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WITHDRAWAL SHEET

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Collection Name MATLOCK, JACK: FILES

Withdrawer

JET 6/13/2005

File Folder GENEVA MTG. COORDINATING COMMITTEE PUBLIC
DIPLOMACY NOVEMBER 1985 1/2

FOIA

2001-061

Box Number 50

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5016

ID	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
14707	MEMO	STEINER RE INTERAGENCY GROUP ON ARMS CONTROL AND SDI PUBLIC DIPLOMACY [1 - 3]	3	9/10/1985	B1
14741	MEMO	SDI PUBLIC, CONGRESSIONAL AND DIPLOMATIC CALENDAR [4 - 10]	7	9/11/1985	B1
14708	MEMO	KORENGOLD TO MCFARLANE RE PUBLIC DIPLOMACY IMPLEMENTATION PLAN [47 - 49]	3	9/13/1985	B1
14739	MEMO	KORENGOLD TO MATLOCK RE HIGHLIGHTS OF PUBLIC DIPLOMACY GAME-PLAYING MEETING OCTOBER 3 [50 - 52]	3	10/4/1985	B1

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

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B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

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NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20506

September 11, 1985

MEMORANDUM FOR JACK MATLOCK

FROM: BUD KORENGOLD 
SUBJECT: Proposed Public Diplomacy Implementation Plan
for the November Geneva Meeting

The attached draft implementation plan for Public Diplomacy activities between now and the November Geneva meeting is designed to get the coordinated process up to speed with minimal delay.

Many of the activities listed in the plan already are agreed and on the calendar. A number of proposals have been added to fill in currently existing gaps in timing and approach. Where events are proposed or tentative, they are so marked.

Seven milestones on the way to the November 19-20 meeting can be expected to generate the most media and public interest. They are: (1) The resumption of NST in Geneva September 29; (2) Secretary Shultz's September 24 speech to the United Nations General Assembly (UNGA) in New York; (3) Shultz's September 25 meeting with Soviet Foreign Minister Shevardnadze; (4) Shevardnadze's September 27 meeting with President Reagan; (5) Secretary Gorbachev's October 2-3 visit to France; (6) The President's October 24 speech to the UNGA; (7) Departure for Geneva.

The plan provides for extensive briefing and backgrounding surrounding the U.S. events and for a Presidential press interview outlining our approach to Geneva timed for publication in the week prior to Secretary Gorbachev's arrival in Paris.

Other major proposals in the plan aimed at taking some of the initiative back from the Soviets in terms of media attention are: (1) A proposed interview with the Times of India or other influential Third World publications stressing our own desires for serious arms control measures and outlining our views on regional issues; (2) A Presidential or other high-level reiteration of our approach to Geneva in the period just prior to the major Soviet speeches on the eve of and during the anniversary of the Russian Revolution; (3) A Presidential appearance the first Sunday in November on VOA's "Talk to America" worldwide call-in show. Former Presidents Carter and Ford already have made such appearances answering pre-screened questions from VOA's global audience.

The implementation plan is a fluid document. It lists not only events we can expect to control in positive fashion but also some on the Soviet calendar (Gorbachev to Paris) and ours (space command, Major Nicholson's promotion) where we will need to be prepared for damage control. Inevitably, the plan will be changing constantly as the President and other principals add activities to their calendars (or drop them) and as the various USG public diplomacy channels of USIA, State, and other USG agencies carry on their normal operations. Not listed, for instance, are expected steady guidance cables to the field, USIA media reaction reports, wireless file articles, VOA's regular broadcasts, etc. These activities can be assumed. So can White House and State/PA's activities arranging country-wide speaking engagements and brief TV spots for the key officials involved in the Geneva Runup. What this plan is intended to do is to set out the actions on the part of the key USG players that will require high-level approval and commitment. Then the wheels can start churning in earnest.

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PUBLIC DIPLOMACY IMPLEMENTATION PLAN

FIRST DRAFT
September 11, 1985

WEEK OF SEPTEMBER 9-15

9/9: Vice President's speech on U.S.-Soviet relations

9/12-13: Low-key press advisory of impending space command activation 9/23 (DOD)

9/12-13: U.S.-Soviet Far East Talks

Questions and answers positioned (Wolfowitz backgrounds U.S. Press in Moscow). Possible further backgrounders later in Japan.

9/12: Presidential interview with Baltimore Sun editors on all current issues

9/13: ASAT Test (TENT)

Questions and answers positioned with spokesmen and posts by 9/11 or 12. Consultation with Congress already completed.

9/13: Photo opportunity (TENT): President and Geneva Negotiators (Kampelman, Tower, Glitman)

Twinned with written Presidential statement on NST Round III opening in Geneva 9/19.

9/15: HUD Secretary Pierce in Moscow (opportunity stress continuing dialogue)

9/15: Weinberger on Face the Nation. McFarlane on Meet the Press (REQUEST). Opportunity to reiterate need for serious detailed negotiations.

WEEK OF SEPTEMBER 16-22

9/16: Approved thematic guidance sent to posts worldwide by State and USIA

9/16: President's lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

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Declassify on: OADR

DECLASSIFIED

White House Guidelines, August 29, 1987
By OW NARA, Date 9/13/02

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9/16: DOD Appropriations Bill

Coordinate testimony. Position questions and answers and talking points.

9/16: Kampelman Geneva arrival statement (Seriousness of U.S. Approach)

9/16: McFarlane address to Air Force Association

Possible venue for amplification of California speech and stress on difference between realism and confrontation.

9/17: President's interview with ABC for documentary on U.S. in world affairs

9/17: Presidential Press Conference

Talking points on Geneva required.

9/17: SCG Meeting: Chairman's Press Conference. NATO HDQRS Brussels (Demonstration of Allied consultations)

9/17: DOD Press Conference (Weinberger and Perle) to release publication: Soviet Acquisition of Militarily Significant Technology

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York

Ambassador Walters briefs foreign and domestic Press at USUN (and Washington?); VOA and Worldnet interview with Walters on U.S. overall objectives for UNGA session. (ALL TENT) Stress on Afghanistan, human rights, and end to double standards. USG official teams brief other delegations.

9/18: Alaska Sea Trials (TENT)

Opportunity to reiterate interim restraints position, U.S. "going extra mile." Questions and answers and talking points to be positioned for DoD and State spokesmen.

9/18: Perle Congressional testimony on arms issues (TENT)

9/19: Posthumous promotion announced for Major Nicholson

Weinberger private ceremony at Pentagon. Questions and answers on Soviet attitudes positioned.

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9/19: Possible Presidential interview with Izvestia, Tass or other Soviet media (PROPOSED - TIME FRAME FLUID)

9/19: Geneva NST talks reopen

9/20-21: Adelman speaks to Southern Conference of Editorial Writers

9/20: President's lunch with selected columnists/commentators

WEEK OF SEPTEMBER 23-29

9/23: Activation of space command

Questions and answers positioned.

9/23: Shultz UNGA speech

Backgrounders in New York. Full speech transmitted via Worldnet. (PROPOSED) VOA to carry excerpts. State and FPC Washington briefings.

9/23: Washington briefing for editorial page editors (Sterne Group). Whitehead (already on calendar) UNGA and Geneva

9/24: Presidential written interview and photo opportunity (PROPOSED) for French newspaper (Figaro?) Alternate: International Herald Tribune

Interview for publication in week prior to Gorbachev's October 2-3 visit to France. Stress allied solidarity pre-Reagan/Gorbachev meeting.

9/25: Shultz-Shevardnadze meeting

Pre-meeting backgrounders in New York. Post-meeting Press statements and readouts. State and FPC Washington briefings.

9/26: President's off-record cocktail with selected White House correspondents

9/26: MBFR talks reopen (Presidential statement similar CDE opening). Stress continuing dialogue

9/26: Weinberger speech

National Press Club (Washington).

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9/26-27: USNATO Conference, Brussels, for European think-tank directors (Possible forum for Nitze, Palmer, Schifter, and/or Abrams)

9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference)

9/27: Reagan-Shevardnadze meeting

Pre-meeting backgrounder for White House Press September 26 by Shultz or McFarlane. Post-meeting statements.

