

Ronald Reagan Presidential Library  
Digital Library Collections

---

This is a PDF of a folder from our textual collections.

---

**Collection:** McManus, Michael: Files  
**Folder Title:** London: Summit Public Diplomacy  
**Box:** 29

---

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library inventories visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: [reagan.library@nara.gov](mailto:reagan.library@nara.gov)

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE  
WASHINGTON

Date: May 24, 1984

TO: BILL HENKEL

FROM: **Michael A. McManus, Jr.**  
*Assistant to the President  
and Deputy to Deputy Chief of Staff*

- Information
- Action
- Let's Discuss

Mike Deaver and I would like suggestion 1 (one) set up for this group of correspondents.

MEMORANDUM

NATIONAL SECURITY COUNCIL

May 23, 1984

ACTION

MEMORANDUM FOR MICHAEL A. McMANUS

FROM: JAMES A. RENTSCHLER

SUBJECT: Veteran War Correspondents

Tony Dolan tells us that a group of correspondents who covered WWII and the Normandy Invasion will be travelling to the commemorative ceremonies in June.

Jack Higginbotham, now writing for the New York Times News Service, is leading the group which will include Jack Thompson who, according to Higginbotham, "is the only surviving correspondent actually present at the invasion." Others who will be present (not necessarily travelling with Higginbotham) include Walter Cronkite, Andy Rooney (who reportedly scaled Pointe du Hoc with the Rangers), and Larry Lesueur.

Higginbotham would be happy if some small recognition is given to these veteran correspondents, and the following suggestions provide ways in which that might be done:

- 1. Rope off a special section at one of the beach ceremonies.
- 2. Get them together for a group interview with the press covering the event, to add another human dimension to the occasion.
- 3. A letter from an appropriate Administration official, taking note of their achievements, past and present, and commending them for their participation in the ceremonies.

I have no idea whether or not the current status of events on the President's itinerary could accommodate a gesture along the above lines but I pass it on to you and Bill Henkel for whatever consideration you think it might merit (it's a good idea from a public diplomacy viewpoint, but like a lot of other good ideas, may simply have come along too late in the game). Higginbotham leaves for London tomorrow (May 24), booked into the Holiday Inn near Marble Arch; he can be reached until then at 817-292-8165. Let me know if you need/desire any follow-up from my office.

cc: Bob Sims  
Bill Henkel  
Peter Sommer  
Bob Kimmitt

NATIONAL SECURITY COUNCIL

28AP84

TO MR. MICHAEL A. McMANUS

Mike, here's an advance copy of our first-cut comprehensive public diplomacy action plan for the P's June trip.

This material is obviously tentative and may well require some additional massaging, both in-house (NSC) and inter-agency), before the WHSG can lay hands on it. In the meantime, however, I particularly wanted you, Dick Darman, and a few other key WW players to get a prior look at the contents, which at a minimum will give you a fairly good sense of the track we are now on and perhaps enable you to provide some guidance for necessary "mid-course correction".

Part III (and to a lesser extent Part IV) is clearly the meat of the matter and I would especially welcome any views, suggestions, whatever you might care to

P.T.O. →

contribute in that area before Bud  
signs it out.

Tx and God bless,

  
Jim Rentschler x 4614

PRESERVING PEACE AND PROSPERITY:

The President's Trip to Europe, June 1984

(Public Diplomacy Action Plan)

- |      |   |       |
|------|---|-------|
| I.   | <u>Central Perceptions</u>                                    | P. 2  |
|      | A. <u>Scene</u>   |       |
|      | B. <u>Primary Perception</u>                                  |       |
|      | C. <u>Supporting Perceptions</u>                              |       |
|      | D. <u>Individual Locations and Matching Themes</u>            |       |
| II.  | <u>Calendar of Key Run-Up Events (Tentative)</u>              | P. 5  |
| III. | <u>Recommended Use of President's Trip-Related Time</u>       | P. 8  |
|      | A. <u>Top-Priority Items</u>                                  |       |
|      | B. <u>Highly Useful Items (Schedule Permitting)</u>           |       |
| IV.  | <u>Recommended Use of Senior Officials' Trip-Related Time</u> | P. 12 |
| V.   | <u>Summary of Major Presidential Statements</u>               | P. 15 |
| VI.  | <u>Unclassified Background Guidance Items</u>                 | P. 17 |



I. Central Perceptions

A. Scene

- The President's trip to Ireland, France and the London Economic Summit should be publicly viewed as a practical expression of the foreign policy principles articulated in the April 6th CSIS speech: Realism, Strength, Economic Growth, Shared Responsibility With Allies, Non-Aggression, and Dialogue With Adversaries.
- Explicitly or implicitly every part of the June itinerary should provide mutual reinforcement for one or more of these principles.
- The importance of the President's June travel will transcend not only the London Summit itself but in a real sense the entire European itinerary: our objective, by the time the trip is completed, will be to reassert U.S. interest in a stronger and viable Europe within a larger policy context embracing both the Atlantic and Pacific communities, while stressing shared democratic values.

