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Russia / NATO Planning

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Draft Media Plan for Trip to
Brussels, Prague, Moscow, Minsk, Geneva

Wednesday, January 5, 1993

Christopher meets with Edit Board of US News & World Report

- (t) Christopher meets with Edit Board of USA Today
- (t) Christopher interview with Time, Newsweek State Department correspondents

Thursday, January 6, 1993

- (t) Christopher on MacNeil-Lehrer
- (t) Christopher group interview with European journalists
- (t) Christopher interview with Washington Times -- Warren Strobel
- (t) Christopher interview with NPR -- Annie Garrels

Friday, January 7, 1993

Christopher briefs White House Press Corps --
Strobe Talbott to follow with details on Russia
Steve Oxman to follow with details on NATO

Nick & Janice

Christopher speaks at National Press Club

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BC-NATO-USA

U.S. GENERAL GIVES SOME NATO COMFORT TO E.EUROPE

By Kevin Liffey

BONN, Jan 3 (Reuter) - United States armed forces chief General John Shalikashvili on Monday offered the reforming countries of eastern Europe some hope of eventual NATO membership, but only at an unspecified time in the future.

For the near term, the chairman of the Joint Chiefs of Staff put heavy emphasis on the ``Partnership for Peace,`` a planned network of loose bilateral ties with eastern European countries expected to be approved at next week's Western alliance summit.

``We are evolving away from the notion of asking the question whether there should be an extension of membership, and much more speaking about the issue of when and how,`` Shalikashvili said in a satellite link-up between the Pentagon and journalists in Bonn, Paris, Prague and Warsaw.

He insisted Russia did not have a veto over NATO membership. But in line with the West's fears that NATO enlargement could give a boost to militarists or nationalists in Russia, he added:

``It is important that we do not by design or inadvertently set up new divisions. We cannot just simply move the Berlin Wall a few hundred miles eastward.``

Poland, Hungary and the Czech Republic are lobbying strongly for full membership of the North Atlantic Treaty Organisation, and see voter support for Russian nationalist and expansionist Vladimir Zhirinovskiy as justification for their security fears.

But Shalikashvili countered that the victory of democracy and market economics in Russia was at least as important for eastern Europe, saying: ``One of the things that would benefit Warsaw, Prague and Budapest most would be if events on Moscow turn out correctly.``

He added that he believed Russia supported the ``Partnership for Peace,`` adding: ``It ought to serve Russia every bit as much as it serves the Alliance,`` he said.

He rejected charges that the scheme was a figleaf that would allow the West to give the impression that it was supporting the security of the young democracies in eastern Europe while actually doing very little.

``There's no reason why early in 1994 we shouldn't see the first positive results of the Partnership for Peace,`` he said.

The plans for joint exercises, planning and joint operations such as peacekeeping, as well as standardisation of equipment, would lay a foundation which would eventually make it easier to integrate eastern European armed forces in NATO, he said.

This meant not all the eastern European countries had to approach NATO at the same speed.

``I think it's up to the eastern and central European countries to drive the pace of how quickly we progress. That's the beauty of the Partnership for Peace,`` Shalikashvili said.

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OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

of pages

MEMORANDUM TO MARK GEARA

FROM: Kathleen deLaski

To: <i>Mark Gears</i>	From:
Dept./Agency:	Phone #:
Fax # <i>202-456-6210</i>	Fax #:
NSN 7540-01-317-7388 5099 101 GENERAL SERVICES ADMIN.	

SUBJECT: Defense Department Summit Activities

1. The public schedule of all the principals:

Secretary Aspin is not scheduled to attend the summits; however, he will be happy to sing harmony from Washington on any issue desired by the White House.

General Shalikashvili is scheduled to go to the Middle East the week of the summits but will be in town the previous week (week of Jan 3.) and available.

2. Any major speeches:

OSD Public Affairs and Gen. Shali's public affairs office are discussing a speech by Gen. Shali on the future of NATO. He has special expertise in this issue and he is very personally committed to it. We could schedule it for the week before the summit, but we don't have a commitment from Shali.

