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WITHDRAWAL SHEET

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Collection Name MATLOCK, JACK: FILES

Withdrawer

JET 6/14/2005

File Folder GENEVA MEETING: PUBLIC DIPLOMACY-GENERAL

FOIA

2001-061

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ZUBOK

5309

ID	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
14937	MEMO	KORENGOLD TO MCFARLANE RE PUBLIC DIPLOMACY IMPLEMENTATION PLAN [1 - 4]	3	9/13/1985	B1
14938	REPORT	PUBLIC DIPLOMACY STRATEGY [29 - 32]	4	ND	B1

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

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B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

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PUBLIC DIPLOMACY IMPLEMENTATION PLAN
SECOND DRAFT
September 13, 1985

WEEK OF SEPTEMBER 9-15

9/9: Vice President's speech on U.S.-Soviet relations

9/12-13: Low-key press advisory of impending space command activation 9/23 (DOD)

9/12-13: U.S.-Soviet Far East Talks.
Questions and answers positioned (Wolfowitz backgrounds U.S. Press in Moscow). Possible further backgrounders later in Japan.

9/12: Presidential interview with Baltimore Sun editors on all current issues. 2

9/13: ASAT Test.
Questions and answers positioned with spokesmen and posts by 9/11 or 12. Consultation with Congress already completed.

9/13: Photo opportunity: President and Geneva Negotiators (Kampelman, Tower, Glitman) Twinned with written Presidential statement on NST Round III opening in Geneva 9/19.

9/15: HUD Secretary Pierce in Moscow (Opportunity to stress continuing dialogue).

9/15: Weinberger on Face the Nation. Opportunity to reiterate need for serious detailed negotiations.

WEEK OF SEPTEMBER 16-22

9/16: President's lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/16: DOD Appropriations Bill.
Coordinate testimony. Position questions and answers and talking points.

9/16: Kampelman Geneva arrival statement (Seriousness of U.S. Approach)

9/16: McFarlane address to Air Force Association.
Possible venue for amplification of California speech and stress on difference between realism and confrontation.

9/17: Vice President meets with Georgi Arbatov.

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9/17: President's interview with ABC for documentary on U.S. in world affairs. Scheduled airing on 9/18.

9/17: Presidential Press Conference.
Talking points on Geneva required.

9/17: SCG Meeting: Chairman's Press Conference. NATO HDQRS Brussels (Demonstration of Allied consultations)

9/17: Abrahamson addresses National Press Club luncheon (SDI) 2

9/17: Opening of UNGA in New York.
Ambassador Walters briefs foreign and domestic Press at USUN (and Washington?); VOA and Worldnet interview with Walters on U.S. overall objectives for UNGA session. (ALL TENT) Stress on Afghanistan, human rights, and end to double standards. USG official teams brief other delegations.

9/18: McFarlane speech to Southern Newspaper Conference (Colorado Springs). SDI and Geneva.

9/18: Approved Thematic guidance for Geneva Meeting to be sent to posts worldwide by State and USIA. 2

9/18: DOD Press Conference (Weinberger and Perle) to release publication: Soviet Acquisition of Militarily Significant Technology.

9/18: Alaska Sea Trials. (TENT)
Opportunity to reiterate interim restraints position, U.S. "going extra mile." Questions and answers and talking points to be positioned for DoD and State spokesmen.

9/18: ABC Documentary: U.S. in World Affairs. To be aired.

9/18: Perle Congressional testimony on arms issues (TENT)

9/19: Posthumous promotion announced for Major Nicholson Weinberger private ceremony at Pentagon. Questions and answers on Soviet attitudes positioned.

9/19: Possible Presidential interview with Izvestia, Tass or other Soviet media (PROPOSED - TIME FRAME FLUID)

9/19: Geneva NST talks reopen.

9/20-21: Adelman speaks to Southern Conference of Editorial Writers.

9/20: President's lunch with selected columnists/commentators. 2

9/22: McFarlane on Sunday Talk Shows pointing toward Shevardnadze visit. 1
2
1

WEEK OF SEPTEMBER 23-29

2

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9/23: Activation of space command.
Questions and answers positioned.

9/23: Shultz UNGA speech.
Backgrounders in New York. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts. State and FPC Washington briefings.

9/23: Washington briefing for editorial page editors (Sterne Group). Whitehead, Weinberger and Abrahamson --UNGA and Geneva.

