

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

C0001-07

DATE RECEIVED: JUNE 07, 1991

NAME OF CORRESPONDENT: THE HONORABLE MILTON FRANK

SUBJECT: OFFERS SUGGESTIONS FOR PEACE IN THE MIDDLE
EAST

		ACTION		DISPOSITION	
ROUTE TO:		ACT	DATE	TYPE	C COMPLETED
OFFICE/AGENCY	(STAFF NAME)	CODE	YY/MM/DD	RESP	D YY/MM/DD
BRENT SCOWCROFT		ORG	91/06/07		
REFERRAL NOTE:					
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REFERRAL NOTE:					

COMMENTS: FORMER U.S. AMBASSADOR TO NEPAL
ORIGINAL TO GEORGE VAN ERON

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: 1151

MI MAIL USER CODES: (A) (B) (C)

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*ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                      *                      *CORRESPONDENCE:   *
*A-APPROPRIATE ACTION  *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM       *B-NON-SPEC-REFERRAL  *          OF SIGNER *
*D-DRAFT RESPONSE      *C-COMPLETED          *          CODE = A   *
*F-FURNISH FACT SHEET  *S-SUSPENDED          *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                      *          OUTGOING  *
*R-DIRECT REPLY W/COPY *                      *                      *
*S-FOR-SIGNATURE       *                      *                      *
*X-INTERIM REPLY       *                      *                      *
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REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT-2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

DEPARTMENT OF STATE
EXECUTIVE SECRETARIAT

TRANSMITTAL FORM

S/S 9111674

Date July 12, 1991

FOR: Mr. William F. Sittmann
Executive Secretary
National Security Council Staff
The White House

REFERENCE:

To: President Bush
From: Ambassador Frank
Date: June 1, 1991
Subj: Offers of suggestions for Peace in the Middle East

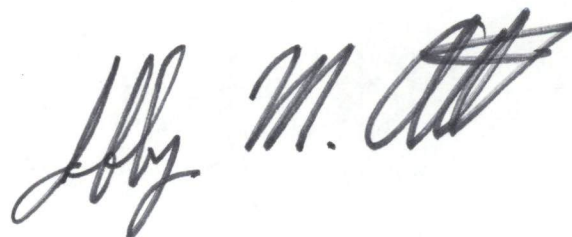
WH Referral Dated: June 25, 1991
NSCS ID# (if any): 244367

☐ The attached item was sent directly to the Department of State.

ACTION TAKEN:

- ☐ A draft reply is attached.
☐ A draft reply will be forwarded.
☐ A translation is attached.
☒ An information copy of a direct reply is attached.
☐ We believe no response is necessary for the reason cited below.
☐ The Department of State has no objection to the proposed travel.
☐ Other (see remarks).

REMARKS:



Director
Secretariat Staff



United States Department of State

Washington, D.C. 20520

The Honorable
Milton Frank
2800 Neison Way
Suite 1703
Santa Monica, California 90405

Dear Mr. Ambassador:

I am responding to your letter of June 1 to the President regarding your proposals for advancing the Middle East peace process. I have reviewed your proposal, and would like to offer a few comments.

There is much to be said for public encouragement of a peace conference, but I believe that the parties will only be able to take advantage of a conference if they willingly enter it. An invitation to a conference such as you propose, without first achieving agreement on the framework and purpose of the gathering, could well lead all parties who participate to do so in a defensive and unproductive mode. We want to avoid this.

Although we do not intend to pass your proposal to the Israelis, we have no objection to your contacting appropriate Israeli officials directly, making it clear that the U.S. Government does not endorse your ideas.

Sincerely,

A handwritten signature in dark ink, appearing to read "W R Brew", with a long horizontal flourish extending to the right.

William R. Brew
Director
Office of Israel and
Arab-Israeli Affairs

T H E W H I T E H O U S E O F F I C E

REFERRAL

JUNE 25, 1991

9111674

'91 JUN-25 3:23 PM

TO: DEPARTMENT OF STATE

ACTION REQUESTED:

DIRECT REPLY, FURNISH INFO COPY

DESCRIPTION OF INCOMING:

ID: 244367

MEDIA: LETTER, DATED JUNE 1, 1991

TO: PRESIDENT BUSH

FROM: THE HONORABLE MILTON FRANK
CONSULTANT
PUBLIC RELATIONS / PUBLIC AFFAIRS
SUITE 1703
2800 NEILSON WAY
SANTA MONICA CA 90405

SUBJECT: OFFERS SUGGESTIONS FOR PEACE IN THE MIDDLE
EAST

PROMPT ACTION IS ESSENTIAL -- IF REQUIRED ACTION HAS NOT BEEN
TAKEN WITHIN 9 WORKING DAYS OF RECEIPT, PLEASE TELEPHONE THE
UNDERSIGNED AT 456-7486.

RETURN CORRESPONDENCE, WORKSHEET AND COPY OF RESPONSE
(OR DRAFT) TO:
AGENCY LIAISON, ROOM 91, THE WHITE HOUSE, 20500

SALLY KELLEY
DIRECTOR OF AGENCY LIAISON
PRESIDENTIAL CORRESPONDENCE

244367

NSC

Milton Frank

Consultant
Public Relations
Public Affairs

June 1, 1991

The Honorable George Bush
President of The United States of America
The White House
Washington, D.C. 20500

Dear Mr. President:

As a concerned American (and from the perspective of one who has served our country most recently as United States Ambassador to the Kingdom of Nepal (preceding The Honorable Julia Chang Bloch), and previously for 26 years as a public affairs officer in the United States Air Force), I have followed with admiration the noble and continuing efforts you, Mr. President, and Secretary of State James Baker have made in your search for peaceful solutions to the problems in the Middle East.

