT: Schedule Proposal for Taped Interview with  
Worldnet Producer for USIA Documentary About the  
American and Allied Presence in Berlin

Attached for your signature at Tab I is a Schedule Proposal recommending that the President tape an interview with Worldnet Producer Jerry Krell that will be used in a USIA documentary about the American and Allied presence in Berlin.

Concurrence by: Jenonne Walker has been provided with a copy.

RECOMMENDATION

That you sign the Schedule Proposal at Tab I.

Attachment  
Tab I Schedule Proposal

Schedule Proposal

THE WHITE HOUSE

date \_\_\_\_/\_\_\_\_/\_\_\_\_

WASHINGTON

 ACCEPT REGRET PENDING

TO:

Ricki Seidman  
Assistant to the President and  
Director of Scheduling and Advance

FROM:

Anthony Lake  
Mark Gearan

REQUEST:

For the President to tape an interview with Worldnet producer Jerry Krell to be used in a USIA documentary about the American and Allied presence in Berlin

PURPOSE:

To contribute to a major effort by USIA to call attention to the importance of the American presence in Berlin even after the upcoming September departure of American troops from Berlin. To underscore the importance of U.S.-German relations as part of the American relationship to Europe.

BACKGROUND:

In September of this year, the American troops will be departing from Berlin, ending our military presence of some 47 years in that city. Our Embassy in Bonn and our Embassy Office in Berlin are undertaking a major public diplomacy effort to demonstrate to the Berliners that the special relationship that developed between the United States and Berlin, although transformed, will continue into the future. Among those efforts will be the production of documentaries about the American and Allied presence in Berlin.

Ambassador Holbrooke and Joseph Duffy, director of USIA, believe that the effectiveness of these taped documentaries would be greatly enhanced if they could include a brief, videotaped segment with the President.

The President will be going to Berlin in July. it would be important to tape an interview with the USIA producer here in Washington prior to the trip.

cc: Stephanie Streett

PREVIOUS PARTICIPATION: The President has worked with USIA on many projects.

DATE AND TIME: Prior to July 5th

DURATION: 30-45 minutes

LOCATION: The Oval Office

PARTICIPANTS: The President  
David Gergen  
George Stephanopoulos  
Mark Gearan  
Dee Dee Myers  
Tara Sonenshine  
Tom Ross  
Jenonne Walker  
Jerry Krell, Worldnet Producer

OUTLINE OF EVENTS: The President would sit down for an interview with Jerry Krell of USIA. Mr. Krell would ask the President questions related to why the U.S. troops are leaving Berlin and what has been accomplished by their 47-year presence. The President would explain the importance of the U.S.-German relationship and how, despite the withdrawal of troops, the special relationship with Berliners would continue.

REMARKS REQUIRED: To be provided by the NSC

MEDIA COVERAGE: White House Photographer; USIA

FIRST LADY'S ATTENDANCE: Not required

VICE PRESIDENT'S ATTENDANCE: Not required

SECOND LADY'S ATTENDANCE: Not required

RECOMMENDED BY: White House/NSC; State; USIA

CONTACT: Tara Sonenshine (ext. 6-2947)

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**July**

Divider Title: \_\_\_\_\_

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## JULY 1994

### MAJOR EVENTS:

- |           |  |
|-----------|--|
| July 4    | Independence Day   |
| July 5    | Departure for Latvia   |
| July 6    | Riga, Latvia   |
| July 7    | Warsaw, Poland   |
| July 8-10 | Naples, Italy G-7  |
| July 10   | Berlin: Meeting with Chancellor Kohl,<br>new President of the European Union |
| July 17   | Deadline for 65 nations to ratify Chemical Weapons<br>Convention             |

### THEMES FOR JULY:

#### 1. EUROPEAN INTEGRATION

Early July will obviously be taken up with Europe (Eastern and Western) as well as G-7. The trip deserves an entirely separate memo and strategy. But the themes should remain constant: EUROPEAN INTEGRATION, OPEN MARKETS and the relationship between security at home and security abroad. Interwoven in these themes should be attention to the importance of REFORM IN RUSSIA and the importance of UKRAINE and the other newly independent nations of the former Soviet Union.

\*\*The President has an opportunity to be viewed as one of the most proactive Presidents when it comes to Europe and exercising American leadership in bridging Western Europe to the Eastern bloc of nations that once lived behind the Iron Curtain. To do so requires constant reiteration of the themes of U.S.-EUROPEAN relations, European integration and trade. Closely related to these themes continue to be the importance of

publicly talking about PARTNERSHIP FOR PEACE as a vehicle for integration.