9/24: Presidential written interview and photo opportunity (PROPOSED) for French newspaper (Figaro?) Alternate: International Herald Tribune.
Interview for publication in week prior to Gorbachev's October 2-3 visit to France. Stress allied solidarity pre-Reagan/Gorbachev meeting.

9/25: Shultz-Shevardnadze meeting.
Pre-meeting backgrounders in New York. Post-meeting Press statements and readouts. State and FPC Washington briefings.

9/26: President's off-record cocktail with selected White House correspondents.

9/26: MBFR talks reopen (Presidential statement similar CDE opening). Stress continuing dialogue.

9/26-27: USNATO Conference, Brussels, for European think-tank directors (Possible forum for Nitze, Palmer, Schifter, and/or Abrams).

9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference).

9/27: Reagan-Shevardnadze meeting.
Pre-meeting backgrounder for White House Press September 26 by Shultz or McFarlane. Post-meeting statements and Readouts (Proposed).

9/28: President's radio address post Shevardnadze meeting (TENT)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze Meetings.

TBD During September: Presidential mini press conference for announcements plus domestic and Geneva issues.

TBD During September: Senate hearings on Soviet active measures.

TBD During September: Congressional hearings on human rights.

TBD During September: Regional speaking engagements for senior officials (State, P.A.)

night before shevardnadze. Bad idea

WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations.
Palmer, Parris, others. (TENT)

Soviet Strategic Defense Publication released (TENT).
Press Conference at State or DOD, questions and answers
prepositioned with spokesmen. Embargoed copies prepositioned in
Europe and Asia. Copies distributed to Allied/other governments.
U.S. distribution.

10/2: President's lunch with regional editors/broadcasters (ALL
CURRENT ISSUES).

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and
Abrahamson.

10/2-5: Gorbachev visit to France.
Questions and answers positioned.

10/3: Briefings for key staffers of Congressional Foreign
Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

10/4: Soviet naval visit to Mexico.
Questions and answers on Soviet activities in hemisphere
positioned.

10/5-17: Weinberger in Asia
Australia, Singapore, Thailand, South Korea, Japan. Opportunity
to highlight mutual security interests. Possible Worldnet on
same theme (Armitage).

WEEK OF OCTOBER 7-13

10/7: Carrington meets with the President in Washington
Photo opportunity. Post-meeting statements stressing NATO
pre-Geneva solidarity and consultation.

10/8: Pre-departure backgrounder (TENT) for Vice President visit
to China. Questions and answers positioned with spokesmen
regarding Sino-U.S.-USSR interrelationship.

10/9: President's lunch with selected columnists/commentators. X

10/10: Vice President departure for China.
Photo opportunity, departure statement.

10/12: Codel Pepper in USSR (continuing dialogue).

WEEK OF OCTOBER 14-20

10/14: McFarlane breakfast with Congressional group (at White House) (PROPOSED).

Scene -and mood- setting for runup to Geneva meeting.

10/14-15: North Atlantic Assembly meeting in San Francisco with Shultz as keynote speaker 10/14. Major forum for USG principals. Some 200 foreign correspondents will be attending. Abrahamson and others.

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: U.S.-Soviet bilateral civair and grain consultations Questions and answers positioned.

10/16: Socialist International Arms Control Conference (Vienna). Possible forum for new Soviet propoganda foray. Embassy Vienna to monitor agenda and Soviet participation. U.S. participants to be determined.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED). Opportunity to stress value of Allied solidarity during Geneva runup.

10/16: Presidential photo opportunity and written questions and answers with Times of India or other major Third World Publication (PROPOSED). Stress themes with Third World and regional orientation prior to UNGA speech.

WEEK OF OCTOBER 21-27

U.S.-Soviet bilaterals on Central America (continuing dialogue)

10/21: McFarlane backgrounder for White House press (PROPOSED) Setting themes for President's UNGA speech.

10/21: Qadhafi to Moscow (?) Questions and answers positioned with spokesmen.

10/22-23: Sofia Warsaw Pact Consultative Committee Meeting. Gorbachev attends. Possible Pact declaration. Questions and answers positioned with spokesmen.

10/22: President's lunch with selected U.S. newspaper publishers

10/22: Weinberger press conference (Asia trip)

10/23: Weinberger interview with L'Express

10/24: President addresses UNGA.

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10

Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED).
Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED).
Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)
To provide Geneva orientation for editors and taped comments for use on VOA's various services.

Late October through mid-November: VOA 6-8 part series recapping U.S. post-war peace and arms control initiatives. (PROPOSED)

TBD During October: Regional speaking engagements for senior officials (State, P.A.)

