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Folder Title:

[Ireland]-Ireland/U.K. Trip-Media/Communications

Staff Office-Individual:

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Ulster Unionist Party - North America

Leader of the Party
W. David Trimble, LLB BL MP
Director, North American Bureau
Jeffrey Donaldson
Bureau Coordinator
Anne W. Smith

Full Delegation
Ulster

Press Release - Washington, D.C. & Belfast, Wednesday, November 1, 1995

US President Clinton And the Ulster Unionist Leader Meet At The White House

David Trimble, leader of the Ulster Unionist Party (UUP) of Northern Ireland met today in Washington, D.C. with President Clinton, Vice President, Gore and senior administrative officials.

The UUP represents the largest political constituency in Northern Ireland. Trimble is the first UUP leader to officially meet a United States President. He was accompanied to the White House by Ken McGinnis, MP (UUP Security Spokesperson), Reverend Martin Smyth MP (UUP International Director), Jeffrey Donaldson, Honorary Secretary and Anne Smith, Bureau Coordinator of UUP North America.

Mr. Trimble, during an impromptu White House press conference, immediately following his meeting with the President of the United States said, "It was an honor today for our Ulster Unionist Party Delegation to meet President Clinton, Vice President Gore and others in the United States Administration who actively support a lasting peace, constitutional democracy, expanded job producing economic development and investment in Ulster: and increased education, cultural and civic links between the United States and Northern Ireland.

Our discussions with the President, Vice President Gore, Cabinet, Republican and Democratic Congressional representatives and American Business, trade associations and diplomatic leaders have been frank, constructive and encouraging.

The UUP is committed to dialogue with any credible source, who is prepared to discuss on a level and acceptable playing field how the issues of peace, democracy and economic development can be most effectively and fairly advanced with respect for our two traditions and for the benefit of all the people of Northern Ireland.

Based on our discussions throughout three days of extensive talks on the major political, policy and peace issues being addressed for the people of Ulster, I believe that it is time for concerted action by government, business and community leaders to 'get off the fence' and move beyond the current impasse.

-2-

On that subject, the UUP challenges those in positions of power in the United Kingdom and the United States to join with our party to accomplish the following objectives.

PEACE The UUP challenges the Loyalist paramilitary leadership to take the courageous first step and moral high ground by beginning the process of disarmament, as quickly as possible - it is in the best interests of all of the citizens of Northern Ireland that this critical action toward a secure, safe and lasting peace in our Province is begun and that the IRA match any initiative by the Loyalist paramilitary leaders.

DEMOCRACY The UUP challenges the UK government to set a date for all party local elections to a Northern Ireland Assembly or Constitutional Convention with the leaders of all democratically elected political parties in Northern Ireland. It offers the most realistic option to move the democratic process forward and achieve an inclusive dialogue involving all parties.

ECONOMIC DEVELOPMENT The UUP challenges government and business leaders involved with economic development, Northern Ireland - United States trade and investment to help increase the international competitiveness of Ulster's manufacturing and service industries, expand exports and increase business entrepreneurship. The Clinton Administration's commitment to help improve these critical objectives is admirable and the UUP urges American business leaders in Northern Ireland and Ulster firms trading with the United States to support the development of a Belfast based American Chamber of Commerce - Northern Ireland (affiliated with the American Chamber - UK) to consolidate our business relationship with the United States.

President Clinton's Visit To Northern Ireland The UUP challenges the US Administration to ensure that the historic first visit by a President of the United States to Northern Ireland is on a balanced itinerary that gives equal access to the people of both traditions, Unionist and Nationalist, to greet the American leader in their respective communities. The people of Ulster are honored by the President spending time in our Province and he will be assured a warm welcome. When Air Force One lands at Belfast International Airport, the Gateway to Ulster, for international tourist and business travellers, the media will share a much needed message with the world - that a safe, secure and peaceful Northern Ireland is a beautiful European region with legendary hospitality and fine people who want increased tourism, investment and business.

For further information please contact:

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NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20504

7898

October 30, 1995

MEMORANDUM FOR MR. KENNETH C. BRILL
Executive Secretary
Department of State

MR. RICK YANNUZZI
Executive Secretary
Central Intelligence Agency

*Keep in
briefing file*

SUBJECT: Briefing Materials for the President's Trip to the
UK and Ireland, November 27-December 2

The Department of State is requested to provide appropriate briefing materials for the President's upcoming trip to the UK and Ireland (materials for the U.S.-EU Summit in Madrid to be requested separately). This material should include but is not limited to the following:

Briefing Papers w/talking points (Please use attached format.. Where speech is to be given, please so note under "Core Points.")