BOSNIA will continue to be an issue and requires a separate strategy. We would argue for a Bosnia Public Affairs Task Force to coordinate message and approach. At some point we should discuss having CHUCK REDMAN take a more visible role in articulating the objectives of the diplomatic track. Like Bill Gray, Redman is forceful and articulate. We need to be utilizing the resources we have in this Administration to improve the message. When it comes to Europe, for example, it would be good to encourage someone like STU EIZENSTAT in Brussels to speak out about the European Community.

## 2. NON-PROLIFERATION

July affords another opportunity for the President to stay consistent and firm on his commitment to work towards preventing the spread of nuclear, biological and chemical weapons. Given that the North Korea situation is likely to drag on through the summer, it is important that the non-proliferation theme be hammered home again and again in different ways.

The President has declared ratification of the Chemical Weapons Convention to be a key element of his non-proliferation and arms control policy. In order to meet the President's goal of entering into force the convention, the United States and 64 other countries must deposit their instruments of ratification by July 17, 1994. Early U.S. ratification will send a clear message to the international community that the U.S. is serious about combatting the spread of chemical weapons. (Elisa Harris of the NSC notes that it is important to secure Senate advice and consent to ratification before the July 4 recess--which means that this item should be taken up with the President in mid-June.)

\*\*It has been suggested that we have a Rose Garden-type ceremony for the President to sign the instruments of ratification for the Chemical Weapons Convention to draw attention to our non-proliferation accomplishments.

## 3. ASIA FOCUS

Again, JULY is a reiteration of themes related to American security at

home as tied to American security abroad: JOBS (G-7), NON-PROLIFERATION, LEADERSHIP. The key to making the themes work is tying them to actual policy initiatives--the new common framework talks with Japan, the post-MFN progress, the G-7 trip--all are concrete events that need to be underscored with strong messages.

\*\*Wherever possible, we need to have the NATIONAL ECONOMIC COUNCIL folks--Bob Rubin, Bo Cutter and others, plus other agencies--USTR, COMMERCE, TREASURY--intermingled with foreign policy team members. There must be a seamless garment woven of domestic economics and international policy.

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**August**

Divider Title: \_\_\_\_\_

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## AUGUST 1994

### MAJOR EVENTS:

- |           |   |
|-----------|---|
| August 7  | Inauguration of the New Colombian President                   |
| August 16 | Inauguration of New President of the Dominican Republic       |
| August 21 | Clean Presidential Elections in Mexico, attributable to NAFTA |
| TBD       | Meeting with Armenian President Ter-Petrosyan                 |

### THEMES FOR AUGUST:

August is a good time for the President to develop themes related to DEMOCRACY IN THE WESTERN HEMISPHERE--and particularly to be more proactive on HAITI. With the inauguration of new Presidents in Colombia and in the Dominican Republic, we get a hook for tying these themes to actual event.

1. We need to also get BILL GRAY out more over the summer.
2. We need to talk about Haiti as things progress, NOT simply in response to a crisis or to pressure from Congress or outsiders. August is the perfect time for the President to be seen working quietly at the White House on difficult problems such as Haiti and Bosnia.
3. Build on success of G-7 trip by hammering home themes of job security, Asia focus, European integration, Russia policy and non-proliferation.

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**September**

Divider Title: \_\_\_\_\_

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## SEPTEMBER 1994

### MAJOR EVENTS:

- |                 |   |
|-----------------|---|
| TBA             | Nelson Mandela visits Washington                          |
| TBA             | Inauguration of New OAS Secretary General                 |
| September 7     | Congress returns from recess                              |
| September 20    | UN General Assembly Opens                                 |
| September 25-26 | President addresses UN General Assembly                   |
| TBA             | State Visit by Russian Federation President Boris Yeltsin |

### MAJOR THEMES:

With the opening of the UN and the return of Congress in September, it is a good time for the President to stress themes of LEADERSHIP and INVOLVEMENT in international affairs. September is a good time for the President to consider a back-to-school speech at a university where he can develop the notion of LINKAGES between DOMESTIC POLICY and FOREIGN POLICY. All throughout September, the President and his top foreign policy team should be stressing LEADERSHIP--the importance of America playing a role overseas and the relationship between domestic and foreign policy.

Again, the task at hand is reiteration of themes and matching those themes to concrete events and policies. The President should be seen in September gearing up for a busy fall of national and international decision-making. The communicators need to be pumping out material on the President's involvement in planning for events such as the UN General Assembly, the Mandela visit, etc. Constantly, the President should make reference in domestic events to foreign policy. Interwoven into events, should be the reiteration of key themes: EUROPEAN INTEGRATION, TRADE-JOBS, SECURITY-NON-PROLIFERATION and LEADERSHIP. The democracy themes should be tied to events such as the MANDELA trip, the election of new Presidents in the Latin Americas, etc.