9/28: President's radio address post Shevardnadze meeting (TENT)

TBD During September: Presidential mini Press conference for announcements plus domestic and Geneva issues

TBD During September: Senate hearings on Soviet active measures

TBD During September: Congressional hearings on human rights

TBD During September: Regional speaking engagements for senior officials (State, P.A.)

WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations

Palmer, Parris, others. (TENT)

Soviet Strategic Defense Publication released (TENT)

Press Conference at State or DOD, questions and answers prepositioned with spokesmen. Embargoed copies prepositioned in Europe and Asia. Copies distributed to Allied/other governments. U.S. distribution.

10/2: President's lunch with regional editors/broadcasters (ALL CURRENT ISSUES)

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and Abrahamson.

10/2-3: Gorbachev visit to France

Questions and answers positioned.

10/3: Briefings for key staffers of Congressional Foreign Affairs/Armed Services and Intelligence Committees (PROPOSED)

Matlock and Palmer/Ridgway.

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10/4: Soviet naval visit to Mexico

Questions and answers on Soviet activities in hemisphere positioned.

10/5-6: Weinberger in Asia

Australia, Singapore, Thailand, South Korea, Japan. Opportunity to highlight mutual security interests. Possible Worldnet on same theme (Armitage).

WEEK OF OCTOBER 7-13

10/7: Carrington meets with the President in Washington

Photo opportunity. Post-meeting statements stressing NATO pre-Geneva solidarity and consultation.

10/8: Pre-departure backgrounder (TENT) for Vice President visit to China

Fitzwater or other. Questions and answers positioned with spokesmen regarding Sino-U.S.-USSR interrelationship.

10/9: President's lunch with selected columnists/commentators

10/10: Vice President departure for China

Photo opportunity, departure statement.

10/12: Codel Pepper in USSR (continuing dialogue)

WEEK OF OCTOBER 14-20

10/14: McFarlane breakfast with Congressional group (at White House) (PROPOSED)

Scene and mood-setting for runup to Geneva meeting.

10/14-15: North Atlantic Assembly meeting in San Francisco with Shultz as keynote speaker 10/14

Major forum for USG principals. Some 200 foreign correspondents will be attending. Abrahamson and others.

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Mid-October -- Budapest Cultural Forum - Possible Worldnet with
Amb. Stoessel

Platform for reiteration of U.S. human rights concerns.

10/16: U.S.-Soviet bilateral civair and grain consultations

Questions and answers positioned.

10/16: Socialist International Arms Control Conference (Vienna).
Possible forum for new Soviet propoganda foray. Embassy Vienna
to monitor agenda and Soviet participation. U.S. participants to
be determined.

10/16: Matlock background meeting with resident correspondents
from NATO nations (PROPOSED)

Opportunity to stress value of Allied solidarity during Geneva
runup.

10/16: Presidential photo opportunity and written questions and
answers with Times of India or other major Third World paper
(PROPOSED)

Stress themes with Third World and regional orientation for UNGA
speech.

WEEK OF OCTOBER 21-27

U.S.-Soviet bilaterals on Central America (continuing dialogue)

10/21: McFarlane backgrounder for White House press (PROPOSED)

Setting themes for President's UNGA speech.

10/21: Qadhafi to Moscow (?)

Questions and answers positioned with spokesmen.

10/22-23: Sofia Warsaw Pact Consultative Committee Meeting.
Gorbachev attends. Possible Pact declaration

Questions and answers positioned with spokesmen.

10/22: President's lunch with selected U.S. newspaper publishers

10/22: Weinberger press conference (Asia trip)

10/23: Weinberger interview with L'Express

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10/24: President addresses UNGA

Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED)

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED)

Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)

To provide Geneva orientation for editors and taped comments for use on VOA's various services.

Late October through mid-November: VOA 6-8 part series recapping U.S. post-war peace and arms control initiatives. (PROPOSED)

TBD During October: Regional speaking engagement for senior officials (State, P.A.)

WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)

Palmer, Parris, others

10/29: State Department pre-Geneva conference for regional journalists (PROPOSED)

10/29-30: NATO NPG ministerials (stress on pre-Geneva consultation)

10/30: President's off-record cocktail with selected White House correspondents

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents

Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

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TBD during October: Presidential mini-Press Conference

Announcements plus possible domestic and Geneva issues.

11/1: Dutch INF decision deadline

Questions and answers positioned with spokesmen, if asked.

11/3: Presidential appearance on VOA's "Talk to America" worldwide call-in show answering pre-screened, meeting-oriented questions from VOA's global audience. (15 minutes/any venue) (PROPOSED)

WEEK OF NOVEMBER 4-10

11/4: Presidential Breakfast with key Washington editorial writers (PROPOSED)

To set tone for proposed major policy statement next day. White House Press Corps briefed on expected thrust of speech. (McFarlane?)

11/5: Major policy statement (PROPOSED) (venue to be decided). President or SecState. If public appearance not possible, written Presidential questions and answers with some major foreign newspaper for release this date. Corriere della Sera of Milan already has an Embassy Rome-supported request on file.

Outline positive U.S. approach to Geneva in advance of Russian Revolution anniversary speeches. (Worldnet and VOA to carry.) (TENT)

11/5: Presidential press conference (could be venue for policy statement described above)

11/6: Soviet eve of Anniversary speeches in Moscow

Questions and answers positioned.

11/6: President's off-record cocktail with selected White House correspondents

11/6: Weinberger speech to Foreign Policy Association -- New York City

11/6: McFarlane meeting with VOA editors (PROPOSED)

To provide orientation for editors and taped comments for use on VOA's various language services.

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11/7: Presidential lunch or drinks with several key foreign publishers such as Rupert Murdoch/Axel Springer (PROPOSED)

11/7: President's broadcast interview with White House network TV correspondents (Geneva expectations)

11/7: 68th Anniversary of Russian Revolution

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC

Geneva runup and our agenda.

WEEK OF NOVEMBER 11-17

Weeklong: Op-ed byline pieces by principals in major press outlets (State, P.A.)

11/11-13: U.S. Magazine Geneva cover story preparation time

Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/12: President's interview with New York Times, WP and LaTimes (Geneva expectations)

11/13: President's lunch with selected columnists/commentators (Geneva expectations)

11/13: Photo opportunity and written Presidential interview for Swiss Press, both German and French language, for release Monday, November 18 (PROPOSED)

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival. (PROPOSED)

11/13: Presidential interview with chiefs of Washington-based domestic and foreign wire services (PROPOSED)

Omnibus interview that would reach widest segment of press.

11/13: SecState outlines U.S. goals and approach to Geneva on newly operational East-link service of Worldnet beamed to Soviet Union and Eastern Europe. (PROPOSED) Alternative timing: recap after Geneva meeting

Technically possible with or without host government permission.

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11/14: Presidential breakfast (PROPOSED) for senior Congressional leaders; photo opportunity

11/14: President's interview with four foreign print reporters

11/14: McFarlane backgrounds White House Press (PROPOSED)

11/15: President's interview for four foreign broadcast reporters

11/15: Shultz or McFarlane briefing for White House press (PROPOSED)

On the record pre-departure.

11/16: President's Saturday radio address (TENT)

Pre-Summit Outlook: (Could be cast also as message to Soviet people and carried on VOA.)

TBD prior departure President's mini news conference.
Announcements as appropriate

11/17: Presidential pre-departure statement

11/17: SecState and McFarlane on Sunday TV talk shows

Scene setters for Geneva.

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/21: Soviet-U.S. maritime talks

Questions and answers positioned.

11/??: Presidential report to Congress upon return. Televised Internationally (PROPOSED)

11/??: Shultz and other principals brief NATO and other Allies

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11/23: President's Saturday radio address (TENT)

Geneva wrapup.

11/24: Sunday TV talk shows

McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations

Palmer, Parris, others.