TBD During October: Les Gelb's NYT Magazine article on President's thinking to appear. (Interview already completed)

2

WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/29: State Department pre-Geneva conference for regional journalists (PROPOSED).

10/29-30: NATO NPG ministerials. Weinberger. (stress on pre-Geneva consultation).

10/30: President's off-record cocktail with selected White House correspondents.

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents.
Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

TBD during October: Presidential mini-Press Conference
Announcements plus possible domestic and Geneva issues.

11/1: Dutch INF decision deadline.
Questions and answers positioned with spokesmen, if asked basis.

11/3: Presidential appearance on VOA's "Talk to America"
worldwide call-in show answering pre-screened, meeting-oriented questions from VOA's global audience. (15 minutes/any venue) TV and Photo Op (PROPOSED)

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WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of eight background briefings on Geneva Agenda. (One each Monday through Thursday each week) for White House Press. By Murphy, Abrams, Wolfowitz, Ridgeway, Palmer, Schifter, Nitze, and McFarlane.

11/4: Shultz or McFarlane Breakfast with key Washington editorial writers (PROPOSED).
To set tone for proposed major policy statement next day. White House Press Corps briefed on expected thrust of speech. (McFarlane?)

11/5: Major policy statement (PROPOSED) (venue to be decided). President or SecState. If public appearance not possible, written Presidential questions and answers with some major foreign newspaper for release this date. Corriere della Sera of Milan already has an Embassy Rome-supported request on file. Outline positive U.S. approach to Geneva in advance of Russian Revolution anniversary speeches from Moscow. (Worldnet and VOA to carry.)
(TENT)

11/5: Presidential press conference (could be venue for policy statement described above)

11/6: Soviet eve of Anniversary speeches in Moscow. Questions and answers positioned.

11/6: President's off-record cocktail with selected White House correspondents.

11/6: Weinberger speech to Foreign Policy Association -- New York City. (TENT)

11/6: McFarlane meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on VOA's various language services.

11/7: Presidential lunch or drinks with several key foreign publishers such as Rupert Murdoch/Springer/Goldsmith (PROPOSED)

11/7: President's broadcast interview with White House network TV correspondents (Geneva expectations).

11/7: 68th Anniversary of Russian Revolution.

11/7: Ridgeway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

11/7: Weinberger/Abrahamson address Council of American Ambassadors.

WEEK OF NOVEMBER 11-17

Weeklong: Op-ed byline pieces by principals in major press outlets (State, P.A.) Possible Shultz or McFarlane article in NYT Magazine.

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/12: President's interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: President's lunch with selected columnists/commentators (Geneva expectations).

11/13: Photo opportunity and written Presidential interview for Swiss Press, both German and French language, for release Monday, November 18 (PROPOSED).

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival. (PROPOSED)

11/13: Presidential interview with chiefs of Washington-based domestic and foreign wire services (PROPOSED). Omnibus interview that would reach widest segment of press.

11/14: Presidential breakfast (PROPOSED) for senior Congressional leaders; photo opportunity.

11/14: President's interview with four foreign print reporters.

11/14: McFarlane backgrounds White House Press to wind up Eight-Part series. (PROPOSED)

11/15: President's interview for four foreign broadcast reporters.

11/15: Shultz briefing for White House Press. (PROPOSED) On the record pre-departure. Accompanied by Worldnet.

11/16: President's Saturday radio address (TENT)

Outlook for Geneva: (Could be cast also as message to Soviet people and carried on VOA.)

TBD prior departure President's mini news conference. Announcements as appropriate.

11/17: Presidential pre-departure statement. Live TV.

11/17: SecState and McFarlane on Sunday TV talk shows. Scene setters for Geneva.

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting.
Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/21: Soviet-U.S. maritime talks.
Questions and answers positioned.

11/??: Presidential report to Congress or report to nation from Camp David upon return. Televised internationally. (PROPOSED)

11/??: Shultz and other principals brief NATO and other Allies

11/23: President's Saturday radio address (TENT)
Geneva wrapup.

11/24: Sunday TV talk shows.
McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations after Geneva.
Palmer, Parris, others.

12/1: President's report to Congress on Soviet non-compliance

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SCHEDULED PRESIDENTIAL ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/12: Interview with Baltimore Sun editors on all current issues

WEEK OF SEPTEMBER 16-22

9/16: Lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/17: Interview with ABC for documentary on U.S. in world affairs (Scheduled airing: 9/18)

9/17: Press Conference.