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**October**

Divider Title: \_\_\_\_\_

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## OCTOBER 1994

Part of October should be spent laying the groundwork for the APEC meeting in November in Jakarta. Emphasis should be on themes related to TRADE, OPEN MARKETS, the New Clinton Asia Focus and JOBS. We should, again, use the Cabinet to help in delivering the messages. There should be an October strategy of message dissemination through Worldnet, speeches, news interviews, OP-Eds, radio addresses and Sunday morning show appearances surrounding the trips and beforehand. The President should meet with Asia/trade opinion makers. A separate "think tank" strategy must be executed as well.

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**November**

Divider Title: \_\_\_\_\_

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## NOVEMBER 1994

### MAJOR EVENTS:

November 15      APEC meeting in Jakarta

### MAJOR THEMES:

The second APEC meeting in Jakarta builds on the success of last year's Blake Island meeting. There will no doubt be, at the end of APEC, a bold statement in support of achieving freer trade in the Asia-Pacific coupled with specific steps to implement that vision. Key themes for the President and his foreign/economic team will be the U.S. role in Asia, the export potential for the region and the importance of Asia to jobs at home. The President needs to hark back to the Pacific Community concept he outlined last year during the Seoul/Tokyo trip and at the Seattle APEC meeting. These earlier meetings, like the Europe trips, must be viewed as building blocks in a broad strategy--not as isolated events, unconnected by theme and message. The Jakarta meeting can be a dramatic upbeat conclusion to 1994 with the U.S. reasserting itself as a partner in the Asia Pacific region.

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**December**

Divider Title: \_\_\_\_\_

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## DECEMBER 1994

### MAJOR EVENTS:

December 9-10 Summit of the Americas in Miami

### MAJOR THEMES:

The Summit will crown a process of intensive consultations that began last March when Vice President Gore visited Bolivia, Argentina and Brazil to meet with the leaders of those nations. The fact that the President has invited the Hemisphere's democratically elected Heads of State should be seen within the context of a process and a commitment to democracy-building. The theme for December should be **PROMOTING DEMOCRACY IN THE HEMISPHERE** and **PROMOTING ECONOMIC GROWTH**. We should begin laying the groundwork for the Summit in late November and continue in early December.

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## JUNE 1994

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 First State Visit Since 1975 by Emperor and Empress of Japan	14	15	16	17	18
19	20	21	22	23 Prime Minister Chernomyrdin of Russia Visit the United States	24	25
26 President Hosts White House Conference on Africa (June 26-27)  Presidential Elections in Ukraine	27 President Hosts White House Conference on Africa (June 26-27)	28 Official Working Visit of Chilean President Frei	29	30	<b>NOTES</b> President prepares for G 7, trips to Poland, Latvia and Germany	

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## JULY 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
					1	2
3	4 Independence Day	5 Depart for Riga, Latvia	6 Riga, Latvia	7 Warsaw, Poland	8 Naples, Italy G-7	9 Naples, Italy G-7
10 Naples, Italy G-7 Berlin, Germany	11	12	13	14	15	16
17 Deadline for 65 nations to ratify Chemical Weapons Convention	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## AUGUST 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
	1	2	3	4	5	6
7 Inauguration of the new Colombia President	8	9	10	11	12	13
14	15	16 Inauguration of new President of the Dominican Republic	17	18	19	20
21 Presidential Elections in Mexico	22	23	24	25	26	27
28	29	30	31	NOTES: Meeting with Armenian President Ter- Petrosyan		

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## SEPTEMBER 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
				1	2	3
4	5 Labor Day  Rosh Hashana Begins	6	7 Congress returns from recess	8	9	10
11	12	13	14 Yom Kippur Begins	15	16	17
18	19	20 UN General Assembly Opens	21	22	23	24
25 President addresses UN General Assembly (25-26)	26 President addresses UN General Assembly (25-26)	27	28	29	30	<b>NOTES:</b> tba Nelson Mandela visits Washington  tba State Visit by Russian Federation President Yeltsin  tba Inauguration of new OAS Secretary General

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## OCTOBER 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
<b>NOTES:</b> Part of October should be spent laying the groundwork for the APEC meeting in November in Jakarta						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## NOVEMBER 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
		1	2	3	4	5
6	7	8 Election Day	9	10	11 Veteran's Day	12
13	14	15 APEC meeting in Jakarta	16	17	18	19
20	21	22	23	24 Thanksgiving Day	25	26
27	28	29	30			

# SIX-MONTH PUBLIC AFFAIRS STRATEGY CALENDAR

## DECEMBER 1994

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
				1	2	3
4	5	6	7	8	9 Summit of the Americas in Miami (Dec 9-10)	10 Summit of the Americas in Miami (Dec 9-10)
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25 Christmas Day	26	27	28	29	30	31 New Year's Eve