For some time, I have followed with special interest United States' initiatives, including Secretary of State Baker's indefatigable efforts, designed (1) to encourage the Arab countries to recognize Israel as a nation, and (2) to bring the two sides to a meeting so that they might talk to one another across a conference table.

A recent article in The New York Times, in mentioning a continuing search for solutions, noted a "bold" concept the United States is considering; one in which our country would prompt, perhaps even call, a meeting of Arab and Israeli leaders, in order to see who, if anyone, would show up.

Permit me, Mr. President, to offer a new twist to the latter idea; an alternative approach that I submit, humbly and perhaps presumptuously, could possibly be worthy of review by both the White House and the Department of States -- if, in fact, alternative approaches are open for consideration.

Putting the bottom line first, just such a meeting would, indeed, be called -- however, not by the United States, and not by the United Nations, but by Israel, herself!

The scenario would go something like this:

. The Prime Minister of Israel, independently, would arrange for large, ceremonious conference room in the Palais des Nations (formerly the Peace Palace) in Geneva, a prerogative which I understand is open to any permanent member of the United Nations.

. The Prime Minister of Israel would then appoint a coterie of special Israeli diplomats, each with the rank of Ambassador, to be present in Geneva, so that, by employing a rotating schedule, one Israeli Ambassador would be "on duty" in the conference room at all times, any hour of the day or night, twenty-four hours a day, except on the Sabbath.

. For every country invited (the list to be determined by the Prime Minister of Israel), a place card, with the name of the country, in large letters, would be in evidence around the conference table.

. A separate, private conference room would be made available, in case one-on-one meetings would be preferred by any country.

. The Prime Minister of Israel would issue formal invitations to each country on his list (particularly those which today refuse to recognize the right of Israel to exist), to send a representative of Ambassadorial rank to Geneva to meet with Israel. The formal invitation would explain that, while a conference was being called, individual meetings could be held, if the country preferred. The invitation also would stress the fact that an Israeli representative with the rank of Ambassador would be available at any hour of the day or week, except on the Sabbath.

The potential advantages, both from political and public relations points of view could be many:

. By initiating the call for such a conference, Israel would be seen by the world as standing tall, on its own two feet, in order to resolve a long-standing problem, the resolution of which could bring peace to the Middle East. Such an action by Israel could go a long way toward dispelling what I believe is a view held by many: namely, that Israel, having established its own homeland after many centuries, should be seen as more forthcoming and caring in the matter of finding a solution for the Palestinians, who, too, have been seeking a homeland.

. By initiating the call for such a conference, Israel would be in a position to offer its own proposed agenda ("recognition of its right to exist as a nation," and "a proposed Israeli approach to solving the Palestinian problem," for example. In the latter regard, Israel could clearly spell out for the world to understand whom Israel would consider as an acceptable representative of the Palestinians.

. From the point of view of the United States and its allies, Israel not only would have the opportunity to present its proposals for possible solutions, but, in effect, would be on the spot to do so, thereby removing itself from its current (and long-running) seemingly privileged position of being able to object to almost every proposal put forth by others, without having the obligation to clearly define what it wants and/or would be willing to accept as a basis for negotiations.

. Crucial to the success of calling for such a conference, Israel would have to invite the media -- especially television! -- to cover the conference room at will (except, of course, during any actual conference, if one should take place). On the assumption that, at least during the outset, few if any countries would show up, no matter the time of day, an Israeli Ambassador could be seen "on camera" -- and on the television screens of millions, worldwide -- sitting at the conference room table (possibly playing solitaire, or reading The Jerusalem Post, the Bible, or the International Edition of the New York Herald Tribune) "waiting" for someone to show up.

If no one shows up, the nightly news camera(s) can scan the table, showing the name cards, one by one, of the nations invited. By so doing, without a comment being made, the rhetorical question will have been asked, in living color and stereophonic sound: "Where are they?" The cumulative effect of the news media focusing upon the empty seats could be a powerful tool for Israel to use to point out to the world that it is not Israel that is intransigent, but the Arab nations. The resulting pressure of world opinion, and that of the invited countries' own citizens might even pressure a country or two to reconsider the matter and (hallelujah!) to show up.

If someone does show up, either in response to the original call, or in response to the pressure of public opinion that might build up, owing to the daily airing of their absence, that in itself would be news of another sort, and the coverage would be sure to be intense, and most likely favorable for Israel and the country (ies) concerned.

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With regard to the above, Mr. President, allow me to ask: If the United States would not wish to make such a proposal to Israel, would the White House or the Department of State object to my writing directly to Prime Minister Shamir to offer this proposal (omitting the political comment), as a private public relations consultant, or in my current capacity as Assistant to the President of Adelphi University (card enclosed)?

In closing, I join with fellow Americans in expressing appreciation for the strong leadership you have provided our country from the day of your inauguration, including the challenging period of Desert Storm; and, in offering sincerest best wishes for your good health and happiness as you continue to serve the nation, and the cause of world peace, as President of the United States of America.

Respectfully yours,


Milton Frank