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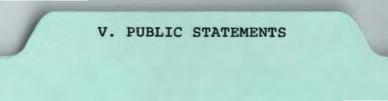
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White House Guidelines, August 28, 1997
NARA, Date 177 25



PUBLIC STATEMENTS TO BE PROVIDED

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

PUBLIC DIPLOMACY THEMES

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-Agression, 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 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; further 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 an island link between two continents

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- -- Importance of European integration Ireland assumes EC presidency in July.
- -- Reaffirmation of cultural and historic ties
- -- Partnership of shared values
- -- Peaceful settlement of conflict (rejection of violence)
- -- Importance of East-West dialogue

2. France/Normandy

General Theme: "Reconciliation and the Primacy of Peace"

Specific Emphases

- -- The legacy of D-Day: 40 years of peace and prosperity in Europe
- -- The meaning of American leadership: an enduring commitment to eliminate the world's most destructive weapons
- -- 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)

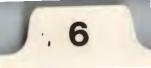


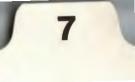




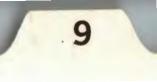




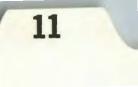




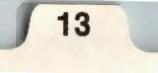


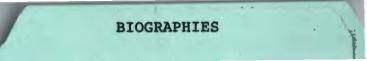












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