- First meeting with Prime Minister Major
- Lunch with Her Majesty Queen Elizabeth II
- Second meeting with Prime Minister Major
- Address to Parliament
- Tour/meeting with Prince Charles
- Meeting with Labour leader Tony Blair
- Dinner hosted by Prime Minister Major
- Dedication of O'Neill Chair/reception
- IFI event
- East Belfast event
- Belfast reception for political leaders
- Tree lighting ceremony
- Meeting with Irish President Robinson
- Meeting with Prime Minister John Bruton
- Meeting with Bertie Ahern
- State dinner hosted by Prime Minister Bruton
- Informal discussion with Dick Spring during golf
- Meeting with business leaders/investment event

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Classified By: Andrew Sens
Reason: 1.5(b)
Declassify On:

DECLASSIFIED

E.O. 13526

White House Guidelines, September 11, 2006

By MI NARA, Date 11/5/16

201-0388-F

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Background Papers (one page long, unless a very complex topic, single spaced in full sentence format on plain bond paper)

United Kingdom

- Political overview
- Economic overview
- Bosnia - status of negotiating track
- Bosnia - status of IFOR planning
- Bosnia - status of reconstruction (planning)
- NI - HMG positions on peace process, decommissioning
- NI - HMG/Unionist relations
- NI - Paramilitary prisoners
- NATO enlargement/European Security Architecture
- Relations with Russia/CFE flanks
- U.S.-EU relations/transatlantic initiative
- Civair
- Other U.S.-UK bilateral issues
- Hong Kong/China
- Gulf - Iran/Iraq
- Middle East Peace Process (including Middle East Development Bank)
- Libya/PA 103
- South Africa
- Nigeria
- UN issues
- Turkey
- Cyprus
- Nonproliferation

Northern Ireland

- Political overview
- Economic overview
- Status of peace process
- Decommissioning panel/commission
- Security overview/status of cease-fire
- Private investment in Northern Ireland
- International Fund for Ireland
- Status of Washington Conference initiatives
- Political overview
- Grass-roots intercommunal ties
- Brief history since 1968

Ireland

- Political overview
- Economic overview
- NI - Irish positions on peace process, decommissioning
- NI - Irish cross-border trade and investment
- U.S. visa waiver program and IV programs
- IRA prisoner releases
- U.S. - Ireland trade and investment
- Ireland and the EU
- Other bilateral issues
- Foreign Minister Spring and Cyprus

Building Blocks for Public Statements/Speeches

November 28:

- Remarks: Wreath laying at Tomb of the Unknown Soldier
- Remarks: Reception with Embassy London staff
- Toast during lunch with the Queen
- Toast during U.S.-hosted dinner

November 29:

- Remarks: Tour of Windsor Castle/meeting with Prince Charles
- Remarks: Walking tour of downtown Windsor
- Toast/remarks during Major-hosted dinner

November 30:

- Remarks: Dedication of O'Neill chair
- Remarks at Guildhall, Derry City Hall
- Remarks during Derry Walk or City Walls/Gate photo op
- Speech at Mackie Plant/other IFI location
- Remarks: Peace line or neighborhood
- Remarks: Reception for political leaders
- Remarks: Tree lighting ceremony

December 1:

- Remarks: Arrival in Dublin
- Remarks: Tree planting ceremony
- Speech: Rally at Trinity/Bank of Ireland
- Remarks: Irish parliament/gift exchange
- Contingency remarks with Embassy Dublin staff
- Toast/remarks during GOI-hosted dinner

December 2:

- Remarks: Business/Investment event
- Toast/remarks during U.S.-hosted dinner
- Remarks: Departure from Shannon airport

Press Material (double-spaced on plain bond paper; Q's and A's should be single-spaced with double space in between each one)

- Press statement after 11/28 meeting with PM Major
- Press Qs and As
- Press statement after lunch with the Queen
- Press statement after 11/29 meeting with PM Major
- Press Qs and As
- Press statement before/after meeting with Tony Blair
- Press Qs and As
- Press statement after O'Neill Chair dedication/reception
- Press statement after community events (?)
- Press Qs and As
- Press statement after bicomunal reception/pull asides with political leaders
- Press Qs and As
- Press statement after meeting with President Robinson
- Press Qs and As
- Press statement after meeting with PM Bruton
- Press Qs and As
- Press statement after meeting with Bertie Ahern
- Press Qs and As
- Press statement after business/investment event
- Press statement after Dromoland dinner
- Departure statement

Scenesetters

- 10 Downing Street
- Tomb of the Unknown Soldier
- Westminster Abbey
- Buckingham Palace
- Winfield House
- Location for U.S.-hosted dinner (if different than Winfield House)
- Guild Hall (House of Lords)
- Custom/traditions: Address to Parliament
- Windsor Castle
- Derry City Hall
- City of Derry - Walls, Gate
- Mackie Plant/IFI site
- Peace line/walk through in neighborhoods
- East Belfast event location
- 11/30 reception location
- Belfast City Hall/site of tree lighting ceremony
- President Robinson's residence
- Location of tree planting ceremony (if different)
- Trinity College
- Bank of Ireland
- Site of President/Bruton meeting
- Irish Parliament
- Ambassador Smith's residence
- Dublin castle
- Ballybunion golf course
- Alternative venues if no gold
- Site of business/investment event
- Dromoland Castle

Materials for Mrs. Clinton

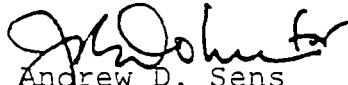
Mrs. Clinton will need papers on health care, women and children for each country to be visited. At this time Mrs. Clinton's pre-advance team is still on their sight survey and the NSC is unable to be more specific regarding her requirements. We will provided more information as soon as we can.