3. Planned op-eds including proposed themes:

Deputy Assistant Secretary of Defense for NATO Policy, Dr. Joe Kruzel, may write an op-ed to deflect criticism on Partnership for Peace.

After the summit, the SecDef has been asked to submit an article to the "NATO Review" on the post-summit agenda, counterproliferation or another subject of his choice. The magazine is published in several languages and distributed widely in Alliance capitals. The deadline for the Feb. issue is 21 January.

SecDef also has been asked to submit an article on a post-summit issue for "European Brief," which is published in English. Deadline is 18 January.

4. Planned or tentative background briefings:

We suggest a joint DoD-State group session for selected regional newspapers on the summits. We would provide Dr. Kruzel on NATO issues and we think someone from State could be helpful on Russia. The organizations we suggest are those with their own Washington correspondents who aren't necessarily defense experts. These reporters generally write the occasional national security or foreign policy

story and might be very interested in an unusual opportunity to meet with the SecDef to preview summit issues. The group might include the Kansas City Star, Orlando Sentinel, Minneapolis Star-Tribune, Denver Post, Rocky Mountain News, Cleveland Plain Dealer, Dayton Daily News, Indianapolis Star, Richmond Times-Dispatch, Seattle Post Intelligencer, Dallas Morning News, Ft. Worth Star Telegram and the Atlanta Constitution.

5. Interviews with foreign and/or domestic press:

General Shali will be doing a Worldnet interview with USIA that can be pulled down around the world. The date isn't firm but should be next Wednesday (December 22 at 0730).

Attached to this memo is a list of columnists and other pundits we've been working with on Partnership for Peace or who have expressed an interest in a pre-summit session. We would like to schedule a session for them with SecDef and Shali. If any of them appear on other lists for sessions with other principals, we would delete them from our list.

6. Plans or requests for talk show appearances:

Because of his Middle East trip, Gen. Shali will not be available for a Sunday show the day before the NATO summit. Instead, perhaps he could appear on Newsmaker Saturday on Saturday, 8 January.

We would also like to suggest to Shali a Larry King Live appearance the week before the summit unless you want to reserve that for a different principal.

December 19, 1993

MEMORANDUM FOR MARK GEARAN

FROM: Don Steinberg
SUBJ: NSC Press Activities for European Trip, January 8-16

1. Schedules for Principals:

Tony Lake and **Sandy Berger** will accompany the President throughout the trip to Brussels, Prague, Moscow, Minsk and Geneva. Both will be available for interview sessions, backgrounders and sound bites during the trip, noting that they will have the usual requirements to prepare for and attend the substantive meetings and events of the trip.

Senior Directors for Europe **Jenonne Walker** and for Russia **Nick Burns** will be available for activities. Both are excellent briefers, and we hope to use each more frequently, including for on-the-record activities. European Director **Jane Holl** and Fellow **Charles Kupchan** will also be available for backgrounding during the European segment, and Russian Directors **John Beyrle** and **Rose Gottemoeller** for the Russia and Belarus portions (respectively). **Martin Indyk** will be available for the session with Assad in Geneva. I will be available for background briefings throughout the trip.

2. Speeches:

Tony Lake gave on December 14 his Council on Foreign Relations speech, which addressed transatlantic issues and priorities for this trip. In line with the inter-agency schedule worked out, Tony will give the wrap-up speech on the trip's accomplishments in a speech during the week between our return and the State of the Union.

3. Op-Eds:

We are planning an op-ed for **Tony Lake** as a year-end summary, a look ahead at the upcoming Summits, and a discussion of 1994 priorities, to be published in the Boston Globe during the first week of January. We are considering a Summit-specific piece in addition, which would outline the new definition of transatlantic security, which now includes encouraging democracy and fostering economic cooperation in addition to maintaining military strength. We will circulate that piece through the Knight-Ridder group.

4. Interviews/Background Briefings:

Tony Lake had a background session with some on-the-record quotes with the networks and one with ten White House correspondents for print media on December 16, during which priorities for the European trip were highlighted. He also had sessions with Time and Newsweek last week.