B. Primary Perception

- A Strong President and the American Renewal: assertive U.S. leadership is essential to world peace and prosperity.

C. Supporting Perceptions

- The Dynamics of Interdependence: genuine peace is a product of Western strength, constancy, and cohesion.
- Keeping Our Powder (And Our Provender) Dry: viable Western security depends on both economic and defense cooperation.
- Reality Is Catching Up With Ronald Reagan's Vision: convergence of the Atlantic and Pacific communities as a positive trend in the late 20th Century.
- Continuity and consistency: from Williamsburg to London, a full year of successful high-level meetings with foreign leaders (forging solidarity at Williamsburg Summit; expanding Pacific ties with Korea and Japan; furthering normalization with China; re-emphasis on the Atlantic relationship).

D. Individual Locations and Matching Themes

1. Ireland

General Theme: "Return To American Roots"

Specific Emphases

- Ireland as a link between two continents.
- Importance of European integration (Ireland assumes EC presidency in July).



- Ireland's admirable role in international peacekeeping
- Reaffirmation of cultural and historic ties
- Partnership of shared values
- Peaceful settlement of conflict (rejection of violence)
- Importance of East-West dialogue
- Cooperation in building a high-tech future (U.S. investment in Ireland)

2. France/Normandy

General Theme: "Reconciliation and the Primacy of Peace"

Specific Emphases

- Reconciliation of former adversaries: vital economic and defense cooperation among strong democracies
- The legacy of D-Day: 40 years of peace and prosperity in Europe
- From sacrifice to security: the significance of the Atlantic Alliance and shared democratic values
- The meaning of American leadership: an enduring commitment to European security and economic growth
- Creativity of today's coalition: prepared to counter new forms of aggression (terrorism)
- From Normandy to the farther shore: America's unflagging efforts to eliminate the world's most destructive weapons

3. Bilaterals in London

General Theme: "The sacred trinity of tested ties - tradition, trust, and vitality"

Specific Emphases

- Recommitment to the consultative process
- Necessity of united stand on East-West issues
- Sincerity of American efforts to deal constructively with the Soviets
- More direct Japanese role in defense of its own regional area

4. London Economic Summit

General Theme: "The Spirit of Williamsburg Continues"

Specific Emphases

- U.S. economic expansion as major stimulus for world recovery (due primarily to the policies President Reagan has pursued since 1981 Ottawa Summit)
- Continued pursuit of non-inflationary growth (sustains and spreads recovery, creates jobs, increases prosperity)
- Trade liberalization (despite problems, post-Williamsburg actions work to create more open markets and greater competition)
- New partnerships and the vitality of the Summit process (at and after the Summit, Western leaders are pioneering creative approaches to joint cooperative ventures e.g., space research, counter-terrorism)--(tentative depending on evolution of pre-Summit preparations)
- London Summit and the political dimension
  - (President Reagan, while maintaining America's deterrent strength, is taking a realistic, positive approach vis-a-vis the USSR and the issue of arms reductions)
  - Need for Western unity on major security issues (global political outlook, increasing Asia-Europe-U.S. consultations)