12/1: President's report to Congress on Soviet non-compliance

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Additions to the President's Schedule entailed by the Public Diplomacy

Implementation plan:

1. 9/13 Photo opportunity: President and Geneva negotiations
Presidential statement on NST Round III opening 9/19
- ✓ 2. 9/19 Possible Presidential interview with Izvestia, Tass or other Soviet media (time frame fluid)
- ✓ 3. 9/24 Presidential written interview and photo opportunity for a French newspaper or possibly the International Herald Tribune. Latter would probably require live interview
4. 9/28 Presidential radio address, Saturday after Shevardnadze meeting
- ✓ 5. 10/16 Presidential photo opportunity and written Q and A with Times of India or other major Third World paper
6. 11/3 Presidential appearance on Voa/s "Talk to America" worldwide call-in show. 15 minutes. Any venue
7. 11/4 Presidential breakfast with key Washington editorial writers
8. 11/5 Major Presidential policy pronouncement. Venue to be decided.
Could be his press conference that day.

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PUBLIC DIPLOMACY IMPLEMENTATION PLAN-
SECOND DRAFT
September 13, 1985

WEEK OF SEPTEMBER 9-15

9/9: Vice President's speech on U.S.-Soviet relations

9/12-13: Low-key press advisory of impending space command activation 9/23 (DOD)

9/12-13: U.S.-Soviet Far East Talks.
Questions and answers positioned (Wolfowitz backgrounds U.S. Press in Moscow). Possible further backgrounders later in Japan.

9/12: Presidential interview with Baltimore Sun editors on all current issues.

9/13: ASAT Test.
Questions and answers positioned with spokesmen and posts by 9/11 or 12. Consultation with Congress already completed.

9/13: Photo opportunity: President and Geneva Negotiators (Kampelman, Tower, Glitman) Twinned with written Presidential statement on NST Round III opening in Geneva 9/19.

9/15: HUD Secretary Pierce in Moscow (Opportunity to stress continuing dialogue).

9/15: Weinberger on Face the Nation. Opportunity to reiterate need for serious detailed negotiations.

WEEK OF SEPTEMBER 16-22

9/16: President's lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/16: DOD Appropriations Bill.
Coordinate testimony. Position questions and answers and talking points.

9/16: Kampelman Geneva arrival statement (Seriousness of U.S. Approach)

9/16: McFarlane address to Air Force Association.
Possible venue for amplification of California speech and stress on difference between realism and confrontation.

9/17: Vice President meets with Georgi Arbatov.

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9/17: President's interview with ABC for documentary on U.S. in world affairs. Scheduled airing on 9/18.

9/17: Presidential Press Conference. -
Talking points on Geneva required.

9/17: SCG Meeting: Chairman's Press Conference. NATO HDQRS Brussels (Demonstration of Allied consultations)

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York.
Ambassador Walters briefs foreign and domestic Press at USUN (and Washington?); VOA and Worldnet interview with Walters on U.S. overall objectives for UNGA session. (ALL TENT) Stress on Afghanistan, human rights, and end to double standards. USG official teams brief other delegations.

9/18: McFarlane speech to Southern Newspaper Conference (Colorado Springs). SDI and Geneva.

9/18: Approved Thematic guidance for Geneva Meeting to be sent to posts worldwide by State and USIA.

9/18: DOD Press Conference (Weinberger and Perle) to release publication: Soviet Acquisition of Militarily Significant Technology.

9/18: Alaska Sea Trials. (TENT)
Opportunity to reiterate interim restraints position, U.S. "going extra mile." Questions and answers and talking points to be positioned for DoD and State spokesmen.

9/18: ABC Documentary: U.S. in World Affairs. To be aired.

9/18: Perle Congressional testimony on arms issues (TENT)

9/19: Posthumous promotion announced for Major Nicholson Weinberger private ceremony at Pentagon. Questions and answers on Soviet attitudes positioned.

9/19: Possible Presidential interview with Izvestia, Tass or other Soviet media (PROPOSED - TIME FRAME FLUID)

9/19: Geneva NST talks reopen.

9/20-21: Adelman speaks to Southern Conference of Editorial Writers.

9/20: President's lunch with selected columnists/commentators.

9/22: McFarlane on Sunday Talk Shows pointing toward Shevardnadze visit.

WEEK OF SEPTEMBER 23-29

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9/23: Activation of space command.
Questions and answers positioned.

9/23: Shultz UNGA speech.
Backgrounders in New York. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts. State and FPC Washington briefings.

9/23: Washington briefing for editorial page editors (Sterne Group). Whitehead, Weinberger and Abrahamson --UNGA and Geneva.

9/24: Presidential written interview and photo opportunity
(PROPOSED) for French newspaper (Figaro?) Alternate:
International Herald Tribune.
Interview for publication in week prior to Gorbachev's October 2-3 visit to France. Stress allied solidarity pre-Reagan/Gorbachev meeting.

9/25: Shultz-Shevardnadze meeting.
Pre-meeting backgrounders in New York. Post-meeting Press statements and readouts. State and FPC Washington briefings.

9/26: President's off-record cocktail with selected White House correspondents.

9/26: MBFR talks reopen (Presidential statement similar CDE opening). Stress continuing dialogue.

9/26-27: USNATO Conference, Brussels, for European think-tank directors (Possible forum for Nitze, Palmer, Schifter, and/or Abrams).

9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference).

9/27: Reagan-Shevardnadze meeting.
Pre-meeting backgrounder for White House Press September 26 by Shultz or McFarlane. Post-meeting statements and Readouts (Proposed).

9/28: President's radio address post Shevardnadze meeting (TENT)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze Meetings.

TBD During September: Presidential mini press conference for announcements plus domestic and Geneva issues.

TBD During September: Senate hearings on Soviet active measures.

TBD During September: Congressional hearings on human rights.

TBD During September: Regional speaking engagements for senior officials (State, P.A.)

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WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations.
Palmer, Parris, others. (TENT)

Soviet Strategic Defense Publication released (TENT).
Press Conference at State or DOD, questions and answers
prepositioned with spokesmen. Embargoed copies prepositioned in
Europe and Asia. Copies distributed to Allied/other governments.
U.S. distribution.

10/2: President's lunch with regional editors/broadcasters (ALL
CURRENT ISSUES).

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and
Abrahamson.

10/2-5: Gorbachev visit to France.
Questions and answers positioned.

10/3: Briefings for key staffers of Congressional Foreign
Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

10/4: Soviet naval visit to Mexico.
Questions and answers on Soviet activities in hemisphere
positioned.

10/5-17: Weinberger in Asia
Australia, Singapore, Thailand, South Korea, Japan. Opportunity
to highlight mutual security interests. Possible Worldnet on
same theme (Armitage).

WEEK OF OCTOBER 7-13

10/7: Carrington meets with the President in Washington
Photo opportunity. Post-meeting statements stressing NATO
pre-Geneva solidarity and consultation.

10/8: Pre-departure backgrounder (TENT) for Vice President visit
to China. Questions and answers positioned with spokesmen
regarding Sino-U.S.-USSR interrelationship.

10/9: President's lunch with selected columnists/commentators.

10/10: Vice President departure for China.
Photo opportunity, departure statement.

10/12: Codel Pepper in USSR (continuing dialogue).

WEEK OF OCTOBER 14-20

19

10/14: McFarlane breakfast with Congressional group (at White House) (PROPOSED).

Scene -and mood- setting for runup to Geneva meeting.

10/14-15: North Atlantic Assembly meeting in San Francisco with Shultz as keynote speaker 10/14. Major forum for USG principals. Some 200 foreign correspondents will be attending. Abrahamson and others.

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: U.S.-Soviet bilateral civair and grain consultations Questions and answers positioned.

10/16: Socialist International Arms Control Conference (Vienna). Possible forum for new Soviet propoganda foray. Embassy Vienna to monitor agenda and Soviet participation. U.S. participants to be determined.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED). Opportunity to stress value of Allied solidarity during Geneva runup.

10/16: Presidential photo opportunity and written questions and answers with Times of India or other major Third World Publication (PROPOSED). Stress themes with Third World and regional orientation prior to UNGA speech.

WEEK OF OCTOBER 21-27

U.S.-Soviet bilaterals on Central America (continuing dialogue)

10/21: McFarlane backgrounder for White House press (PROPOSED) Setting themes for President's UNGA speech.

