

PHOTOCOPY
PRESERVATION

Russia
file Streptococcus
civil society

Russia follow up

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U.S. AGENCY FOR
INTERNATIONAL
DEVELOPMENT

JANUARY 14, 1998

MEMORANDUM FOR: Ms. Melanne Verveer
Chief of Staff
The First Lady
The White House

FROM: Jill Buckley

I wanted to follow up on our December 17, 1997 meeting concerning the First Lady's NIS and Russia trip and subsequent public outreach activities. We are very excited about the potential of these efforts and greatly appreciate, as always, the tremendous work the First Lady has done on behalf of all foreign assistance programs.

As you know, I attended the December 17th meeting in place of Don Pressley, USAID's AA/ENI, but am delighted that I will now be actively involved in this effort. I want to make sure that my plans coincide with what you have in mind.

It is my understanding that there are currently two S/NISC groups working to follow up on the First Lady's trip. As a result of the meeting, you have asked me to chair a third, separate, interagency group to focus specifically on television and public education efforts relating to both the NIS follow up and the broader foreign assistance themes that you, the First Lady and Brian Atwood have previously discussed.

To launch our effort I plan to convene an interagency working group meeting in the next ten days to include representatives from: The Office of the First Lady; USAID, both LPA and ENI; State, both Public Affairs and S/NISC; NSC; VOA; and USIA.

Subsequently, I would hope to convene a broader group to include a few interested, friendly experts from the media (eg. Julia Moffett), the public affairs and television production community, and perhaps the survey research world (eg. Pew and/or University of Maryland). Not only would this be useful in order to tap expertise, but if we decide to be very ambitious and try to do a full-scale television public education campaign, the outside support and resources would be invaluable. The recent polls by the Pew Charitable Trust and the University of Maryland, both focused on American attitudes toward foreign assistance, can serve as a basis on which to form a constructive strategy for effective short- and long-term campaigns.

Clearly the use of television to help educate the American public about the importance of foreign assistance programs will require a concerted and sustained effort involving both the US

government and amenable partners in the public and private sectors. I think we can accomplish a great deal, but we also need to be realistic about the challenge of changing public perceptions about foreign aid.

The public's view of foreign affairs, much less foreign aid, are quite different from those directed toward the Post Office, for example. The Post Office spends millions of dollars each year on paid advertising, and they deal in a service that affects the lives of Americans every day. Nonetheless, I am convinced that there are talent and resources out there to help us -- if we come up with compelling ideas and a plan to engage friendly supporters.

Our national public education and outreach campaign might include a combination of the following elements:

- PSAs
- Commercials
- Radio
- Public Television
- Documentary films
- Print ads
- Op Eds
- Internet activities

All have pros and cons unique to their media, and what approach we take in this regard would also be highly dependent on our ability to leverage public resources and financing. We should determine whether we want to reach the broad general public or a tightly targeted audience. We might, for example, also do a PSA directed toward children, and take advantage of the new FCC Children's Programming Regulations to do TV spots for children on PBS and the major networks.

The First Lady's trip follow-up can put a "human face" on our story and get our messages out -- and from there we can launch our broader public education campaign. Our overall messages, for all audiences, should focus on the following themes:

- Foreign aid is effective, costs less than most imagine, and gets impressive results;
- Foreign aid is in Americas' best interest -- an investment in a safer, healthier, more prosperous world -- not international welfare;
- Foreign aid helps people help themselves -- we save children's lives, we fight disease, starvation and poverty.

On all of these issues we are eager to work closely with you to ensure that the direction and scope of our efforts is commensurate with what the First Lady hopes to achieve. We are, of course, flexible on the composition and organization of the interagency working group. I realize these are very ambitious goals, but we think they are achievable. Brian and I are very pleased that you have asked USAID to think about this effort.