II

II. CALENDAR OF KEY RUN-UP EVENTS -- ACTION ITEMS

<u>DATE</u>	<u>EVENT, PARTICIPANTS &amp; PLACE</u>	<u>REQUIREMENTS/THEME ADDRESSED</u>
May 6	Conference on Disarmament in Europe (CDE) resumes	Opening statement to emphasize sincerity of President Reagan's concern for arms reduction and security measures
May 7- June 1	UN Disarmament Commission meets in New York	Coordinate relevant Public Diplomacy themes with Ambassador Kirkpatrick and State
May 7-8	Visit of FRG Foreign Minister Genscher to Washington	Pre-and post-meeting backgrounders which stress relevant themes, especially peace and prosperity through allied cooperation, realistic assessment of Soviet threat, Western determination to reach sound, verifiable arms reductions agreements with Soviets (Possible press remarks at White House)
May 7-9	Vice-President Bush in Japan	Public emphasis on feasibility/necessity of fair trading practices, joint efforts to create more open markets, President's desire to continue "Spirit of Williamsburg" in London, more direct Japanese role in defense of their own regional area
May 7-10	Secretary Weinberger travels to Seoul for bilateral security consultations	Insert appropriate talking points on significance of President's European/Asian trips (importance of broad economic and security cooperation, vital Western stake in countering threats to South Korea)
May 8-11	Pre-London Summit foreign journalists' tour to New York and Washington	Sec. Block, Commerce Under Secretary Olmer and Sherpa Wallis will brief visiting European and Japanese journalists on Summit's substantive economic issues
May 9	First Lady's interview with Kathleen O'Beirne ( <u>Family Magazine</u> )	Determine suitability of this format for insertion of trip-related themes

- |           |  |   |
|-----------|--|---|
| May 10    | Interior Secretary Clark visits Berlin for ceremonies commemorating 35th anniversary of Berlin airlift | Emphasizes security themes, U.S. enduring commitment to European freedom, shared democratic values (stark contrast between free and totalitarian regimes)   |
| May 10-11 | STR Brock meets with counterparts in Washington (annual meeting of Trade Ministers)                    | Extensive backgrounders on trade policy and perspectives signaling relevance to London Summit   |
| May 12    | Secretary Baldrige delivers speech in New Orleans on Louisiana World Expo                              | Use Chinese participation in Expo as a peg for echoes of President's China trip, promote Western cooperation in high-tech areas   |
| May 14    | Secretary Baldrige delivers speech in Stamford, Ct. for World Trade Week Conference                    | Highlight U.S. economic expansion as stimulus to world recovery, set positive tone for range of other London Summit issues  |
| May 14-19 | Secretary Weinberger travels to Belgium, Morocco and Portugal  | Collaborate with DOD on talking points with view toward political component of London Summit agenda (broadly shared Western security interests)   |
| May 16-17 | NATO Defense Planning Committee (DPC) Ministerial in Brussels  | Embassies to coordinate information effort with direct guidance from Public Diplomacy team (focus on President's sincerity in pursuing meaningful arms reduction initiatives with Soviets, while maintaining strong Western deterrent)              |
| May 17-18 | OECD Ministerial meeting in Paris  | Principal high-level economic meeting prior to Summit. Develop main Summit themes of economic expansion and further trade liberalization; assure that Ministerial communique leads into Summit themes; (backgrounders by senior delegation members) |
| May 21    | Secretary Baldrige delivers speech to London Chamber of Commerce                                       | Essentially same as May 14 Stamford Ct. activity  |
| May 21-25 | Key briefings for selected Congressional leaders and Hill staffers                                     | Coordination with White House (M.B. Oglesby), State (Tap Bennett), Wallis Sherpa team   |
| May 23    | Vice-President Bush delivers commencement address at West Point  | Underlines role of U.S. military in buttressing European security   |

-7-

May 23	W. Allen Wallis, Under Secretary for Economic Affairs, addresses Association of Exporters & Importers in New York	Comprehensive statement of U.S. Summit objectives. Possible uses: Op-Ed piece; text can be distributed via Wireless File to Summit countries
May 23-25	Briefing/contact with AFL/CIO	Coordination with White House (Ms. Whittlesey's office - Doug Riggs), Wallis Sherpa team
May 24	First Lady's interview with Angela Phelan ( <u>Irish Independent</u> )	Work in selected Ireland trip themes (return to roots, Ireland as an island link between Old and New Worlds, peaceful settlement of conflict)
May 24	Special USIA EURONET on 35th Anniversary of North Atlantic Treaty	Secretary Shultz to stress virtually all Summit-related political and security public themes with high-profile group of European media representatives in live satellite coverage
May 29-31	Spring NATO Meeting in Washington	Presidential participation will stress mutual security theme, determination to pursue meaningful arms reductions efforts with Soviets
May 30	President delivers Commencement Address at U.S. Air Force Academy	Any suitable variant of peace and prosperity theme (with special emphasis on coming generation of leadership, revitalized U.S. military strength, plus "curtain-raising" reference to imminent ceremony in Normandy - sacrifice and security, reconciliation of former adversaries)
May 30	Vice-President Bush addresses Delta Council, Cleveland, Ms.	Underlines agro-economic themes and possible trade implications of Summit consultations
mid-June	(Tentative) Possible EURONET transmission on results of London Economic Summit	Senior Cabinet officer will have an opportunity to summarize achievements of Summit for foreign audiences



III. Recommended Use of President's Trip-Related Time

I. Top-Priority Items

1. Event: Mini with group of 25 key domestic print reps.

Format and Focus: Similar to last year's session preceding Williamsburg.