10/21: Qadhafi to Moscow (?) Questions and answers positioned with spokesmen.

10/22-23: Sofia Warsaw Pact Consultative Committee Meeting. Gorbachev attends. Possible Pact declaration. Questions and answers positioned with spokesmen.

10/22: President's lunch with selected U.S. newspaper publishers

10/22: Weinberger press conference (Asia trip)

10/23: Weinberger interview with L'Express

10/24: President addresses UNGA.

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Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED).

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED).
Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)
To provide Geneva orientation for editors and taped comments for use on VOA's various services.

Late October through mid-November: VOA 6-8 part series recapping U.S. post-war peace and arms control initiatives. (PROPOSED)

TBD During October: Regional speaking engagements for senior officials (State, P.A.)

TBD During October: Les Gelb's NYT Magazine article on President's thinking to appear. (Interview already completed)

WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/29: State Department pre-Geneva conference for regional journalists (PROPOSED).

10/29-30: NATO NPG ministerials. Weinberger. (stress on pre-Geneva consultation).

10/30: President's off-record cocktail with selected White House correspondents.

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents.
Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

TBD during October: Presidential mini-Press Conference
Announcements plus possible domestic and Geneva issues.

11/1: Dutch INF decision deadline.
Questions and answers positioned with spokesmen, if asked basis.

11/3: Presidential appearance on VOA's "Talk to America"
worldwide call-in show answering pre-screened, meeting-oriented questions from VOA's global audience. (15 minutes/any venue) TV and Photo Op (PROPOSED)

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WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of eight background briefings on Geneva Agenda. (One each Monday through Thursday each week) for White House Press. By Murphy, Abrams, Wolfowitz, Ridgeway, Palmer, Schifter, Nitze, and McFarlane.

11/4: Shultz or McFarlane Breakfast with key Washington editorial writers (PROPOSED).
To set tone for proposed major policy statement next day. White House Press Corps briefed on expected thrust of speech. (McFarlane?)

11/5: Major policy statement (PROPOSED) (venue to be decided). President or SecState. If public appearance not possible, written Presidential questions and answers with some major foreign newspaper for release this date. Corriere della Sera of Milan already has an Embassy Rome-supported request on file. Outline positive U.S. approach to Geneva in advance of Russian Revolution anniversary speeches from Moscow. (Worldnet and VOA to carry.)
(TENT)

11/5: Presidential press conference (could be venue for policy statement described above)

11/6: Soviet eve of Anniversary speeches in Moscow. Questions and answers positioned.

11/6: President's off-record cocktail with selected White House correspondents.

11/6: Weinberger speech to Foreign Policy Association -- New York City. (TENT)

11/6: McFarlane meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on VOA's various language services.

11/7: Presidential lunch or drinks with several key foreign publishers such as Rupert Murdoch/Springer/Goldsmith (PROPOSED)

11/7: President's broadcast interview with White House network TV correspondents (Geneva expectations).

11/7: 68th Anniversary of Russian Revolution.

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

11/7: Weinberger/Abrahamson address Council of American Ambassadors.

WEEK OF NOVEMBER 11-17

Weeklong: Op-ed byline pieces by principals in major press outlets (State, P.A.) Possible Shultz or McFarlane article in NYT Magazine.

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/12: President's interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: President's lunch with selected columnists/commentators (Geneva expectations).

11/13: Photo opportunity and written Presidential interview for Swiss Press, both German and French language, for release Monday, November 18 (PROPOSED).

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival. (PROPOSED)

11/13: Presidential interview with chiefs of Washington-based domestic and foreign wire services (PROPOSED).
Omnibus interview that would reach widest segment of press.

11/14: Presidential breakfast (PROPOSED) for senior Congressional leaders; photo opportunity.

11/14: President's interview with four foreign print reporters.

11/14: McFarlane backgrounds White House Press to wind up Eight-Part series. (PROPOSED)

11/15: President's interview for four foreign broadcast reporters.

11/15: Shultz briefing for White House Press. (PROPOSED)
On the record pre-departure. Accompanied by Worldnet.

11/16: President's Saturday radio address (TENT)

Outlook for Geneva: (Could be cast also as message to Soviet people and carried on VOA.)

TBD prior departure President's mini news conference.
Announcements as appropriate.

11/17: Presidential pre-departure statement. Live TV.

11/17: SecState and McFarlane on Sunday TV talk shows.
Scene setters for Geneva.

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting.

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/21: Soviet-U.S. maritime talks.

Questions and answers positioned.

11/??: Presidential report to Congress or report to nation from Camp David upon return. Televised internationally. (PROPOSED)

11/??: Shultz and other principals brief NATO and other Allies

11/23: President's Saturday radio address (TENT)
Geneva wrapup.

11/24: Sunday TV talk shows.

McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations after Geneva.
Palmer, Parris, others.

12/1: President's report to Congress on Soviet non-compliance

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SCHEDULED PRESIDENTIAL ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/12: Interview with Baltimore Sun editors on all current issues

WEEK OF SEPTEMBER 16-22

9/16: Lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/17: Interview with ABC for documentary on U.S. in world affairs (Scheduled airing: 9/18)

9/17: Press Conference.

9/20: Lunch with selected columnists/commentators

WEEK OF SEPTEMBER 23-29

9/26: Off-record cocktail with selected White House correspondents

9/26: MBFR talks reopen (Presidential statement similar to CDE opening).

9/27: Meeting with Shevardnadze

WEEK OF SEPTEMBER 30-OCTOBER 6

10/2: Lunch with regional editors/broadcasters (ALL CURRENT ISSUES)

10/7: Meeting with Lord Carrington. Photo opportunity. Post-meeting statements stressing NATO pre-Geneva solidarity and consultation.

10/9: Lunch with selected columnists/commentators

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WEEK OF OCTOBER 21-26

10/22: Lunch with selected U.S. newspaper publishers

WEEK OF OCTOBER 28-NOVEMBER 3

10/30: Off-record cocktail with selected White House correspondents

TBD during October: Presidential mini-Press Conference Announcements plus possible domestic and Geneva issues.

WEEK OF NOVEMBER 4-10

11/5: Press conference

11/6: Off-record cocktail with selected White House correspondents

11/7: Broadcast interview with White House network TV correspondents (Geneva expectations)

WEEK OF NOVEMBER 11-17

11/12: Interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: Lunch with selected columnists/commentators (Geneva expectations).

11/14: Interview with four foreign print reporters.

11/15: Interview for four foreign broadcast reporters.

TBD prior departure President's mini news conference. Announcements as appropriate.

11/17: Pre-departure statement.

WEEK OF NOVEMBER 25-DECEMBER 1

12/1: President's report to Congress on Soviet non-compliance.

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PROPOSED ADDITIONAL PRESIDENTIAL ACTIVITIES
RELATED TO GENEVA

WEEK OF SEPTEMBER 9-15

9/13: Photo opportunity: President and Geneva Negotiators
(Kampelman, Tower, Glitman)
Twinned with written Presidential statement on NST Round III
opening in Geneva 9/19.

WEEK OF SEPTEMBER 16-22

9/19: Interview with Izvestia, Tass or other Soviet media

WEEK OF SEPTEMBER 23-29

9/24: Written interview and photo opportunity for French
newspaper (Figaro?) Alternate: International Herald Tribune.
Interview for publication in week prior to Gorbachev's October
2-3 visit to France. Opportunity to stress allied solidarity.
9/28: Saturday radio address commenting on Shevardnadze meeting
10/16: Photo opportunity and written questions and
answers with Times of India or other major Third World paper
opportunity to stress themes with Third World and regional
orientation for UNGA speech.

WEEK OF OCTOBER 28-NOVEMBER 3

11/3: Appearance on VOA's "Talk to America"
worldwide call-in show answering pre-screened, meeting-oriented
questions from VOA's global audience. (15 minutes/any venue) TV
and Photo Op

WEEK OF NOVEMBER 4-10

11/5: Major policy statement (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)

11/7: Lunch or drinks with several key foreign publishers such as Murdoch/Springer/Goldsmith.