He will be doing the Wall Street Journal luncheon (Al Hunt, Dave Broder, Tim Russert, etc.) on December 20 and for the Knight Ridder newspapers on December 21. He will also meet with selected columnists, with the New York Times White House reporters, and with the Washington Post during the last week of December.

Sandy Berger has also been briefing the magazines on the outlines of the trip: Time, Newsweek, U.S. News and Business Week. He will meet this week with the top foreign press (e.g., Economist, London Times, Le Monde), and other sessions as required.

Senior Director for Russia Nick Burns and Senior Director for Europe Jenonne Walker have already started a series of background briefings on the various aspects of the trip. Both did sessions at the Foreign Press Center on December 16. Jenonne has another large backgrounders with U.S. newspapers on December 22.

The week before our departure, it will be useful to do a large briefing at the White House Briefing Room on the outlines for the trip. I assume that Tony will lead this briefing.

5. Talk Shows:

We have requests from everyone under the sun -- the Sunday shows, MacNeil/Lehrer and the CNN shows (Bierbauer/Sesno) -- for Tony Lake. He still agrees in principle to doing them...

TO: Mark Gearan

FROM: Mike McCurry
Mary Ellen Glynn

RE: Media Plan for Presidential Trip to Europe and Russia

DATE: December 17, 1993

Attached please find a draft communications strategy for the weeks leading up to the trip to Europe and Russia. We will go over this plan with the Secretary and Tom Donilon tomorrow morning.

If you have any additions or questions, please call us on Saturday morning.

Draft Media Plan for Presidential Trip to
Brussels, Prague, Moscow, Minsk, Geneva

Monday, December 20, 1993

Strobe Talbott on-the-record briefing at the State Dept. on the Russian elections and the Gore trip to Moscow

Tuesday, December 21, 1993

Strobe Talbott and Nick Burns backgrounder on the Russian elections and the Gore trip and Summit at Foreign Press Center

Wednesday, December 22, 1993

Telepress conferences by Tarnoff and Oxman to selected Central and Eastern European media on the NATO/Partnership for Peace Proposal; NATO non-proliferation proposal; Russian assistance programs.

State prepares press packet on "Approaches to Russian assistance."

Week of December 27

Strobe Talbott does domestic telepress conference to radio and print media outside Washington -- "Russian assistance success stories"

Strobe Talbott does pre-summit interviews with NPR, C-SPAN and BBC World News

Op-ed pieces should be prepared on NATO and Russian assistance for Christopher, Talbott, Oxman

Pre-summit talking points for principals should be prepared

Monday, January 3, 1993

European media interviews with Christopher

Print roundtable (French, UK, German) and key European TV outlets.

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Tuesday, January 4, 1993

Christopher interviews with selected columnists
(Rosenfeld, Lewis, Hoagland?)

Worldnet interviews to selected Russian and European press by Talbott,
Tarnoff and Oxman

Albright interview with Eastern and Central European print journalists and
TV outlets.

Wednesday, January 5, 1993

Christopher luncheon interview with Time, Newsweek, US News and the
Economist

Thursday, January 6, 1993

Christopher on-the-record briefing for White House press corps
Strobe Talbott to follow Christopher at White House briefing.

Backgrounder for White House press corps on 1) NATO/Partnership for
PEace; 2) Central and Eastern Europe; 3) Non-proliferation; 4) Russia; 5)
Possible? Status of Middle East peace process prior to Clinton-Assad
meeting.

Christopher on MacNeil-Lehrer

Friday, January 7, 1993

Christopher op-ed on Russian assistance to appear in NYT
Talbott op-ed on Russian assistance to appear in WPost
Oxman op-ed on NATO to appear in WSJ

Strobe Talbott on-the-record briefing at Foreign Press Center
Steve Oxman on-the-record briefing at Foreign Press Center

Saturday, January 8, 1993

Depart for Brussels

Departure Statement?

Arrival Statement?