Biographies

Biographies of each foreign official the President will officially meet with should be provided. (Also include "baseball cards.")

Mrs. Clinton will need biographies for the spouses of foreign officials.

While the State Department bears primary responsibility for the preparation of these briefing materials, all other appropriate agencies should be closely involved in the preparation. All briefing materials are to be submitted by OOB November 15 and should include an IBM compatible diskette preferably in Word for Windows versions 2.0 or 6.0 as well as a hard copy.


Andrew D. Sens
Executive Secretary

Attachment
Tab A Sample format

LUNCH HOSTED BY
GOVERNOR GENERAL AND MRS. LEBLANC

CONTEXT OF MEETING

The lunch will follow your meeting with Governor General LeBlanc and will be held in the Ballroom of Rideau Hall, the Governor General's residence. After the lunch, you will participate in a tree-planting ceremony, following a long-standing tradition of American Presidents planting trees on their visits to Canada.

YOUR OBJECTIVE

- o Underscore the enduring nature of the U.S.-Canadian partnership.

CORE POINTS

- o Americans and Canadians do not view each other as foreigners. Trade has crossed the border since early colonial times.
- o Two great and vibrant nations, different, but with many common goals and aspirations.
- o I often emphasize that foreign and domestic policy are inseparably linked; we can't have success in one without success in the other. The U.S.-Canadian relationship is the best example of this for both of us.
- o NAFTA only the latest example, a model the world could well emulate.

BACKGROUND

The Ballroom is where Canada hosts presidents, royalty and ordinary Canadians who have made noteworthy contributions to their country. There is a massive chandelier, weighing over a ton, made from 12,000 pieces of Waterford crystal and 80 light bulbs. The Ballroom also contains portraits of Queen Victoria, Queen Elizabeth II and Prince Philip.

Kessinger, Jodi

From: Naplan, Steven J.
To: Soderberg, Nancy E.
Cc: /N, NonRecord at A1; Schuker, Jill A.
Subject: Ireland Media Plan [UNCLASSIFIED]
Date: Thursday, October 19, 1995 3:05PM

MEMORANDUM:

TO: Nancy Soderberg
THROUGH: Jill Schuker
FROM: Steve Naplan
DATE: October 19, 1995
ATTACHMENT: Ireland Media Plan

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media
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Nancy: Jill approves of my Ireland Media Plan. We seek your thoughts.

(also: is Ray Flynn joining POTUS in Ireland? Please advise. Thanks. -SN)

< <File Attachment: UKIMPLAN.DOC> >

MEDIA PLAN: POTUS VISIT TO UK/IRELAND/NORTHERN IRELAND

item: **POTUS interview with high profile British, Irish, and Northern Irish print and broadcast media in advance of trip**

principal: **POTUS**

details: 45 minute roundtable with print media. 3 ten minute one-on-one television interviews. All on-the-record. White House (Room TBD)

venue: **coverage by widest reaching UK/Irish/No.Irish media**

date: Friday, Nov 24 (if not sooner). Must be done before departure for Europe and preferably with time enough for print stories to run Sunday before POTUS arrival.

message:

On UK: U.S. committed to special relationship with UK. Look forward to visiting with old friend PM Major. Respect troop commitment made by UK in former Yugoslavia, look forward to working with UK (our loyal NATO partner) to monitor a workable peace agreement.

On Ireland: Irish should be proud of the accomplishments and prominence of Irish-American community -- One of the boldest and most dynamic ethnic communities in the US. Committed to repairing ethnic tensions in the region. Devoting more resources and attention to the region than any past President. Very hopeful for social and economic progress. Eager to visit ancestral homeland and legendary golf links.

purpose: POTUS sets the scene and expectations for trip which is politically sensitive both domestically and abroad.

audience: British, Irish, and No. Irish populace

contact: Jill Schuker, NSC Communications

status: proposal approved by Anthony Lake, Michael McCurry. Submitted to Scheduling 10/14

item: **roundtable with columnists/pundits**

principal: **Anthony Lake**

details: intimate backgrounder in Mr. Lake's office

venue: **national columns and television roundtables**

(Russert, McGrory, Oliphant, McCarthy, others)

date: Friday, Nov 24

message: We have high hopes for this trip on a lot of levels. We always welcome the opportunity to further solidify our relations with our British friends and to exchange views on the always improving situation in the former Yugoslavia. On Ireland, diplomatically speaking, the parties are primed for making real progress. POTUS' presence will be an important motivator -- the players respect him *that* much. Diplomacy aside, this should be a very nice opportunity for POTUS to connect with the Irish people. Time has been set aside especially to allow POTUS to explore a bit and take-in the culture and flavor of the country. He's been looking forward to this trip for quite a while.

purpose: setting the stage for important trip, influence weekend talkers

audience: domestic audience of weekend talkshows.