On a separate topic -- I just want to take a moment to let you know that I was concerned about the discussion on the Women's Lessons Without Borders scheduled for Augusta, Maine, this

spring. The rationale for this location was that an existing regional conference was scheduled on which we could piggy-back. Obviously, we were aware that Augusta is not an ideal media market, but, since we operate with virtually no budget except that which we can find from outside sources and my bureau, and with no dedicated staff, we often try to find ways to take advantage of others' efforts. Hopefully, in the not-to-distant-future, we can remedy this situation and have more flexibility.

Again, thank you for interest and help. We are very excited about the opportunity to work on the television and public education campaign, and involve the First Lady in as much of USAID as possible. I will call you in a day or so to make sure that we're headed in the right direction.

FY-98 INL Initiatives to Combat Violence Against Women
and Children in the NIS

INL has \$1.5 million available in FY-98 for these programs; \$500,000 for Russia and \$1 million for the rest of the NIS.

Here are some of the program areas they will include:

- Multi-disciplinary team training programs on domestic violence
- Regional law enforcement and prosecutorial training seminars on domestic violence, trafficking in women, investigating sex crimes and crimes against children.
- Training on domestic violence in all community policy programs
- Assistance to host governments on drafting domestic violence legislation
- Law enforcement exchange programs to include women police officers
- Conferences and media campaigns to raise political and public awareness of the issue

1998

Soros

Enhancing U.S. Efforts to Strengthen Civil Society in the NIS

S/NISC recommends the following approach to follow up on the visit of the First Lady to the NIS in November.

- ① 1) Briefing by the First Lady for a large group of selected NGO, business, foundation, press, academic, religious, congressional representatives and NIS embassy representatives on her NIS trip by the end of January. The First Lady would provide her own insights into the status of civil society in the region and call on U.S. organizations to get more involved in fostering individual and institutional linkages and partnerships and working toward a strong and lasting civil society in these countries. At the briefing, the First Lady would announce a regional workshop to be held in April/May and a White House conference on civil society in the NIS to be held in June.
- Maena
owner
② 2) Briefings in January for members of Congress and meeting with George Soros to discuss status of civil society and potential new initiatives. *committees + members + staff*
- 3) Op-Eds on these themes leading up to the White House workshop. S/NISC would solicit opinion pieces from selected representatives of each constituency on the importance of a strong civil society in the region. For example, Ambassador Strauss could write on business ties, Bill Maynes on the role of NGO's, a representative from the Union of Councils on religious freedom, and an exchange alumnus (such as returned Muskie Michael Sakashvili from the Georgian Parliament or Boris Nemtsov) could write on the value of this experience.
- ④ 4) Pilot regional event in April/May or timed for a Chernomyrdin or Shevardnadze visit. The Department of Commerce would take the lead in organizing a regional event in a city with significant business and grass-roots community ties to the region, perhaps a Sister City linkage, and strong exchange and partnership activity such as university or hospital partnerships, Community Connections, etc., such as St. Louis, Minneapolis or Raleigh/Durham. If the event is successful, other cities could be added.
- 5) White House Conference on Civil Society in June, organized by USIA. At the conference, the First Lady would give 3 or 4 awards for outstanding partnerships to a hospital or health care partnership, a community linkage and/or business or university partnership. U.S. and NIS experts would be invited to present their views on the state of civil society in the NIS and proposals for the future. The First Lady would draw on what she had seen out in the U.S. community in late spring as an example of what is possible with American volunteerism and know how. Young exchangees, NGO representatives, SABIT companies and Peace Corps volunteers would be invited as case studies of what is possible. If Congress agrees, the First Lady could announce an endowment for a U.S. foundation, such as Eurasia, to continue to work in civil society in the region over the next several years.

3- * Partnership - Bradley -
Spring in DC

Possible Follow-Up Steps to the First Lady's Visit

1. Bolstering Support for Assistance.

-- Working lunch with selected Members of Congress and staff to discuss the visit and the key role of USG assistance

USIS (C) Slide show briefing for U.S. NGO leaders, encouraging more of them to focus on the NIS, with USAID support Fox, C-Span

-- Press briefing on the value of U.S. assistance in the NIS

(C) Speech next year making a public case for more U.S. assistance in the NIS

Partnership for Freedom

more & for partnerships

Regional inst in civil society

ecow - small bus., microbus civil society Bridging blocks - Amer. piece

2. Highlighting Women's Issues.

-- Discussion with leaders of U.S. women's groups on promoting women's issues in the NIS, including new USAID/USIA-funded partnerships with U.S. and NIS women's and wellness groups.