9/20: Lunch with selected columnists/commentators

WEEK OF SEPTEMBER 23-29

9/26: Off-record cocktail with selected White House correspondents

*Night before
Shevardnadze
Bad idea.*

9/26: MBFR talks reopen (Presidential statement similar to CDE opening).

9/27: Meeting with Shevardnadze

WEEK OF SEPTEMBER 30-OCTOBER 6

10/2: Lunch with regional editors/broadcasters (ALL CURRENT ISSUES)

10/7: Meeting with Lord Carrington. Photo opportunity. Post-meeting statements stressing NATO pre-Geneva solidarity and consultation.

10/9: Lunch with selected columnists/commentators

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DECLASSIFIED

White House
Department of State Guidelines, July 21, 1997
By CW NARA, Date 10/16/02

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Oct 7-21 ?

WEEK OF OCTOBER 21-26

10/22: Lunch with selected U.S. newspaper publishers

UN Speech!

1 KR Sov-orient ed event each week

WEEK OF OCTOBER 28-NOVEMBER 3

10/30: Off-record cocktail with selected White House correspondents

We need a Sov event.

TBD during October: Presidential mini-Press Conference Announcements plus possible domestic and Geneva issues.

WEEK OF NOVEMBER 4-10

11/5: Press conference

11/6: Off-record cocktail with selected White House correspondents

lunch w/outside experts ?

11/7: Broadcast interview with White House network TV correspondents (Geneva expectations)

Another lunch w' outsiders

WEEK OF NOVEMBER 11-17

11/12: Interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: Lunch with selected columnists/commentators (Geneva expectations).

11/14: Interview with four foreign print reporters.

11/15: Interview for four foreign broadcast reporters.

TBD prior departure President's mini news conference. Announcements as appropriate.

11/17: Pre-departure statement.

WEEK OF NOVEMBER 25-DECEMBER 1

12/1: President's report to Congress on Soviet non-compliance.

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PROPOSED ADDITIONAL PRESIDENTIAL ACTIVITIES
RELATED TO GENEVA

WEEK OF SEPTEMBER 9-15

9/13: Photo opportunity: President and Geneva Negotiators
(Kampelman, Tower, Glitman)
Twinned with written Presidential statement on NST Round III
opening in Geneva 9/19.

WEEK OF SEPTEMBER 16-22

9/19: Interview with Izvestia, Tass or other Soviet media

WEEK OF SEPTEMBER 23-29

9/24: Written interview and photo opportunity for French
newspaper (Figaro?) Alternate: International Herald Tribune.
Interview for publication in week prior to Gorbachev's October
2-3 visit to France. Opportunity to stress allied solidarity.
9/28: Saturday radio address commenting on Shevardnadze meeting

10/16: Photo opportunity and written questions and
answers with Times of India or other major Third World paper
opportunity to stress themes with Third World and regional
orientation for UNGA speech.

WEEK OF OCTOBER 28-NOVEMBER 3

11/3: Appearance on VOA's "Talk to America"
worldwide call-in show answering pre-screened, meeting-oriented
questions from VOA's global audience. (15 minutes/any venue) TV
and Photo Op

WEEK OF NOVEMBER 4-10

11/5: Major policy statement (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)

DECLASSIFIED

White House Guidelines, August 28, 1987

By CXS NARA, Date 10/16/02

11/7: Lunch or drinks with several key foreign publishers such as Murdoch/Springer/Goldsmith.

WEEK OF NOVEMBER 11-17

11/13: Photo opportunity and written interview for Swiss Press, both German and French language, for release Monday, November 18.

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival.

(11/13: Interview with chiefs of Washington-based domestic and foreign wire services. Omnibus interview that would reach widest segment of press.

11/14: Breakfast for senior Congressional leaders; photo opportunity.

11/16: Saturday radio address. Outlook for Geneva (Could be cast also as message to Soviet people and carried on VOA).

WEEK OF NOVEMBER 18-24

11/?: Presidential report to Congress or TV Address from Camp David upon return. Televised internationally.

11/23: Saturday radio address discussing Geneva Results.

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*Added in
2 lunches
w/ outgo
experts.
w/ folks of
'0/28 &
11/4*

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VICE PRESIDENT - BUSH'S ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/9: Speech on U.S.-Soviet relations

WEEK OF SEPTEMBER 16-22

9/17: Meeting with Arbatov.