WEEK OF NOVEMBER 11-17

11/13: Photo opportunity and written interview for Swiss Press, both German and French language, for release Monday, November 18.

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival.

(11/13: Interview with chiefs of Washington-based domestic and foreign wire services. Omnibus interview that would reach widest segment of press.

11/14: Breakfast for senior Congressional leaders; photo opportunity.

11/16: Saturday radio address. Outlook for Geneva (Could be cast also as message to Soviet people and carried on VOA).

WEEK OF NOVEMBER 18-24

11/?: Presidential report to Congress or TV Address from Camp David upon return. Televised internationally.

11/23: Saturday radio address discussing Geneva Results.

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VICE PRESIDENT - BUSH'S ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/9: Speech on U.S.-Soviet relations

WEEK OF SEPTEMBER 16-22

9/17: Meeting with Arbatov.

WEEK OF OCTOBER 7-13

10/8: Pre-departure backgrounder (TENT) for Vice President visit to China. Fitzwater or other. Questions and answers positioned with spokesmen regarding Sino-U.S.-USSR interrelationship.

10/10: Departure for China
Photo opportunity, departure statement.

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NATIONAL SECURITY ADVISOR MCFARLANE'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 16-22

9/16: Address to Air Force Association
Possible venue for amplification of California speech and stress
on difference between realism and confrontation.

9/18: Speech to Southern Newspaper Conference (Colorado Springs)

9/22: Sunday Talk Show. Pointing toward Shevardnadze visit.

9/27: Reagan-Shevardnadze meeting
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and Readouts.
(PROPOSED)

WEEK OF OCTOBER 14-20

10/14: Breakfast with Congressional group (at White
House) (PROPOSED)
Scene and mood-setting for runup to Geneva meeting.

WEEK OF OCTOBER 21-27

10/21: Backgrounder for White House press (PROPOSED)
Setting themes for President's UNGA speech.

WEEK OF NOVEMBER 4-10

11/4: Breakfast with key Washington editorial writers.
(McFarlane or Shultz) (PROPOSED)

11/6: Meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on
VOA's various language services.

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WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy article in NYT Magazine by either McFarlane or Shultz.

11/11-13: Geneva cover story preparation time for U.S. Magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/17: SecState and McFarlane on Sunday TV talk shows
Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/24: Sunday TV talk shows
McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

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SECRETARY SHULTZ'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 23-29

9/23: UNGA speech. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts.

9/25: Shultz-Shevardnadze meeting
Pre-meeting backgrounders in New York. Post-meeting Press
statements and readouts. State and FPC Washington briefings.
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and readouts.
(PROPOSED)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze
meetings.

WEEK OF OCTOBER 14-20

10/11-15: North Atlantic Assembly meeting in San Francisco
Keynote Speech 10/14

WEEK OF NOVEMBER 4-10

11/4: Breakfast with key Washington editorial writers. Shultz or
McFarlane. (PROPOSED)

11/5: Major policy statement (PROPOSED) (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)
(TENT)

WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy NYT Magazine article by Shultz or
McFarlane.

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11/11-13: U.S. Magazine Geneva cover story preparation time
Shultz, McFarlane, others available to U.S. News, Newsweek, Time,
etc. (PROPOSED)

11/15: Briefing for White House press (PROPOSED) On the record
pre-departure. (Worldnet from White House)

11/17: SecState and McFarlane on Sunday TV talk shows
Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/?: Shultz and other principals brief NATO and other Allies

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SECRETARY WEINBERGER'S ACTIVITIES
RELEVANT TO THE GENEVA MEETING

WEEK OF SEPTEMBER 16-22

9/17: DOD Press Conference (with Perle) to release publication: Soviet Acquisition of Militarily Significant Technology

9/19: Posthumous promotion announced for Major Nicholson. Weinberger private ceremony at Pentagon.

WEEK OF SEPTEMBER 23-29

9/24: Speech to National Press Club (U.S. Defense Policy: Where it has been. Where it is going)

WEEK OF SEPTEMBER 30-OCTOBER 6

10/3: Philadelphia WAC Conference on SDI. With Abrahamson.

10/5-16: Asia Trip: Australia, Singapore, Thailand, South Korea, Japan. Opportunity to highlight mutual security.

WEEK OF OCTOBER 21-27

10/22: Press Conference (Asia trip) (TENT)

10/23: Interview with L'Express

WEEK OF NOVEMBER 3-8

11/6: Speech to Foreign Policy Association -- New York City (TENT)

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ACTIVITIES OF OTHER PRINCIPALS
RELEVANT TO GENEVA MEETING

9/12-13: U.S.-Soviet Far East Talks
Questions and answers positioned (Wolfowitz backgrounds U.S.
Press in Moscow). Possible further backgrounders later in Japan.

9/15: HUD Secretary Pierce in Moscow (opportunity stress
continuing dialogue)

WEEK OF SEPTEMBER 16-22

9/16: Kampelman Geneva arrival statement (Seriousness of U.S.
approach)

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York
Ambassador Walters briefs foreign and domestic Press at USUN (and
Washington?); VOA and Worldnet interview with Walters on U.S.
overall objectives for UNGA session. (ALL TENT) Stress on
Afghanistan, human rights, and end to double standards. USG
official teams brief other delegations.

9/18: DOD Press Conference (Weinberger and Perle) to release
publication: Soviet Acquisition of Militarily Significant
Technology

9/18: Perle Congressional testimony on arms issues (TENT)

9/18: ABC Documentary: U.S. in World Affairs on air.

9/20-21: Adelman speaks to Southern Conference of Editorial
Writers.

WEEK OF SEPTEMBER 23-29

9/23: Washington briefing for editorial page editors (Sterne
Group). Whitehead, Weinberger, Abrahamson. Outlook for UNGA and
Geneva

9/26-27: USNATO Conference, Brussels, for European think-tank
directors (Possible forum for Nitze, Palmer, Schifter, and/or
Abrams)

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9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference)

WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations
Palmer, Parris, others. (TENT)

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and Abrahamson.

10/3: Briefings for key staffers of Congressional Foreign Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

WEEK OF OCTOBER 14-20

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED)
Opportunity to stress value of Allied solidarity during Geneva runup.

WEEK OF OCTOBER 21-27

10/24: President addresses UNGA
Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED)

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED)
Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)
To provide Geneva orientation for editors and taped comments for use on VOA's various services.

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WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents. Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of background briefings (one each Monday through Thursday each week) for White House Press. By: Murphy, Abrams, Wolfowitz, Ridgway, Palmer, Schifter, Nitze and McFarlane

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

WEEK OF NOVEMBER 11-17

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting
Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations
Palmer, Parris, others.

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PUBLIC DIPLOMACY IMPLEMENTATION PLAN-
SECOND DRAFT
September 13, 1985

WEEK OF SEPTEMBER 9-15

9/9: Vice President's speech on U.S.-Soviet relations

9/12-13: Low-key press advisory of impending space command activation 9/23 (DOD)

9/12-13: U.S.-Soviet Far East Talks.
Questions and answers positioned (Wolfowitz backgrounds U.S. Press in Moscow). Possible further backgrounders later in Japan.

9/12: Presidential interview with Baltimore Sun editors on all current issues.

9/13: ASAT Test.
Questions and answers positioned with spokesmen and posts by 9/11 or 12. Consultation with Congress already completed.

9/13: Photo opportunity: President and Geneva Negotiators (Kampelman, Tower, Glitman) Twinned with written Presidential statement on NST Round III opening in Geneva 9/19.

9/15: HUD Secretary Pierce in Moscow (Opportunity to stress continuing dialogue).

9/15: Weinberger on Face the Nation. Opportunity to reiterate need for serious detailed negotiations.

WEEK OF SEPTEMBER 16-22

9/16: President's lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/16: DOD Appropriations Bill.
Coordinate testimony. Position questions and answers and talking points.

9/16: Kampelman Geneva arrival statement (Seriousness of U.S. Approach)

9/16: McFarlane address to Air Force Association.
Possible venue for amplification of California speech and stress on difference between realism and confrontation.