contact: Jill Schuker, NSC Communications

status: proposed 10/19

item: **op/ed: This Administration Cares Deeply About Future of the Region**

principal: **VPOTUS**

details: Vice President quite experienced in the region

venue: **Chicago Tribune**

date: Sunday, Nov 26

message: POTUS and VPOTUS have taken a special interest in a part of the world which is dear to so many Chicagoans. Administration's commitment has had a real impact. And we will stay engaged. VPOTUS has met with all of the key players and has trusting relationships all around.

purpose: highlight just how unusually devoted administration is to the region.

audience: Chicago's large ethnic-Irish community

contact: Jonathan Spalter, OVP Communications

status: proposed 10/16

item: **op/ed: Hope in Northern Ireland, and President Clinton's Leadership**

principal: **U.S. Senator Edward Kennedy**
details: prominent Irish-American and authority on region's troubles
venue: **New York Times**
date: Sunday, Nov 26

message: American engagement and President Clinton's leadership has helped bring the parties to this promising point. For the first time in a generation there is hope for peace and economic development. In many years of public service never seen a President (since his brother) more interested in the region and helpful to its growth.

purpose: reminds domestic audience of POTUS' unusual interest in the region.
audience: domestic audience, ethnic Irish in greater New York
contact:
status: proposed 10/16

item: **op/ed: Ireland Eagerly Awaits Arrival of American President**

principal: **Ambassador Jean Kennedy Smith**
details: Favorite Daughter of Massachusetts writes home
venue: **Boston Herald**
date: Sunday, Nov 26

message: Dispatch from Ireland. The enthusiasm for Clinton's pending arrival is infectious -- and with good reason. Irish well aware of Presidents efforts on behalf of regional economic growth and social improvement. Irish consider President's visit a homecoming of sorts and compare him favorably with another young Democratic president.

purpose: reminder to New England that President Clinton appointed popular member of Kennedy family Ambassador to Ireland.
audience: New England, ethnic Irish community
contact:
status: proposed 10/16

item: **op/ed: Peace and Growth in Ireland Through Trade and Investment**

principal: **Special Advisor George Mitchell**
details: respected New England Senator reports on progress of Clinton initiative
venue: **Boston Globe**
date: Sunday, Nov 26

message: President convened Conference on Trade and Investment with the hope that a strong, revived economy would help promote the peace process -- and it has. An economy of great potential stands by ready to grow, and violence is becoming a more distant memory by the day. President Clinton's broad-based approach of reaching out to all of the parties has built a trust in the region not seen for an American President in years. Opportunities for U.S. exporters are on the rise.

purpose: remind New England of the serious, detailed, growth-oriented plan President Clinton put forward as a strategy for peace in the region.
audience: Greater Boston
contact: Martha Pope
status: proposed 10/16

item: **op/ed: Clinton's Leadership Improving Lives in Ireland**

principal: **Amb. Raymond Flynn**
details: next door neighbor and high profile Irish Catholic well known in R.I.
venue: **Providence Journal**
date: Sunday, Nov 26

message: POTUS devoted to region like no other. Irish Americans generally and any American in favor of peace and reconciliation has to be proud of the impact the U.S. has had on the region.

purpose: pat on the back for engaging on a tough issue and producing results
audience: Irish-American community of Rhode Island
contact:
status: proposed 10/16

item: **exclusive to NYC tabloid columnist on efforts to locate POTUS' ancestral home**

principal: **Nancy Soderberg**

details: nice color piece. details from column get picked up by newspaper "personality/celebrity" sections and by radio talk show hosts nationwide.

venue: **New York Post / New York Daily News / Breslin**

date: Thursday, Nov 29, on eve of POTUS arrival in Ireland

message: President Clinton considers Ireland his ancestral home and was determined to identify his clan and family seat. (Details of Cassidy clan as they are known.) He feels a special bond in his heart with the country and the people. His sketchy family history made a positive ID impossible, and was a disappointment to the President. In the meanwhile, half of Ireland has tried to claim him as theirs, which has been very heartening to POTUS.

purpose: remind Irish Americans that he shares their history/ethnicity. remind all Americans that just like them POTUS seeks his family roots, which are incomplete and uncertain -- as is true for so many Americans.

audience: Irish Americans, all Americans interested in heritage and Presidential ethnicity.

contact:

status: proposed 10/16

item: **interview with U.S. business press on economic initiatives and trade opportunities in the region**

principals: **Sec. Brown**

details: American business and industry stand to gain economically from peace

venue: **Business Week**

date: Nov. 20-23 (in time for Nov 27 newsstands)

venue: **CNBC**

date: Nov. 28-30

message: Economic growth in the region is good for U.S. industry. Stronger markets and higher employment mean wealthier consumers eager for U.S. exports. Economic growth fosters peace and reconciliation.

purpose: remind business minded Americans that POTUS always focused on expanding markets as a means to improving social conditions.

audience: domestic business community

contact: Jim Dessler, Commerce PA

status: proposed 10/16

item: **interview with U.S. business press on economic initiatives and trade opportunities in the region**

principal: **Sec. Rubin**
details: Ireland can be a growth market for U.S. exports. Social ties are already strong. It is a natural market.