WEEK OF OCTOBER 7-13

10/8: Pre-departure backgrounder (TENT) for Vice President visit to China. Fitzwater or other. Questions and answers positioned with spokesmen regarding Sino-U.S.-USSR interrelationship.

10/10: Departure for China
Photo opportunity, departure statement.

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DECLASSIFIED

White House Guidelines, August 28, 1997

By CS NARA, Date 10/16/02

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NATIONAL SECURITY ADVISOR MCFARLANE'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 16-22

9/16: Address to Air Force Association
Possible venue for amplification of California speech and stress
on difference between realism and confrontation.

9/18: Speech to Southern Newspaper Conference (Colorado Springs)

9/22: Sunday Talk Show. Pointing toward Shevardnadze visit.

9/27: Reagan-Shevardnadze meeting
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and Readouts.
(PROPOSED)

Notes of 9/23 9/30 10/7

WEEK OF OCTOBER 14-20

10/14: Breakfast with Congressional group (at White
House) (PROPOSED)
Scene and mood-setting for runup to Geneva meeting.

WEEK OF OCTOBER 21-27

10/21: Backgrounder for White House press (PROPOSED)
Setting themes for President's UNGA speech.

WEEK OF NOVEMBER 4-10

11/4: Breakfast with key Washington editorial writers.
(McFarlane or Shultz) (PROPOSED)

11/6: Meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on
VOA's various language services.

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*Plus weekly
back grounders
to notes & print.*

20

WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy article in NYT Magazine by either McFarlane or Shultz.

11/11-13: Geneva cover story preparation time for U.S. Magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/17: SecState and McFarlane on Sunday TV talk shows Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/24: Sunday TV talk shows McFarlane, Regan to sum up and refocus on domestic agenda. (PROPOSED)

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SECRETARY SHULTZ'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 23-29

9/23: UNGA speech. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts.

9/25: Shultz-Shevardnadze meeting
Pre-meeting backgrounders in New York. Post-meeting Press
statements and readouts. State and FPC Washington briefings.
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and readouts.
(PROPOSED)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze
meetings.

WEEK OF OCTOBER 14-20

10/11-15: North Atlantic Assembly meeting in San Francisco
Keynote Speech 10/14

WEEK OF NOVEMBER 4-10

11/4: Breakfast with key Washington editorial writers. Shultz or
McFarlane. (PROPOSED)

11/5: Major policy statement (PROPOSED) (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)
(TENT)

WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy NYT Magazine article by Shultz or
McFarlane.

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11/11-13: U.S. Magazine Geneva cover story preparation time Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/15: Briefing for White House press (PROPOSED) On the record pre-departure. (Worldnet from White House)

11/17: SecState and McFarlane on Sunday TV talk shows Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/?: Shultz and other principals brief NATO and other Allies

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SECRETARY WEINBERGER'S ACTIVITIES
RELEVANT TO THE GENEVA MEETING

WEEK OF SEPTEMBER 16-22

9/17: DOD Press Conference (with Perle) to release publication: Soviet Acquisition of Militarily Significant Technology

9/19: Posthumous promotion announced for Major Nicholson. Weinberger private ceremony at Pentagon.

WEEK OF SEPTEMBER 23-29

9/24: Speech to National Press Club (U.S. Defense Policy: Where it has been. Where it is going)

WEEK OF SEPTEMBER 30-OCTOBER 6

10/3: Philadelphia WAC Conference on SDI. With Abrahamson.

10/5-16: Asia Trip: Australia, Singapore, Thailand, South Korea, Japan. Opportunity to highlight mutual security.

WEEK OF OCTOBER 21-27

10/22: Press Conference (Asia trip) (TENT)

10/23: Interview with L'Express

WEEK OF NOVEMBER 3-8

11/6: Speech to Foreign Policy Association -- New York City (TENT)

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ACTIVITIES OF OTHER PRINCIPALS
RELEVANT TO GENEVA MEETING

9/12-13: U.S.-Soviet Far East Talks
Questions and answers positioned (Wolfowitz backgrounds U.S.
Press in Moscow). Possible further backgrounders later in Japan.

9/15: HUD Secretary Pierce in Moscow (opportunity stress
continuing dialogue)

WEEK OF SEPTEMBER 16-22

9/16: Kampelman Geneva arrival statement (Seriousness of U.S.
approach)

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York
Ambassador Walters briefs foreign and domestic Press at USUN (and
Washington?); VOA and Worldnet interview with Walters on U.S.
overall objectives for UNGA session. (ALL TENT) Stress on
Afghanistan, human rights, and end to double standards. USG
official teams brief other delegations.