9/17: Vice President meets with Georgi Arbatov.

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9/17: President's interview with ABC for documentary on U.S. in world affairs. Scheduled airing on 9/18.

9/17: Presidential Press Conference.
Talking points on Geneva required.

9/17: SCG Meeting: Chairman's Press Conference. NATO HDQRS Brussels (Demonstration of Allied consultations)

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York.
Ambassador Walters briefs foreign and domestic Press at USUN (and Washington?); VOA and Worldnet interview with Walters on U.S. overall objectives for UNGA session. (ALL TENT) Stress on Afghanistan, human rights, and end to double standards. USG official teams brief other delegations.

9/18: McFarlane speech to Southern Newspaper Conference (Colorado Springs). SDI and Geneva.

9/18: Approved Thematic guidance for Geneva Meeting to be sent to posts worldwide by State and USIA.

9/18: DOD Press Conference (Weinberger and Perle) to release publication: Soviet Acquisition of Militarily Significant Technology.

9/18: Alaska Sea Trials. (TENT)
Opportunity to reiterate interim restraints position, U.S. "going extra mile." Questions and answers and talking points to be positioned for DoD and State spokesmen.

9/18: ABC Documentary: U.S. in World Affairs. To be aired.

9/18: Perle Congressional testimony on arms issues (TENT)

9/19: Posthumous promotion announced for Major Nicholson Weinberger private ceremony at Pentagon. Questions and answers on Soviet attitudes positioned.

9/19: Possible Presidential interview with Izvestia, Tass or other Soviet media (PROPOSED - TIME FRAME FLUID)

9/19: Geneva NST talks reopen.

9/20-21: Adelman speaks to Southern Conference of Editorial Writers.

9/20: President's lunch with selected columnists/commentators.

9/22: McFarlane on Sunday Talk Shows pointing toward Shevardnadze visit.

WEEK OF SEPTEMBER 23-29

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9/23: Activation of space command.
Questions and answers positioned.

9/23: Shultz UNGA speech.
Backgrounders in New York. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts. State and FPC Washington briefings.

9/23: Washington briefing for editorial page editors (Sterne Group). Whitehead, Weinberger and Abrahamson --UNGA and Geneva.

9/24: Presidential written interview and photo opportunity (PROPOSED) for French newspaper (Figaro?) Alternate: International Herald Tribune.
Interview for publication in week prior to Gorbachev's October 2-3 visit to France. Stress allied solidarity pre-Reagan/Gorbachev meeting.

9/25: Shultz-Shevardnadze meeting.
Pre-meeting backgrounders in New York. Post-meeting Press statements and readouts. State and FPC Washington briefings.

9/26: President's off-record cocktail with selected White House correspondents.

9/26: MBFR talks reopen (Presidential statement similar CDE opening). Stress continuing dialogue.

9/26-27: USNATO Conference, Brussels, for European think-tank directors (Possible forum for Nitze, Palmer, Schifter, and/or Abrams).

9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference).

9/27: Reagan-Shevardnadze meeting.
Pre-meeting backgrounder for White House Press September 26 by Shultz or McFarlane. Post-meeting statements and Readouts (Proposed).

9/28: President's radio address post Shevardnadze meeting (TENT)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze Meetings.

TBD During September: Presidential mini press conference for announcements plus domestic and Geneva issues.

TBD During September: Senate hearings on Soviet active measures.

TBD During September: Congressional hearings on human rights.

TBD During September: Regional speaking engagements for senior officials (State, P.A.)

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WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations.
Palmer, Parris, others. (TENT)

Soviet Strategic Defense Publication released (TENT).
Press Conference at State or DOD, questions and answers
prepositioned with spokesmen. Embargoed copies prepositioned in
Europe and Asia. Copies distributed to Allied/other governments.
U.S. distribution.

10/2: President's lunch with regional editors/broadcasters (ALL
CURRENT ISSUES).

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and
Abrahamson.

10/2-5: Gorbachev visit to France.
Questions and answers positioned.

10/3: Briefings for key staffers of Congressional Foreign
Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

10/4: Soviet naval visit to Mexico.
Questions and answers on Soviet activities in hemisphere
positioned.

10/5-17: Weinberger in Asia
Australia, Singapore, Thailand, South Korea, Japan. Opportunity
to highlight mutual security interests. Possible Worldnet on
same theme (Armitage).

WEEK OF OCTOBER 7-13

10/7: Carrington meets with the President in Washington
Photo opportunity. Post-meeting statements stressing NATO
pre-Geneva solidarity and consultation.

10/8: Pre-departure backgrounder (TENT) for Vice President visit
to China. Questions and answers positioned with spokesmen
regarding Sino-U.S.-USSR interrelationship.

10/9: President's lunch with selected columnists/commentators.

10/10: Vice President departure for China.
Photo opportunity, departure statement.

10/12: Codel Pepper in USSR (continuing dialogue).

WEEK OF OCTOBER 14-20

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10/14: McFarlane breakfast with Congressional group (at White House) (PROPOSED).
Scene -and mood- setting for runup to Geneva meeting.

10/14-15: North Atlantic Assembly meeting in San Francisco with Shultz as keynote speaker 10/14. Major forum for USG principals. Some 200 foreign correspondents will be attending. Abrahamson and others.

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: U.S.-Soviet bilateral civair and grain consultations
Questions and answers positioned.

10/16: Socialist International Arms Control Conference (Vienna). Possible forum for new Soviet propoganda foray. Embassy Vienna to monitor agenda and Soviet participation. U.S. participants to be determined.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED).
Opportunity to stress value of Allied solidarity during Geneva runup.

10/16: Presidential photo opportunity and written questions and answers with Times of India or other major Third World Publication (PROPOSED).
Stress themes with Third World and regional orientation prior to UNGA speech.

WEEK OF OCTOBER 21-27

U.S.-Soviet bilaterals on Central America (continuing dialogue)

10/21: McFarlane backgrounder for White House press (PROPOSED)
Setting themes for President's UNGA speech.

10/21: Qadhafi to Moscow (?)
Questions and answers positioned with spokesmen.

10/22-23: Sofia Warsaw Pact Consultative Committee Meeting.
Gorbachev attends. Possible Pact declaration. Questions and answers positioned with spokesmen.

10/22: President's lunch with selected U.S. newspaper publishers

10/22: Weinberger press conference (Asia trip)

10/23: Weinberger interview with L'Express

10/24: President addresses UNGA.

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Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington. (PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC (PROPOSED).

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED).

Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)

To provide Geneva orientation for editors and taped comments for use on VOA's various services.

Late October through mid-November: VOA 6-8 part series recapping U.S. post-war peace and arms control initiatives. (PROPOSED)

TBD During October: Regional speaking engagements for senior officials (State, P.A.)

TBD During October: Les Gelb's NYT Magazine article on President's thinking to appear. (Interview already completed)

WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/29: State Department pre-Geneva conference for regional journalists (PROPOSED).

10/29-30: NATO NPG ministerials. Weinberger. (stress on pre-Geneva consultation).

10/30: President's off-record cocktail with selected White House correspondents.

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents.

Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

TBD during October: Presidential mini-Press Conference
Announcements plus possible domestic and Geneva issues.

11/1: Dutch INF decision deadline.

Questions and answers positioned with spokesmen, if asked basis.

11/3: Presidential appearance on VOA's "Talk to America" worldwide call-in show answering pre-screened, meeting-oriented questions from VOA's global audience. (15 minutes/any venue) TV and Photo Op (PROPOSED)

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WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of eight background briefings on Geneva Agenda. (One each Monday through Thursday each week) for White House Press. By Murphy, Abrams, Wolfowitz, Ridgeway, Palmer, Schifter, Nitze, and McFarlane.

11/4: Shultz or McFarlane Breakfast with key Washington editorial writers (PROPOSED).
To set tone for proposed major policy statement next day. White House Press Corps briefed on expected thrust of speech.
(McFarlane?)