venue: **Fortune**
date: in time for November newsstand release

venue: **CNN Moneyline**
 Nov. 28-30

message: For a lot of reasons, Ireland is a natural market for U.S. exports, Cultural ties, common language, similar values and ideals. Peace and reconciliation means stronger markets. Stronger markets means more U.S. exports. Peace process is good for them and good for U.S.

purpose: to encourage business community to support peace process
audience: business community in U.S.
contact: Calvin Mitchell Treasury, PA
status:

item: **interview with U.S. business press on economic initiatives and trade opportunities in the region**

principal: **Amb. Kantor**
details: trade in Ireland primed to expand
venue: **Wall Street Journal, Al Hunt**
date: Nov 30

venue: **McLaughlin One-On-One**
date: for Sund, Dec. 3 broadcast

message: trade with Ireland not often focused on in media, but is key focus of U.S. trade policy. Peace only heightens our interest and opportunity for U.S. exporters.

purpose: encourage U.S. industry to consider prospects for trade in region
audience: U.S. exporters
contact: Anne Luzzatto, USTR
status: proposed 10/16

item: on the record briefing for State Department press corps

principal: Deputy Secretary Talbott on England, Madrid
Special Advisor George Mitchell on Ireland

details: diplomatic press corps

venue: State Department briefing room

date: Nov 27

message: POTUS as world leader on three important issues: Bosnia, Ireland, European security. High substance. Program and initiative details.

purpose: refresher briefing for members of press not lately focused on Ireland

audience: diplomatic community and domestic audience attuned to international affairs.

contact:

status: proposed 10/16

item: backgrounder for White House press corps

principal: Nancy Soderberg, Sandy Vershbow

details: preview of issues and goals for trip (including Madrid)

venue: White House briefing room

date: Friday, Nov 24 (in time for Sunday trip-preview stories)

message: POTUS heading to Europe with much to be proud of. Leadership on Bosnia, leadership on Ireland. Leadership on Europe in general. POTUS will be received as a strong American president who has fought isolationist trends at home and who is committed to America's historic role as world leader.

purpose: One of last few opportunities to show President as respected world leader abroad. Reminder that as focus turns to domestic matters, the president remains an international figure, and that our president has achieved many successes on this important front.

audience: White House press corps (revisiting an issue not foremost in their minds as of late)

contact:

status: proposed 10/16

item: **newsmaker interview with Jim Lehrer**

principal: **Special Advisor George Mitchell**

details: highly respected Mitchell little heard from as of late. Conversation likely to include political analysis of Democratic party and Clinton re-election prospects.

venue: **Newshour with Jim Lehrer**

date: Monday, Dec 4 (just back from Ireland ...)

message: Trip was a success. Clinton always looked to as leader -- always center of attention. Respected by party leaders and loved by Irish public. Wonderful visit for POTUS and the Irish people. Americans can be proud.

purpose: to declare trip a success

audience: Americans alert to foreign policy

contact: Martha Pope

status: proposed 10/16

item: **national T.V. on POTUS' Irish diplomacy and Ireland homecoming**

principal: **POTUS**

details: Nightline rides along on this diverse trip which includes everything from POTUS addressing regional troubles with party leaders to recreating with Irish locals.

venue: **ABC News, Nightline, Dave Marash**

date: Nov 30 - Dec 3

message: President Clinton is both a respected leader on the world stage, (engaged on Bosnia, determined on Ireland) and a people person (charming the locals, weekend golfer). Well respected and well liked and very much at home in Ireland.

purpose: to draw extended national television coverage of this international trip of special domestic interest

audience: large U.S. television viewership

contact: Jill A. Schuker, NSC Communications

status: Nightline proposed 10/16

item: **exclusive “color” chat with ethnic Irish-American columnist in Ireland**

principal: **POTUS**

details: Irish-American columnist-- lighthearted chat with POTUS in Ireland

venue: **Mark Shields, Chris Matthews, Johnny Apple, other**

date: Dec. 1-2

message: President Clinton feels at home in Ireland. He’s proud of his Irish heritage and was touched by the warm reception he received. He knows Irish culture, humor and vernacular.

purpose: a fun piece for POTUS and friendly columnist

audience: domestic U.S. population

contact:

status: proposed 10/16

A/O: Steven Naplan, NSC Communications 6-9394

UK/Ireland
Nov 27 - Dec 3, 1995

** Denotes Press focus for the day

MONDAY, NOV 27th (D.C.)

Pre-trip Interviews US; TV? UK/Ireland?

★ Round table - US Journalists

Round table - UK/Ireland Journalists

10 min each BBC/ITN or RTE

Catholic/specialty press?

→ hard

TUESDAY, NOV 28th (London)

** 10 Downing Photo op

Possible foreign policy meeting

Lunch with Queen

WEDNESDAY, NOV 29th (London)

Press conference w/Major

** Speech

THURSDAY, NOV 30th (Belfast)

** Speech

Walk thru Derry/Belfast Neighborhoods

FRIDAY, NOV 31st (Dublin)

Bruton Press Conference

Dail (Parliament Greetings

** Speech to people of Dublin

SATURDAY, DEC 1st (Western Ireland)

Down/Golf

SUNDAY, NOV 2nd (Spain)

** EU Summit

Spanish President Bilat

UN
Oct 22 - 24, 1995

SUNDAY, OCT 22nd

Press Interviews? USA Today replacement?