9/18: DOD Press Conference (Weinberger and Perle) to release
publication: Soviet Acquisition of Militarily Significant
Technology

9/18: Perle Congressional testimony on arms issues (TENT)

9/18: ABC Documentary: U.S. in World Affairs on air.

9/20-21: Adelman speaks to Southern Conference of Editorial
Writers.

WEEK OF SEPTEMBER 23-29

9/23: Washington briefing for editorial page editors (Sterne
Group). Whitehead, Weinberger, Abrahamson. Outlook for UNGA and
Geneva

9/26-27: USNATO Conference, Brussels, for European think-tank
directors (Possible forum for Nitze, Palmer, Schifter, and/or
Abrams)

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DECLASSIFIED

White House Guidelines, August 28, 1997

By cas NARA, Date 10/16/02

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9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference)

WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations
Palmer, Parris, others. (TENT)

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and Abrahamson.

10/3: Briefings for key staffers of Congressional Foreign Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

WEEK OF OCTOBER 14-20

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED)
Opportunity to stress value of Allied solidarity during Geneva runup.

WEEK OF OCTOBER 21-27

10/24: President addresses UNGA
Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED)

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED)
Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)
To provide Geneva orientation for editors and taped comments for use on VOA's various services.

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WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents. Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of background briefings (one each Monday through Thursday each week) for White House Press. By: Murphy, Abrams, Wolfowitz, Ridgway, Palmer, Schifter, Nitze and McFarlane

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

WEEK OF NOVEMBER 11-17

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting
Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations
Palmer, Parris, others.

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Public Diplomacy For the Geneva Meeting § 27

Setting:

-- A testing time for U.S. public diplomacy between now and the Geneva meeting

-- Will have to counter a flamboyant Soviet propaganda campaign spurred by a new, media-attuned Soviet leader and designed to:

- drive wedges between us and our allies
- force us into pre-meeting concessions on SDI
- limit the Geneva Agenda as much as possible to SDI and arms control
- cast doubt on our sincerity, inflate expectations and then fix us with blame for failure if Geneva produces no arms control breakthroughs.

Our Goals:

-- Establish the genuineness of our desire to discuss frankly and constructively with the Soviets not just arms control but all sources of tension between us including Human Rights, Afghanistan and Soviet expansionism

-- Show that we are neither negative in our approach, nor naive about what we can realistically accomplish

-- Keep in the public eye strong Soviet responsibility for achieving positive results in Geneva

-- Demonstrate and foster domestic and allied unity behind the President.

The Means:

-- Involve the President and other senior officials in an already-outlined series of domestic and foreign media interviews, speeches, briefings and public statements stressing the basis of our approach to Geneva. Television interviews will play a major role.

-- Invite the most influential members of Congress to meet with the President shortly before he leaves for Geneva.

-- Ensure through State and USIA that foreign governments and publics abroad are kept fully informed of our approach and our positions.

RK/kpp Doc:PD/GenevaMtg

pub: 27
diplomacy
general

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**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director

11/15



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*Answered
directly at
pt meeting
11/15/85
JS*

November 14, 1985

MEMORANDUM FOR: The Honorable
Jack F. Matlock, Jr.
Special Assistant to the President
for National Security
The National Security Council

FROM: Marvin L. Stone *MLS-*
Deputy Director

SUBJECT: Worldnets from Geneva

1. In connection with your conversation with Charlie this morning, here are some points we'd like to make:
2. Using Worldnet in Western Europe to broadcast from Geneva would add a dimension to the on-the-record briefings by making them available to editors (print and broadcast), U.S. officials and foreign diplomats, in capitals such as London, Paris, Rome, Bonn, etc.
3. USIA TV would plan to feed to our Embassy TVROs and offer to feed directly into TV studios in Western Europe the complete, unfiltered, unedited USG briefings from Geneva that would otherwise not be available to commentators, TV stations, journalists and diplomats outside Geneva. (We have learned that Swiss TV will offer extensive excerpts of all on-the-record press briefings to the full EBU network; but the unedited version would not be available to TV stations in the rest of Europe unless three EBU member stations made specific requests in advance for the full briefings.)
4. To accomplish our objectives of providing the full feeds of USG briefings, the best times would be between 2:00 and 5:00 PM Geneva time, with the 4:00 - 5:00 time slot being optimum. It should be noted that technically we would have difficulty getting satellite transponder time in circumstances where briefings are called on short notice.