11/5: Major policy statement (PROPOSED) (venue to be decided). President or SecState. If public appearance not possible, written Presidential questions and answers with some major foreign newspaper for release this date. Corriere della Sera of Milan already has an Embassy Rome-supported request on file. Outline positive U.S. approach to Geneva in advance of Russian Revolution anniversary speeches from Moscow. (Worldnet and VOA to carry.)
(TENT)

11/5: Presidential press conference (could be venue for policy statement described above)

11/6: Soviet eve of Anniversary speeches in Moscow.
Questions and answers positioned.

11/6: President's off-record cocktail with selected White House correspondents.

11/6: Weinberger speech to Foreign Policy Association -- New York City. (TENT)

11/6: McFarlane meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on VOA's various language services.

11/7: Presidential lunch or drinks with several key foreign publishers such as Rupert Murdoch/Springer/Goldsmith (PROPOSED)

11/7: President's broadcast interview with White House network TV correspondents (Geneva expectations).

11/7: 68th Anniversary of Russian Revolution.

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

11/7: Weinberger/Abrahamson address Council of American Ambassadors.

WEEK OF NOVEMBER 11-17

Weeklong: Op-ed byline pieces by principals in major press outlets (State, P.A.) Possible Shultz or McFarlane article in NYT Magazine.

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/12: President's interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: President's lunch with selected columnists/commentators (Geneva expectations).

11/13: Photo opportunity and written Presidential interview for Swiss Press, both German and French language, for release Monday, November 18 (PROPOSED).

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival. (PROPOSED)

11/13: Presidential interview with chiefs of Washington-based domestic and foreign wire services (PROPOSED).
Omnibus interview that would reach widest segment of press.

11/14: Presidential breakfast (PROPOSED) for senior Congressional leaders; photo opportunity.

11/14: President's interview with four foreign print reporters.

11/14: McFarlane backgrounds White House Press to wind up Eight-Part series. (PROPOSED)

11/15: President's interview for four foreign broadcast reporters.

11/15: Shultz briefing for White House Press. (PROPOSED)
On the record pre-departure. Accompanied by Worldnet.

11/16: President's Saturday radio address (TENT)

Outlook for Geneva: (Could be cast also as message to Soviet people and carried on VOA.)

TBD prior departure President's mini news conference.
Announcements as appropriate.

11/17: Presidential pre-departure statement. Live TV.

11/17: SecState and McFarlane on Sunday TV talk shows.
Scene setters for Geneva.

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WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting.

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/21: Soviet-U.S. maritime talks.

Questions and answers positioned.

11/??: Presidential report to Congress or report to nation from Camp David upon return. Televised internationally. (PROPOSED)

11/??: Shultz and other principals brief NATO and other Allies

11/23: President's Saturday radio address (TENT)
Geneva wrapup.

11/24: Sunday TV talk shows.

McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations after Geneva.
Palmer, Parris, others.

12/1: President's report to Congress on Soviet non-compliance

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SCHEDULED PRESIDENTIAL ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/12: Interview with Baltimore Sun editors on all current issues

WEEK OF SEPTEMBER 16-22

9/16: Lunch with Regional editors/broadcasters (ALL CURRENT ISSUES)

9/17: Interview with ABC for documentary on U.S. in world affairs (Scheduled airing: 9/18)

9/17: Press Conference.

9/20: Lunch with selected columnists/commentators

WEEK OF SEPTEMBER 23-29

9/26: Off-record cocktail with selected White House correspondents

9/26: MBFR talks reopen (Presidential statement similar to CDE opening).

9/27: Meeting with Shevardnadze

WEEK OF SEPTEMBER 30-OCTOBER 6

10/2: Lunch with regional editors/broadcasters (ALL CURRENT ISSUES)

10/7: Meeting with Lord Carrington. Photo opportunity. Post-meeting statements stressing NATO pre-Geneva solidarity and consultation.

10/9: Lunch with selected columnists/commentators

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WEEK OF OCTOBER 21-26

10/22: Lunch with selected U.S. newspaper publishers

WEEK OF OCTOBER 28-NOVEMBER 3

10/30: Off-record cocktail with selected White House correspondents

TBD during October: Presidential mini-Press Conference Announcements plus possible domestic and Geneva issues.

WEEK OF NOVEMBER 4-10

11/5: Press conference

11/6: Off-record cocktail with selected White House correspondents

11/7: Broadcast interview with White House network TV correspondents (Geneva expectations)

WEEK OF NOVEMBER 11-17

11/12: Interview with New York Times, WP and LaTimes (Geneva expectations).

11/13: Lunch with selected columnists/commentators (Geneva expectations).

11/14: Interview with four foreign print reporters.

11/15: Interview for four foreign broadcast reporters.

TBD prior departure President's mini news conference. Announcements as appropriate.

11/17: Pre-departure statement.

WEEK OF NOVEMBER 25-DECEMBER 1

12/1: President's report to Congress on Soviet non-compliance.

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PROPOSED ADDITIONAL PRESIDENTIAL ACTIVITIES
RELATED TO GENEVA

WEEK OF SEPTEMBER 9-15

9/13: Photo opportunity: President and Geneva Negotiators
(Kampelman, Tower, Glitman)
Twinned with written Presidential statement on NST Round III
opening in Geneva 9/19.

WEEK OF SEPTEMBER 16-22

9/19: Interview with Izvestia, Tass or other Soviet media

WEEK OF SEPTEMBER 23-29

9/24: Written interview and photo opportunity for French
newspaper (Figaro?) Alternate: International Herald Tribune.
Interview for publication in week prior to Gorbachev's October
2-3 visit to France. Opportunity to stress allied solidarity.
9/28: Saturday radio address commenting on Shevardnadze meeting

10/16: Photo opportunity and written questions and
answers with Times of India or other major Third World paper
opportunity to stress themes with Third World and regional
orientation for UNGA speech.

WEEK OF OCTOBER 28-NOVEMBER 3

11/3: Appearance on VOA's "Talk to America"
worldwide call-in show answering pre-screened, meeting-oriented
questions from VOA's global audience. (15 minutes/any venue) TV
and Photo Op

WEEK OF NOVEMBER 4-10

11/5: Major policy statement (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)

11/7: Lunch or drinks with several key foreign publishers such as Murdoch/Springer/Goldsmith.

WEEK OF NOVEMBER 11-17

11/13: Photo opportunity and written interview for Swiss Press, both German and French language, for release Monday, November 18.

Twinned with 15-minute Swiss TV interview for use worldwide eve of Geneva arrival.

(11/13: Interview with chiefs of Washington-based domestic and foreign wire services. Omnibus interview that would reach widest segment of press.

11/14: Breakfast for senior Congressional leaders; photo opportunity.

11/16: Saturday radio address. Outlook for Geneva (Could be cast also as message to Soviet people and carried on VOA).

WEEK OF NOVEMBER 18-24

11/?: Presidential report to Congress or TV Address from Camp David upon return. Televised internationally.

11/23: Saturday radio address discussing Geneva Results.

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VICE PRESIDENT - BUSH'S ACTIVITIES
RELEVANT TO GENEVA MEETING

WEEK OF SEPTEMBER 9-15

9/9: Speech on U.S.-Soviet relations

WEEK OF SEPTEMBER 16-22

9/17: Meeting with Arbatov.

WEEK OF OCTOBER 7-13

10/8: Pre-departure backgrounder (TENT) for Vice President visit to China. Fitzwater or other. Questions and answers positioned with spokesmen regarding Sino-U.S.-USSR interrelationship.

10/10: Departure for China
Photo opportunity, departure statement.

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By CW NARA, Date 9/16/02

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NATIONAL SECURITY ADVISOR MCFARLANE'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 16-22

- 9/16: Address to Air Force Association
Possible venue for amplification of California speech and stress
on difference between realism and confrontation.
- 9/18: Speech to Southern Newspaper Conference (Colorado Springs)
- 9/22: Sunday Talk Show. Pointing toward Shevardnadze visit.
- 9/27: Reagan-Shevardnadze meeting
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and Readouts.
(PROPOSED)

WEEK OF OCTOBER 14-20

- 10/14: Breakfast with Congressional group (at White
House) (PROPOSED)
Scene and mood-setting for runup to Geneva meeting.