** Speech

MONDAY, OCT 23rd

Mandela Photo

** Yeltsin

TUESDAY, OCT 24th

Bosnia Photo

** Chinese Meeting

7 November 1995

PRIVATE AND INFORMAL NOTE

To: Nancy Soderberg (cc to Evelyn Lieberman)
From: Anne Edwards *Anne E.*
Re: Post pre-advance: UK/IRE/SPAIN
Considerations for communications issues

I've never seen any Presidential trip that's more of a Rohrschach Inkblot than this one. Perspective already held will drive the judgment, whether UUP or Chicago Irish: And the perspectives range wildly from stubborn to hopeful, from well-informed to flat wrong. It's a lot of ground to cover: We have more thinking than usual to do.

This note is not about pictures or events. I offer some considerations (some urgently) for press strategy and for our communications-thinkers from what I've picked up over months on this, including the long days immersed on the site survey and pre-advance. I spent a lot of time asking questions of people much smarter than me.

Fact: The American press - national and local - will rely heavily on the recent and current work of the UK/Irish press as the primary source to educate themselves about this trip. We need to start working directly with the press in those countries for that reason. Press NEVER rely on government blather the way they rely on the work of journalists. Critical for us for this trip.

Fact: Grasp of this issue in the US is slim. Among American-Irish, it is romanticized and often erroneous. It's gonna take some serious pedagogy, starting yesterday to establish the President as "peacemaker" of a "peace" with which the American people just aren't current.

Fact: We need to affect a lot of communities by this trip. They're all over the philosophical lot and all over two continents. It cannot be done only through press and it will have NO impact if it is done only on the trip days, three of which are on a weekend when most sane people will be at holiday parties.

Fact: Am I wrong or isn't the EU agreement we're doing in Spain going to make it easier to invest in Northern Ireland and Ireland? Isn't that kind of huge?

Fact: Like it or not, we are up against an IMMUTABLE expectation that the trip will deliver some movement in the process or it's a failure. Period.

1. I assume from listening that these are our goals, badly stated by me until the experts reshape them:

- * Firm placement in US public awareness that the President is leader and catalyst of an amazing positive movement in the Northern Ireland situation -- though the US public can't understand right now why it's so amazing;

- * Putting in the vernacular: 'Peace through Investment is what the US can do and do better than anybody';

- * And, most hopefully, energizing the key constituencies with the power and warmth of the touch of this trip (A) to keep trying, or (B) to get involved to help, or (C) to make them publicly accountable not to be the party to screw up this good thing.

Question: WHERE do we want these goals amplified? All three in US? #2 and #3 in the UK and Ireland? #1 and #2 among business community?

2. I plead, for the sake of all of us operational rugrats, that there is CLEAR identification of our target constituencies and assignment of responsibility for them.

Often the communications meetings leap into a discussion of which this-or-that interview the President should do. And the leap usually occurs at the expense of clear identification and prioritizing among the constituencies we're trying to reach. Point to the hill and we'll take it. I promise. But we need the targets clearly identified.

Here's how I figure, and how I find, the constituencies this time:

A. The U.S.

The US Public - The slice of Americans who really understand this is as slim as a new moon. In the general public, there is far greater familiarity with the MidEast, and I dare say, even complicated Bosnia, than currently with Northern Ireland.

And we Americans have a Bad National Habit: We subconsciously boil all conflicts down to two teams: Good Guys and Bad Guys and then we root for the underdog. We just do. In this case, there are about SEVEN teams which have all shifted the underdog role around frequently and over a period of 300 years.

But Americans couldn't tell you, even Irish-Americans who have the romanticized view, whose family memory of why they came here -- either Fenian or Famine - is starting to fade, couldn't quite tell you if this is British versus Irish, or Catholic versus Protestant, or North versus South. We must explain.

B. The US Press - The influential US press have not focused on this issue for a long time. Our trip will be the occasion for a number of them to focus again.

The timing of Japan will prevent the White House press from paying attention to this trip, from reading up or thinking it through, until the last minute. They're worried about that for their own sakes. But it's a very difficult reality for us, too.

US press in general do not have a deep grasp on this issue; no fault implied - they just aren't assigned to it. The more responsible ones will rely heavily on the work of John Darnton (London) and Jim Clarity (Dublin) of the NY Times and of Fred Barbash (London) of the Washington Post.

When it comes to the North, there is great concern among the responsible that the US press will only write in cliches: "See little Catholic John Paul making friends with little Protestant Kevin". *And they'll be wrong, and it will hurt our goals.* John Paul and Kevin aren't there yet. They might be sidling up to each other, and eyeing each other. They aren't shooting, but they're eyeing and they absolutely are NOT ready to tape the CocaCola commercial and teach the world to sing.