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director



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December 18, 1985

MEMORANDUM FOR: The Honorable
Jack Matlock
Special Assistant to the President
and Senior Director
European and Soviet Affairs
The White House

FROM: Charles Z. Wick *CZW*
Director

SUBJECT: Assessment of U.S. Public Diplomacy for
Geneva Meetings and Next Steps

Attached is a memo assessing U.S. public diplomacy and the support of USIA for the President's meetings with Mikhail Gorbachev in Geneva. Although this assessment prepared by my staff might be of interest to you, we would be quite happy to discuss it and future followup.

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December 12, 1985

MEMORANDUM TO: The Director
FROM: P - Michael D. Schneider
SUBJECT: Going Forward from Geneva

Summary:

With the Geneva experience fresh in mind, we must begin to plan for public treatment of major international meetings on the President's 1986 calendar. This memo contains our assessment of the impact of the Geneva Summit on international audiences, and suggests some actions to build on our present momentum.

Background:

Summit Outcome

U.S. Public Diplomacy deserves at least a measure of credit for contributing to the successful outcome of the meetings between President Reagan and General Secretary Gorbachev:

--There was broad acceptance abroad of the U.S. agenda and rationale for dealing with the several issues.

--The President's definition of the outcome as being a "fresh start" in U.S.-Soviet relations which could produce tangible results over time was widely repeated, not the least by the Soviets.

--Public expectations for dramatic breakthroughs ultimately were modest.

--The President was portrayed in the media as firm, forceful, and constructive.

--The President clearly identified areas of fundamental differences between the two nations, and the note of reality he struck in dealing with future prospects was well received

--The Soviet people saw on their own media for the first time in a long while a smiling, responsible American President rather than a cartoon ogre.

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--Soviet media activities received more attention for their form (surprise that they were briefing the Western media so extensively) than for their content (which was frequently exposed for its inaccuracies and doctrinaire wrongheadedness.)

--The news blackout at Geneva and U.S. handling of the media were well received.

--The President's immediate briefing of allies in Brussels and of the American public through Congress in Washington was very positively covered and interpreted as exemplary of democracy at work.

Factors of Effectiveness

Some of the elements which produced such a positive result in international perceptions were:

--Good timing of public announcements, interviews, and statements. The Administration did not cave in in the face of alarmist views that the Soviets were winning the "propaganda war" through early media activities. This steadiness paid off.

--Close coordination of spokesmen. We spoke with a single voice thanks to the limited number of authorized spokespersons.

--Repetition of our objectives. The early definition of our agenda for Geneva, and its regular reiteration in public statements by senior leaders, led to acceptance by world audiences of a broader framework than that promoted by Moscow. Perhaps the ultimate victory for this strategy was the use by Gorbachev and his Soviet front-men of our own characterization of the Meeting, rather than their pre-Geneva arms control/SDI focus.

--Excellent coordination of our overseas output through both the Agency's Geneva Task Force internally and the Matlock public diplomacy coordinating group. Of course our team of officers assigned to the NSC worked wonders for all concerned, especially in assuring that principals were available when needed for Worldnet, FPC, VOA and Wireless File interviews and briefings.

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--Extensive, well-timed activities with the foreign press. The President's Figaro interview timed to blunt Gorbachev's Paris visit, his interview with the Times of India to capture Third World support at the time of the UNGA appearance, the BBC interview, the interviews with foreign TV and print media, and the VOA address to the Soviet people all were evidence of superb preparation for the meeting itself. These Presidential events were also supported by Secretary Shultz and Ambassador Nitze's Worldnets, the White House press background series, and pre and post Geneva press briefings by a number of leading spokesmen at the USIA Foreign Press Center. Although unintended, this impressive schedule with the international media also produced big domestic spinoff dividends when our own media picked up the substance and gave it added gloss because of its world-wide audience.

Assessment of our Actions:

There were many outstanding organizational and personal performances which went into producing a smooth public presentation of the U.S. Geneva approach. There were a few minor areas which could have been better. We should take future advantage of these lessons learned.

--During the "long summer" preceding the November meetings, the important opening articulation of issues between the U.S. and USSR by Bud McFarlane in Santa Barbara received far less attention than it merited. A more effective venue and press advance work is needed for spotlighting our opening statement in the next round to come.

--The limit on summit spokespersons helped create a single voice and averted confusion of signals. At the same time, definitive guidelines for USIA media and overseas posts are needed early in the game. It was difficult at first to deal with Geneva issues.