WEEK OF OCTOBER 21-27

- 10/21: Backgrounder for White House press (PROPOSED)
Setting themes for President's UNGA speech.

WEEK OF NOVEMBER 4-10

- 11/4: Breakfast with key Washington editorial writers.
(McFarlane or Shultz) (PROPOSED)
- 11/6: Meeting with VOA editors (PROPOSED)
To provide orientation for editors and taped comments for use on
VOA's various language services.

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WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy article in NYT Magazine by either McFarlane or Shultz.

11/11-13: Geneva cover story preparation time for U.S. Magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

11/17: SecState and McFarlane on Sunday TV talk shows
Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting

Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

11/24: Sunday TV talk shows
McFarlane, Regan to sum up and refocus on domestic agenda.
(PROPOSED)

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SECRETARY SHULTZ'S ACTIVITIES
RELEVANT TO GENEVA

WEEK OF SEPTEMBER 23-29

9/23: UNGA speech. Full speech transmitted via Worldnet.
(PROPOSED) VOA to carry excerpts.

9/25: Shultz-Shevardnadze meeting
Pre-meeting backgrounders in New York. Post-meeting Press
statements and readouts. State and FPC Washington briefings.
Pre-meeting backgrounder for White House Press September 26 by
Shultz or McFarlane. Post-meeting statements and readouts.
(PROPOSED)

9/29: Shultz on Sunday Talk Shows wrapping up Shevardnadze
meetings.

WEEK OF OCTOBER 14-20

10/11-15: North Atlantic Assembly meeting in San Francisco
Keynote Speech 10/14

WEEK OF NOVEMBER 4-10

11/4: Breakfast with key Washington editorial writers. Shultz or
McFarlane. (PROPOSED)

11/5: Major policy statement (PROPOSED) (venue to be decided).
President or SecState. If public appearance not possible,
written Presidential questions and answers with some major
foreign newspaper for release this date. Corriere della Sera of
Milan already has an Embassy Rome-supported request on file.
Outline positive U.S. approach to Geneva in advance of Russian
Revolution anniversary speeches. (Worldnet and VOA to carry.)
(TENT)

WEEK OF NOVEMBER 11-17

Weeklong: Possible lengthy NYT Magazine article by Shultz or
McFarlane.

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11/11-13: U.S. Magazine Geneva cover story preparation time
Shultz, McFarlane, others available to U.S. News, Newsweek, Time,
etc. (PROPOSED)

11/15: Briefing for White House press (PROPOSED) On the record
pre-departure. (Worldnet from White House)

11/17: SecState and McFarlane on Sunday TV talk shows
Scene setters for Geneva. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/?: Shultz and other principals brief NATO and other Allies

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SECRETARY WEINBERGER'S ACTIVITIES
RELEVANT TO THE GENEVA MEETING

WEEK OF SEPTEMBER 16-22

9/17: DOD Press Conference (with Perle) to release
publication: Soviet Acquisition of Militarily Significant
Technology

9/19: Posthumous promotion announced for Major Nicholson.
Weinberger private ceremony at Pentagon.

WEEK OF SEPTEMBER 23-29

9/24: Speech to National Press Club (U.S. Defense Policy: Where
it has been. Where it is going)

WEEK OF SEPTEMBER 30-OCTOBER 6

10/3: Philadelphia WAC Conference on SDI. With Abrahamson.

10/5-16: Asia Trip: Australia, Singapore, Thailand, South
Korea, Japan. Opportunity to highlight mutual security.

WEEK OF OCTOBER 21-27

10/22: Press Conference (Asia trip) (TENT)

10/23: Interview with L'Express

WEEK OF NOVEMBER 3-8

11/6: Speech to Foreign Policy Association -- New York City
(TENT)

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ACTIVITIES OF OTHER PRINCIPALS
RELEVANT TO GENEVA MEETING

9/12-13: U.S.-Soviet Far East Talks
Questions and answers positioned (Wolfowitz backgrounds U.S.
Press in Moscow). Possible further backgrounders later in Japan.

9/15: HUD Secretary Pierce in Moscow (opportunity stress
continuing dialogue)

WEEK OF SEPTEMBER 16-22

9/16: Kampelman Geneva arrival statement (Seriousness of U.S.
approach)

9/17: Abrahamson addresses National Press Club luncheon (SDI)

9/17: Opening of UNGA in New York
Ambassador Walters briefs foreign and domestic Press at USUN (and
Washington?); VOA and Worldnet interview with Walters on U.S.
overall objectives for UNGA session. (ALL TENT) Stress on
Afghanistan, human rights, and end to double standards. USG
official teams brief other delegations.

9/18: DOD Press Conference (Weinberger and Perle) to release
publication: Soviet Acquisition of Militarily Significant
Technology

9/18: Perle Congressional testimony on arms issues (TENT)

9/18: ABC Documentary: U.S. in World Affairs on air.

9/20-21: Adelman speaks to Southern Conference of Editorial
Writers.

WEEK OF SEPTEMBER 23-29

9/23: Washington briefing for editorial page editors (Sterne
Group). Whitehead, Weinberger, Abrahamson. Outlook for UNGA and
Geneva

9/26-27: USNATO Conference, Brussels, for European think-tank
directors (Possible forum for Nitze, Palmer, Schifter, and/or
Abrams)

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9/27: Kampelman/Tower/Glitman brief NAC at NATO HDQRS (no Press conference)

WEEK OF SEPTEMBER 30-OCTOBER 6

Direct Lines on U.S.-Soviet relations
Palmer, Parris, others. (TENT)

10/2-3: Philadelphia WAC Conference on SDI. Weinberger and Abrahamson.

10/3: Briefings for key staffers of Congressional Foreign Affairs/Armed Services and Intelligence Committees (PROPOSED)
Matlock and Palmer/Ridgway.

WEEK OF OCTOBER 14-20

Mid-October -- Budapest Cultural Forum - Possible Worldnet with Amb. Stoessel. Platform for reiteration of U.S. human rights concerns.

10/16: Matlock background meeting with resident correspondents from NATO nations (PROPOSED)
Opportunity to stress value of Allied solidarity during Geneva runup.

WEEK OF OCTOBER 21-27

10/24: President addresses UNGA
Worldnet transmission of speech in full. (TENT) Ridgway, Palmer, Wolfowitz, Abrams, Murphy, and others available for TV/press reinforcement in New York, at State and FPC in Washington.
(PROPOSED)

10/25: Ambassador Schifter briefs on record at Washington FPC
(PROPOSED)

Soviet Human Rights record (Worldnet on same theme). (PROPOSED)

10/25: USUN backgrounder for Domestic and Foreign Journalists on Afghan situation (PROPOSED)
Vernon Walters or other expert pointing toward UNGA debate on Afghanistan.

10/25: Mark Palmer meeting with VOA editors (PROPOSED)
To provide Geneva orientation for editors and taped comments for use on VOA's various services.

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WEEK OF OCTOBER 28-NOVEMBER 3

Direct Line interviews on Geneva meeting (PROPOSED)
Palmer, Parris, others

10/31-11-1: FPC/Wye Plantation Seminar for key Washington-based foreign correspondents. Ridgway, Adelman, Schifter, Abrams on Geneva issues. (PROPOSED)

WEEK OF NOVEMBER 4-10

11/4: First in a two-week series of background briefings (one each Monday through Thursday each week) for White House Press. By: Murphy, Abrams, Wolfowitz, Ridgway, Palmer, Schifter, Nitze and McFarlane

11/7: Ridgway or Palmer brief foreign correspondents at Washington FPC. Geneva runup and our agenda.

WEEK OF NOVEMBER 11-17

11/11-13: Geneva cover story preparation time for U.S. magazines. Shultz, McFarlane, others available to U.S. News, Newsweek, Time, etc. (PROPOSED)

WEEK OF NOVEMBER 18-24

11/19-20: Geneva meeting
Detailed schedule of White House briefings and TV appearances to follow closer to date.

Post Geneva

WEEK OF NOVEMBER 25-DECEMBER 1

Direct Lines on U.S.-Soviet Relations
Palmer, Parris, others.

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