A good example: The American press I had with me on the pre-advance are smart people. They were at a loss. They are smart enough to know the issue was an onion and that they weren't current enough to draw true conclusions from what they were seeing and hearing while they were with us. So during the pre-advance, I kept organizing people for them to talk to (don't worry -- the right people -- like Cathy Stevens and Blair Hall)... just people to remind them of history and sort out players and translate the nuance of euphemism so they could understand. *We need to do that for EVERYBODY.*

We also need to tackle US journalists of Irish extraction drawn by the issue. Whether they travel or not, they will write about the trip, Ireland and the American Irish and what they think they know of what we're doing. WE must focus on that and reach out. Do briefings by phone. Whatever. But get involved.

The stirrings of ancient Irish DNA within some writers is not constructive for us. It's clouding things. They think they know a lot about this because they have some Irish. They've got a tear in their eye and their genealogy search forms filled out as they sign up for the trip -- and I'm not kidding. They have a definite Republican (the Irish kind) approach, though they would never call it that.

They are already planning the columns, and their own trips and the sidebars and it's gonna be ill-formed emotional stuff. Unless we start INFORMING it, now, the President won't be the focus of their fascination.

B. The UK

UK Public - The process needs the UK and the political reality there is that the UK general public hates the IRA and that doesn't put the PM in a pretty position to move this thing along forcefully. Plus (I'm guessing here, Nancy), you got a lot of folks in the UK who aren't particularly thrilled to see the President emerge as the hero here.

UK Press - Focusing very clearly on "lack of movement" and VERY heavy on the expectation that we (you) have something up our sleeve to pull off for the trip and very heavily on the notion that we either deliver movement, or we've failed.

Their coverage of the trip will be ENORMOUS. It is the first time we've gone to London, in my memory, with an agenda for the British which has such emotional resonance among the British people. All eyes are on us.

C. Ireland -

Irish Public: Edgy about the prospects for continued peace but wanting it to continue. Utterly suspicious of ANYTHING the British do or say. Kind of on the verge of being proud of their role for helping, but wanting to be recognised as an important player while silently aware that the US and Britain have more muscle to flex.

Excited about the trip, but skeptical. The JFK trip is SOOO lionized now, embroidered in the re-telling over the years, that I tease my Irish friends that the Last Judgment is gonna pale by comparison since, at Newtownmountkennedy, the lame walked and the blind saw as the motorcade drove by. I'm not far off.

And the Reagan trip is recalled as a SHAM with heavy-handed security. The Irish dismiss that trip when they were used as a prop.

Both those trips affect us: We fall somewhere in between. The Irish are too sophisticated now, the happenin' EU country that they are, to receive us with the same idolatry JFK got in the innocent 60s; and they've been burned by the White House (Reagan). They'll give us a fair shake but we sure as hell better be genuine.

Irish Press: Rooting for us, but A LOT of cynicism there on two fronts, definitely among their press and they're writing it, or are about to, that (1) the US is really only doing this for the election year and (2) no one is respecting the Irish as an equal partner but so-what-else-is-new. There's plenty of historical precedent for both assumptions though no factual justification for it this time.

To say the coverage of the trip to Northern Ireland and Ireland will be wall-to-wall and 24-hour is an understatement. It will be utter saturation.

D. Northern Ireland

NI Public - Extremely interested. No way to overstate that. Cab drivers knew what time our buses were leaving the hotels for site visits and chatted about it.

A weary place. It is not peaceful. It is quiet; it is exhausted. It is burdened. People are careful. They are not exuberant or bragging. They are cautious. But they LIKE this ceasefire thing. A LOT.

They aren't really sure what we're doing for this, but they know we factor. We're a very big scary country with a bad rep, occasionally earned. They're a little place and now here comes the Great Big Bruiser United States. "Uneasy" would be generous.

NI Press - Extremely agitated. A very "local" press. This is a small place and anything is news. The newspapers are close to tabloid and report that way. No television does indepth stuff. There are no deep writers, no long thoughtful pieces in the Northern Irish papers: Just not their style. It's witty and clever, but not deep and lasting and cosmic.

VERY IMPORTANT: Ulster TV and BBC/Ulster are very locally (weather and traffic accident) oriented news organizations. Northern Ireland's main television is still the UK-BBC and RTE/Ireland.

D. Other constituencies:

I wouldn't begin to presume what needs to be done with US business, the US Congress, US local politicians with heavy Irish-American identity and constituencies, the activist Irish-Americans and the other communities here.

But it can't all be achieved through the press. We need to create other events and ways to make those who marginally care INVOLVED, more than just observers.

I respectfully suggest that a Task Force be formed from IG and Political and Public Liaison. This is well beyond what Lee Satterfield is doing for the trip. This would be a group that could create ancillary events for folks in the US who CAN'T go, but who would LOVE to have a piece of this.

I already suggested that they schedule lunches in US cities on Saturday Dec 2 to coincide with the US hosted event in County Clare at Dromoland. If there's someone with the money, the Dromoland program could be satellite-linked to the lunches so many more people would really feel part of it, and it would cause more local press coverage in those cities than we might get alone.

Maybe that's a dumb idea: I'm very capable of dumb ideas. But there are a LOT of things we could do like that which would make people feel some ownership and involvement, and feel a part of it.