--Cooperation between the White House, NSC and USIA during the pre-summit period was outstanding, and permitted formation of an effective public diplomacy team in Washington and an experienced team of officers in Geneva to handle the media and public aspects of the meeting.

--Anticipating the opposition's moves is important, although obviously we cannot control them. Our plans

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included reasonably accurate forecasts of Soviet moves which left time for USG counter-steps. The best example: the Gorbachev visit to Paris October 2-5 created considerable world press attention, but a tough French media and our efforts to lay out the President's position through the Figaro interview and subsequent interviews with foreign media overshadowed whatever impact the Soviets may have hoped for.

--The President's special attention to foreign audiences in the weeks before Geneva resulted in wide coverage, very favorable acceptance and coincidentally a big replay in the U.S.

--Quickening the pace of output in the weeks before Geneva, with major public events that made headlines, including Worldnets, the VOA Presidential address, and Foreign Press Center briefings assure that our effort didn't dissipate.

--The Soviet media blitz in Geneva in the week before the meeting was impressive, and next time we could consider putting in place a system and officers to maintain as much control over the public debate as possible and co-opt or quickly rebut their charges. We did set up a fast-reaction system to rebut misinformation or blatant propaganda. The volume of our background support material was so effective that at one point TASS complained to the Swiss about our provision of transcripts and other materials (a welcome confirmation of our effectiveness).

--In Geneva, Bud McFarlane's two visits to the international press center were highly useful in keeping the world press in the picture. Likewise, our explicit attention to their concerns and facilitative efforts helped create favorable coverage by media from around the world.

--Assignment of USIA officers to deal with non-governmental groups in Geneva produced a positive public response, and a perception that the U.S. took seriously the genuine interests of peoples with many special interests, from human rights to world peace.

--Follow-up of the summit with international press briefings by several of the key policy-makers through Worldnet and at the USIA Foreign Press Center helped the world media interpret the results of the meeting.

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Looking Ahead:

Beginning in mid-January, with the resumption of the next round of Geneva negotiations, we face an intense schedule of international meetings at the highest levels. The President will meet with Western leaders in May for the Economic Summit, and later with Gorbachev for the U.S. follow-on talks. In between there will be various levels of meetings to carry forward discussions on regional issues, cultural and people-to-people exchanges and other subjects flowing from Geneva. The momentum is ours at the moment; we need to plan and act now to keep it that way.

These are several steps that can be taken immediately to capitalize on the positive aspects of the Geneva experience:

Suggested Actions

--The White House Press office and the NSC and the State Department should identify with USIA the major international events for next year and begin now to plan for public diplomacy teams to handle public aspects. These teams might be even more effective if assembled earlier, so that personnel are at least readied for the intensive efforts required and necessary backgrounding is prepared. Budgets for these teams need determination.

--A meeting of relevant organizations, including the White House Press Office and NSC, should be convened early in January to look ahead and develop general guidelines for information activities. The IIC might be the appropriate group for this. The basic purpose is for us to develop a broad strategy that will bridge major meetings and take effective advantage of credits we have earned by our successes at Geneva.

--Among other concerns, the Administration needs to consider our orientation toward the next meeting between President Reagan and General Secretary Gorbachev. Should it be labeled a "Summit" for the sake of convenience or a "Meeting"? More important are our expectations: concrete agreements or less tangible progress? Specific or general formulae for further progress? Having set the right tone

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for Geneva and achieved a solid "fresh start," we need to know the fundamental political premise for the next round in order to shape an effective public approach.

--Continuing outreach to the foreign media should be conducted during the periods between major meetings. Building on present foreign media goodwill, we can accomplish much to set the stage for future meetings. But this is an educational process that should begin at year's end and in early 1986. Senior U.S. officials should agree to participate in a carefully orchestrated series of meetings, and interviews. Public debate over U.S. spending priorities, and options for national defense and arms control may, as usual, create confusion abroad. With two major international meetings this Spring, the Administration will face special public diplomacy challenges abroad.

--Close contact between the policy community and public diplomacy community are critical for success - effective policy and effective public diplomacy should rely on each other. The members of the USIA coordinating team should selectively attend meetings on the substantive policy issues, and our research and advice should be presented directly by key Agency officers to the substantive groups.

--Continuity between meetings should be strengthened by assignment of a senior USIA officer to the White House Press office. He would be able to assist the President's spokesman in daily coordination for international public affairs.

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