Timing: Tuesday, May 29.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

2. Event: On-the-record interview with British TV broadcaster Alastair Burnet for "TV Eye".

Format and Focus: Interview in areas that have been agreed upon in advance.

Timing: Tuesday, May 29 or during London stop.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

3. Event: Saturday radio address.

Format and Focus: Usual; scene-setting presentation of trip's main themes.

Timing: Saturday, May 26.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

4. Event: On-the-record interview with Irish TV personality.

Format and Focus: Half-hour opportunity for President to emerge as informed about and responsive to concerns in Ireland. Interview in areas that have been agreed to in advance and granted on condition that interview is broadcast in its entirety before President's arrival in Europe. Particularly important in context of two factors: a) need to set proper tone in initial stage of itinerary; b) growing evidence of plans to mount major anti-trip agitation.

Timing: Week of May 21.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_



5. Event: On-the-record interview with group of key foreign print reps from six Summit nations (plus Ireland).

Format and Focus: Similar to last year's session preceding Williamsburg.

Timing: Thursday, May 31.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

6. Event: On-the-record interview with group of key participating foreign nation TV reps.

Format and Focus: Similar to last year's session preceding Williamsburg.

Timing: Thursday, May 31.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

7. Event: Significant public statement to pull together results of both European and Asian trips.

Format and Focus: Need to identify a suitable platform (probably pre-existing speech date) enabling President to articulate "vision" theme on convergence of Atlantic and Pacific communities, i.e., coherence of U.S. global policy, overriding Western economic and security interests (advantageously positioning him for remainder of year)

Timing: Anytime following return from Europe, preferably mid- or late June.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

II. Highly Useful Items (Schedule Permitting)

1. Event: Departure and "scene-setting" statement to the nation.

Format and Focus: Chopper-side or plane-side remarks, either leaving South Lawn or Andrews.

Timing: Friday, June 1 (morning).

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

2. Event: Special "color" event.

Format and Focus: Photo-op and brief meeting with secondary school students during London stop to emphasize U.S. interest in next generation in Europe (no direct media coverage per se, but news will nevertheless emerge).

Timing: Tuesday, June 5.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

3. Event: Taped statement for France's regional TV channel (FR-3) responsible for programming in Normandy area.

Format and Focus: Comment on significance of D-Day anniversary (similar to D-Day statement in 1982 in conjunction with Versailles Summit).

Timing: Week of May 21.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

4. Event: Live satellite TV Q & A session with international student leaders.

Format and Focus: Carefully controlled USIA WORLDNET initiative with student leader participants selected by Embassies. Chance for President to provide direct, upbeat summary of results from both European and Asian trips ("successor generation" appeal, convergence of Atlantic and Pacific communities).

Timing: Week of June 11 or later.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

5. Event: Saturday radio address.

Format and Focus: Usual; wrap-up Summit summary.

Timing: Saturday, June 16.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_

-11-

6. Event: Interview with veteran, New York-based German TV correspondent Werner Baecker.

Format and Focus: 15-minute Oval Office interview highlighting the President's political and security policies, emphasizing realistic, constructive effort to promote arms reduction and relevance to European peace and prosperity. (This event will "showcase" President's warm personal approach to this critical issue).

Timing: Preferably preceding departure for Europe, but useful afterwards as well.

Yes \_\_\_\_\_; No \_\_\_\_\_; Other \_\_\_\_\_



IV. Recommended Use of Senior Officials' Trip-Related Time\*

1. Event: Interview with U.S. News and World Report.  
Format and Focus: Sec. Regan, concentrating on London Summit and relevance of U.S. economic expansion to Western recovery in general (rebut real interest rate issue).  
Timing: Week of May 21.
2. Event: Op-Ed pieces on U.S. objectives at the London Summit.  
Format and Focus: Sherpa Wallis byline for general Summit overview in New York Times, and additional pieces (Brock, Regan and/or Dam) on economic expansion, further trade liberalization, and world finance/debt situation.  
Timing: Sherpa Wallis piece for Sunday, May 13; others for May 27-June 5.
3. Event: Series of separate Foreign Press Center briefings with key Administration officials.  
Format and Focus: Ass't Sec. Burt, DAS Niles, Amb. Morris, NSC McMinn drawing on agreed London Summit and European trip themes.  
Timing: Anytime between period May 21-31.
4. Event: Voice of America interview.  
Format and Focus: Sec. Shultz or Sec. Regan, concentrating on enhancing foreign perceptions of U.S. leadership role in global economic expansion.  
Timing: Between May 21-31.