Theresa

3. Promoting Civil Society. - Hovel -

-- White House conference on promoting civil society in the NIS, drawing together U.S. NGOs, Congressional, executive branch, and some business participants.

4. Stimulating Cultural Exchanges.

-- Host seminar on cultural exchanges in the NIS and discuss availability of USIA-funded partnerships to link U.S. regional arts and music institutions with counterparts in the NIS.

mtg with cultural groups

*yr. later**
OSCE NGO engagement
engage w. Eur. states

NGO conf'ce

Dec 12/345
Dict - 12/8-12

RECOMMENDATIONS

1. Build on Partnership for Freedom program and approve 1999 budget request of \$995,000,000. Congress approved 1998 increase from \$625 million to \$770 million based on this initiative.

2. Provide separate briefings for administration, congress (members and staff) and private sector (NGO's, etc.) on trip.

3. Separate meetings with Soros to discuss activities in light of Soros Foundation's new \$500 million program with Russia (Courtney's suggestion).

*- getting ideas
about what Soros
new corporate*

4. Increase high level support for our programs through speeches, press campaign.

5. Emphasize our programs and their people to people impact at the Summit through participation of the President and First Lady.

Start II
Goldman

*[NGO from parallel
words]*

6. Emphasize importance of programs through communications between the President and congressional leadership.

The First Lady's trip reaffirms many of the basic principles of our assistance programs.

1. Remarkable progress has been made in a short period of time in the NIS countries to develop market economies and democracies. However, the job is not done. The transition to market democracy is a generational process which requires patience on the part of Americans and citizens of the NIS countries.

2. We must recognize that despite the progress that has been made, the transition has been difficult and painful for different sectors of society, particularly with respect to health care, womens rights, the environment and education.

3. To see the process through, it is our obligation to stay engaged for the foreseeable future with governments, non-governmental institutions and individual citizens in the NIS countries.

4. We must focus our programs with even greater emphasis on having direct impacts on people to ease transitional difficulties, to increase our credibility as a caring people, and to give hope and confidence to those going through this process.

5. We must continue to instill democratic values by encouraging the "voices of freedom" in these countries and emphasizing the importance of individual citizens and non-governmental organizations as intermediaries between the government and individuals.

6. We must recognize and gear our programs towards the important role that women, youth and small business enterprises will have in the democratic transformation.

7. We must also recognize that we alone cannot bring about this transformation, but that our engagement will have an incremental benefit in making conditions better, in instilling democratic values and in causing governments, particularly in Central Asia, to recognize more than otherwise would be the case democracy and human rights.

8. We must build on and expand the "Partnership for Freedom" initiative which is designed to promote economic growth, particularly through small business in the regions and to develop civil society through humanitarian assistance, partnerships, work with non-governmental organizations, exchanges and training.

9. The programs that the First Lady witnessed first-hand during this trip confirm the importance of this approach: (a) public-private partnerships between American and NIS hospitals to set up womens' wellness centers and neo natology units which actually save lives, (b) micro-credit programs which allow particularly women and young people to set up small businesses, (c) discussions with various American funded NGO representatives about the work they are doing to protect the rights of women and children, and in health, the environment and small business, (d) discussions with students including any returning Bradley high school exchange students which emphasize the critical importance and multiplier effect of our exchange programs and the importance of our role in education, e.g., teacher excellence awards.

10. Americans must recognize that after having spent trillions of dollars to defend ourselves against communism, we must do what is necessary to maximally insure the transformation of NIS countries to market democracy. This is as much in our national security interest as any dollar we spend as part of our defense budget. Building long-term durable ties between our peoples will help ensure the transition to market democracy and therefore contribute to our own national security.

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