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DRAFT

August 15, 1994

MEMORANDUM FOR: ANTHONY LAKE, DIRECTOR, NATIONAL
SECURITY COUNCIL

FROM: ALEXIS M. HERMAN
DIRECTOR, OFFICE OF PUBLIC LIAISON

SUBJECT: PROPOSED FOREIGN POLICY RELATED
OUTREACH

In light of our experience in organizing and conducting the White House Conference on Africa, I thought it would be helpful to institutionalize a process to better link Public Liaison's foreign policy public outreach activities with the National Security Council's policy development apparatus. Such a link will insure that influential members of the public are more fully versed on the purpose and scope of our initiatives, as well as provide your office with valuable comment regarding our foreign policy initiatives. As you know, we have worked successfully with your staff on a number of different initiatives. Creating a formal structure, however, will insure a more efficient program.

I propose that our initial program begin with our Africa policy, using the White House Conference on Africa as a springboard.

PROPOSAL

Despite some initial bumps, the White House Conference on Africa proved to be a success. Yet, it will only produce long-term benefits if it is followed by an intense effort to include influential Africanists, interest groups and constituencies in the policy-development process.

Therefore, in an effort to create a constructive dialog and to enhance the

Administration's relationships with public groups interested in our policies concerning Africa, I propose a series of White House briefings and other specifically Africa-related events over the next several months (See Attachment). These briefings, sponsored by OPL, will allow the Administration to explain and to build public support for our policies towards Africa and to demonstrate the Administration's continuing commitment to the Continent. These events also will help solidify our relationships with Africa-related interest groups and will help to build momentum toward a proposed POTUS visit to Africa.

I would further propose that we initiate regular inter-agency meetings of departments and agencies with international responsibilities. The participants could be drawn from agencies such as: OPL, AID, Commerce, Defense, NSC, State, Treasury, and USIA. I understand that you have authorized Ernie Wilson of USIA to implement such a working group.

If you concur with this proposal, I recommend that we conduct a briefing in mid-September on trade and investment in Africa. This briefing would occur during the Congressional Black Caucus weekend, an opportune time to enhance our standing with that important constituency. Additional briefings would then occur on a monthly basis.

I have attached for your review and approval a proposed schedule for the Africa outreach program which is consistent with the commitment we made to the White House Conference on Africa participants.

Steve Hilton, my Deputy Director, and Flo McAfee of my office are prepared to work closely with Nancy Soderburg and Don Steinberg and his office to establishing the program. If the Africa program proves to be successful, we can then discuss how best to expand the program. Please give me a call if you have any questions or concerns.

cc: Leon Panetta
Attachment