\*To be cleared/coordinated with principals. Note that as additional information is developed concerning First Lady's and VP's pre-trip activities, this too will be factored into comprehensive plan.

-13-

5. Event: Sunday Network Shows.  
Timing: Between June 3 and June 17.  
Format and Focus: Divided among Sec. Shultz, Sec. Regan, National Security Advisor McFarlane and Dep. Sec. Dam, drawing on European trip agreed themes.
6. Event: Interview with Business Week.  
Format and Focus: Sec. Shultz, tying U.S. economic leadership to western security equation.  
Timing: Week of May 28
7. Event: Roosevelt Room lunch with key columnists.  
Format and Focus: Sec. Shultz, Sec. Regan, Sec. Weinberger or Dep. Sec. Taft, National Security Advisor McFarlane, and Sherpa Wallis outlining U.S. goals for European trip.  
Timing: Tuesday, May 29.
8. Event: Roosevelt Room lunch with specialized media (WSJ, Journal of Commerce, etc.).  
Format and Focus: Amb. Brock, Sherpa Wallis, Under Sec. Sprinkel, and NSC McMinn on more technical aspects of London Summit.  
Timing: Wednesday, May 30.
9. Event: Press Conference on the London Summit.  
Format and Focus: Sec. Shultz, Sec. Regan, National Security Advisor McFarlane, Sherpa Wallis, Under Sec. Sprinkel on Summit issues immediately preceding departure for Europe.  
Timing: Thursday, May 31.
10. Event: Other Major TV commentators, morning shows ("MacNeil-Lehrer", "Today", etc.).  
Format and Focus: Divided among Sec. Shultz, Sec. Regan, Amb. Brock, National Security Advisor McFarlane and Dep. Sec. Dam, with focus on goals of European trip and after trip on its achievements.  
Timing: As opportunities become available between June 1-8 and week following European trip.

MORE

PRESERVING PEACE AND PROSPERITY: The President's Trip to Europe, June 1984

-14-

11. Event: Wrap-up summary on Sunday morning show.

Format and Focus: Sec. Shultz, Sec. Regan, National Security Advisor McFarlane or Sherpa Wallis on "Face the Nation" or similar show to highlight U.S. accomplishments at London Summit.

Timing: Sunday, June 10.





V. SUMMARY OF MAJOR PRESIDENTIAL STATEMENTS

<u>Date</u>	<u>Event</u>	<u>Focus</u>
1. Friday, June 1	Shannon arrival ceremony: 5-minute remarks	Delight at "returning home," American roots
2. Sunday, June 3	University College of Galway ceremony: 10-minute remarks	Shared values; people-to-people ties; tolerance; rejection of violence
3. Sunday, June 3	Ballyporeen Village square: 5-minute remarks	Return to American roots; ancestral ties; U.S. commitment to peace and prosperity
4. Sunday, June 3	Dublin Castle State Dinner 3-minute toast	Irish contributions to international community; tribute to those of good-will seeking peaceful settlement of conflict; Ireland as appropriate island stepping-stone between Old and New Worlds
5. Monday, June 4	Joint Session of Irish Parliament: 15-minute address	U.S.-European relations; upbeat vision of the future; East-West dialogue and its relevance to post-WW II generations; robust nature and promise of economic recovery; scene-setter for Normandy and London Summit
6. Monday, June 4	Deerfield Luncheon: 3-minute toast	Reiteration of American roots theme; U.S. commitment to peace and prosperity