A other few suggestions:

1. I can't be more emphatic about how important it is that the President does the UK, IRE and Ulster TV interviews and roundtable and they need to be protected on the schedule.

I've told that to Mike and he knows I usually don't even vote on these things, especially when I know the President's time is so tight and everyone around knows the policy and the place better than me anyhow.

But, especially in the North, whether de-commissioning or Power Rangers, as well as in the UK or in Ireland, this thing is starting to careen a little wildly from the uneven surges of expectations and emotions, and especially from the press. NOTHING would calm it and focus it more than the President himself. NOTHING.

I know the schedule is threatened because of all the demands on the poor man prior to Japan as well as this trip. This time, it would have more than subtle influence. This time, it's really important. It would have an immediate effect on press there, which the US press will soon begin reading religiously.

2. NSC needs to get directly involved, ASAP, with instructing the London/Dublin/Belfast posts with talking points, and with rapid response to stuff in the press.

I would be happy to explain what I will not put on paper about this to whomever in the NSC press office will handle this. This trip is happening in the press over there. We are not in that conversation. The stories are written without us. We need a voice, we need a rapid response mechanism and we absolutely need to be giving direction daily to those press offices.

3. An extension of the above: Put a WH-calibre spokesperson on the ground in Belfast several days prior to the President's arrival.

The Northern Ireland Office International Media Center will be operating by Nov. 27. We arrive Nov. 30. The White House needs a White House level spokesperson on the ground for that interim, for the Belfast press center will be full of press filing set-up stories which can only be full of speculation unless a very authoritative spokesperson is there with them and available. We have done this before in similar situations, when the press writing is not waiting for the President to show up.

4. *Immediate assistance for the "Pre-advance reports" which will be published in 24 hrs:*

The press go on the pre-advance. They come back and write a long tome with all kinds of information for their colleagues. This time, and this is unusual, they are ASKING for guidance on policy, because their colleagues have zero prep time for this trip and will rely on these pre-advance reports more than usual for editorial information. This needs to be done very fast.

5. *To reach US Public and non-traveling press:*

Can the communications group spend one session devoted to creating a broad plan to lay the groundwork in the US, to get the Northern Irish issue back onto the radar screen, so the groundwork is set that LETS us establish the President as peacemaker?

The run-up timing helps us: The White House will be busy because of the Japan trip and then the White House will be tired, but *America WON'T be busy: Thanksgiving is a slow week in homes and murderously slow in newsrooms*. The Japan trip will be old and over. We got some room to move.

There's so much that could be done: Encourage talk shows (on that news-slow weekend) and provide the guests; Get Op-Eds placed. Have appealing surrogates, like Ambassador Smith in Dublin, phone high-rated talk shows in big markets to chat it up. I know Media Affairs would execute the strategy, but State could help here, too. Can the Communications group focus one session on only this, and soon?

What does the Office of Public Diplomacy over there DO?

6. *We need the definitive statement and position on the Genealogy NOW.*

People are writing these stories again. It is becoming obvious that we are not going to stake a false or shaky claim. There would be nothing worse we could do. We have acquired some grudging respect by doing the right thing --- simply stating: "The trail goes cold here...that's the best we can do."

There is no challenge to us on the point that the President's mother's name was Cassidy and that the family came from Ireland at some point. But, to have this come out positively, and the guessing game end, we need to be ready to talk about it very very soon.

7. *LANGUAGE TRANSLATORS - for the speechwriters, talking points, everyone*

You know it's all euphemisms. I spent a lot of my time there translating lamely out of Northern-Ireland-English, and British-English and Ireland-English.

Most of our folks now understand the Londonderry/Derry/City of Derry thing, but need to know that there are a thousand phrases just as loaded and dangerous. Can you make sure the speechwriters get a good translator? SO that something written well, but with American values providing the inference, doesn't cause a misstep since it will be interpreted four different ways and cause a flap?

8. *Don't stop thinking about tomorrow?*

You know, when you strip away all the world-stage stuff, when you're in Northern Ireland at a quiet moment with all these different passionate factions just walking down the street still glancing over their shoulders, it gets very small and very sad.

I've never known anywhere, except maybe India and China, where how a person is born so determines every road and belief in their life. I've also never been anywhere so factionalized - and I've been to some nasty places -- where the absence of a single common values is so thorough and where the absence of even grudging respect for an adversary is so complete.

I know this is the stuff of a thesis. I'll skip the thesis. But -- and this is absolutely just my assessment -- if we go in there painting rosy American-dream pictures which are just TOO cheerful, about brighter futures and all that, we're gonna sound dumb. Like the dreaded: *We don't get it.*

Right now it's about the past, not the future. Everything they are is based on who they've been. It's a fragile sensitive place where they are: Unable to move forward because it seems, to every party, to mean rejection of the past they've died for.

We ALL need the direction on this: What's the TONE?? Too triumphant, we'd look irrelevant. Too somber, we'd be depressing. Can you make the communications group, before our trip-meetings disintegrate into hour-long discussions over "Who's on Air Force One...", really wrap their heads around this, to understand it, and figure out how what our tone is, as we try to bring hope to people who have so little faith.

- Anne