<u>Date</u>	<u>Event</u>	<u>Focus</u>
7. Monday, June 4	Dublin Airport departure ceremony: 3-minute remarks	Reiteration of island-link theme; partnership of shared values
	<u>(Possible Addition:</u>	
	Heathrow Airport arrival ceremony: 3-minute remarks)	Delight at returning to homeland of an indispensable American ally; common dedication to preserving peace and prosperity; look forward to continuation of close bilateral and multilateral consultations.
8. Wednesday, June 6	Pointe du Hoc Commemoration: 15-minute remarks	Legacy of D-Day--reconciliation of former adversaries and 40 years of uninterrupted peace in Europe; solidarity of alliance and capacity to counter both old and new forms of aggression; enduring U.S. commitment to Western security -- American determination to build on existing peace and prosperity
	<u>(Possible Addition:</u>	
	Omaha Beach/Roosevelt Brothers gravesite: 3 minute remarks)	Bravery and sacrifice; U.S.- French brothers in arms; "never again" determination to eliminate both causes and weaponry of war
9. Sunday, June 10	Winfield Terrace Meeting with Embassy Personnel: 5-minute remarks	Tribute to the Foreign Service, the "front line" in preserving Western peace and prosperity
	<u>(Possible Addition:</u>	
	South Lawn arrival: 3-minute remarks)	Return from a journey to preserve, with key allied partners, peace and prosperity; primacy of Atlantic relationship, in concert with evolving ties between Atlantic and Pacific communities (global policy view)



VI. Unclassified Background Guidance Items

A. Ireland

- U.S. policy in Central America
- Arms reduction efforts generally; Pershing and Cruise missile deployment specifically
- U.S.-Soviet relations
- Northern Ireland
- US-EC trade problems

B. Normandy

- Brief historical summary of President's meetings with President Mitterrand
- Brief history of Operation Overlord and D-Day landings
- Capsule summary of earlier commemorative ceremonies

C. Bilaterals in London

- Summit issues and respective approaches
- East-West relations
- Extraterritoriality
- U.S. policy in the Middle East
- U.S. policy in Central America
- Response to continuing Libyan-sponsored terrorism
- Other political issues

D. London Economic Summit

- Interest rates and exchange rate stability
- International debt situation
- U.S. budget deficits
- Protectionism
- New round of multilateral trade negotiations
- Coordinated macroeconomic policies and structural adjustment
- Unemployment
- East-West economic relations
- IDA VII
- Technology cooperation
- Acid rain
- Political issues
- (Mitterrand proposal for reform of monetary system)
- (Space station)
- (Cooperation in counter-terrorism)

THE WHITE HOUSE

WASHINGTON

March 13, 1984

MEMORANDUM FOR MICHAEL K. DEAVER

FROM: MICHAEL A. McMANUS *manm*

SUBJECT: Public Affairs Plan for the Economic Summit

Last week I met with Bob Kimmitt, Doug McMinn and Marlin Fitzwater to discuss a public affairs plan for the Economic Summit and the question of whether or not we should hire someone to run this particular effort. We discussed the fact that there would be a difference between the public affairs effort this year and last year, particularly in view of the fact that we are no longer hosts. We agreed, however, that this year's political atmosphere would necessitate special attention to the public affairs aspects of this Summit. We agreed that particularly in the areas of trade and monetary matter we could have some vulnerability and that these issues should be reviewed so that matters in these areas which are presently scheduled for discussion or decision between now and the time of the Summit could be carefully coordinated in terms of our overall communications effort. I suggested that we use Ambassador Jim Rentschler once again as the Public Affairs Coordinator and everyone agreed. I suggested that we ask him to outline for us on a piece of paper the job as he would see it for this particular Summit and the goals that need to be accomplished over the next several months. I talked with Jim Rentschler following the meeting and he expressed an interest in taking on this assignment and agreed that he would get such a paper to me by the end of this week. I suggested to him that he would also want to get an outline of all the various trade issues that are up for consideration or discussion that could be Summit related over the next several months, together with any trade missions or other Summit related meetings which would occur between now and the time of the Summit. Once he had all of these together, we could better coordinate what we wanted to get out of each particular meeting and better coordinate our communications effort. Since we had also discussed the possibility of there being a space item on the agenda or raising the issue of international terrorism again, these two issues should also be given some consideration. In addition, we need to consider the stories out of the President's visit to Ireland and to Normandy prior to the Summit as well as any bilaterals which may take place around the time of the Summit itself.

Lastly, we need to focus on the actual Summit events in order to properly portray, as best we can, the President as a world leader not only for the purpose of the press coverage of the Summit itself, but also for the documentary which will be filmed during our visit to Ireland, France and England.

Jim told me that he would try to get a paper in very general terms back to me by the end of this week so that it can be reviewed by both you and Bud McFarlane, and then I suggest that we formally give Jim the assignment and have him go into the more detailed areas. We also need to focus on how early he needs to come back to Washington to begin this effort. It is my view that this should be as soon as possible since we need to get the overall effort coordinated and agreed upon prior to the President's trip to China and we may want to have part of this effort included in the pre-advance visit to Europe.