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United States Department of State

Washington, D.C. 20520

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November 2, 1983

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MEMORANDUM FOR THE HONORABLE ROBERT C. MCFARLANE  
CHAIRMAN, SPECIAL PLANNING GROUP

SUBJECT: Public Diplomacy Strategy for the Middle East

Your memorandum of October 26 requested the IPC to develop a short-term public diplomacy strategy on Lebanon, and a longer term strategy on the Middle East as a whole.

The short-term Lebanon strategy was sent to you on October 27. On October 31, an interagency working group was convened by the IPC to develop an overall public diplomacy strategy for the Middle East, including Lebanon. Tasks were assigned to participants. A first draft will be circulated on November 7, with the final version to be completed by November 14. Thereafter, the SPG should consider discussion of the subject and approval of the paper.

*Thomas McKeuly*  
for Charles Hill  
Executive Secretary

United States Department of State  
Office of FOI, Privacy, & Classification Review  
Review Authority: LMORIN  
Date: 10/29/97  
Case ID: 9204703

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cc: NEA - Mr. Nassif  
PA - Mr. McCarthy

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NATIONAL SECURITY COUNCIL  
WASHINGTON, D.C. 20506

8332947

October 26, 1983

MEMORANDUM FOR THE HONORABLE LAWRENCE S. EAGLEBURGER  
CHAIRMAN, INTERNATIONAL POLITICAL COMMITTEE

SUBJECT: Public Affairs and Public Diplomacy Strategies  
for Lebanon and the Middle East

We have an opportunity to enhance our efforts to inform the public about our Lebanon policy, if we develop on an urgent basis an effective short-term public affairs strategy to support the President's address of this Thursday. Serious questions about why we are in Lebanon and whether the price is too high are being asked in normally supportive regions of the country, and members of Congress are suggesting forcefully that we have not made a case for our Lebanon policy. I know from my own recent experiences that part of the problem is that many Americans have difficulty relating the complicated politics of Lebanon to US vital interests. Appealing to our regional interests, i.e., Israeli security or our hope for democracy in Lebanon, is not likely by itself to convince the American people the costs are worth it.

We need an effective short-term strategy which coherently argues why Lebanon is of strategic importance to the United States, not merely because of its relationship to the Soviet and Syrian threat in the Eastern Mediterranean, but also because of the linkage between what happens in Syria and Lebanon and the future stability of the Persian Gulf. For this reason, I think it is necessary that senior officials be available for television on the evening and morning after the President's speech, that several follow up over the next weeks to visit the twelve or more major media centers to give briefings, take on media events, and visit editorial boards, business groups, churches and educational institutions. Please take the lead on providing us a schedule for such an interagency public affairs strategy with names and locations identified by Thursday noon. We should also try to recruit a few outside heavy hitters, such as Phil Habib.

We need also to move with urgency on a broader strategy for overall Middle East public diplomacy. This comprehensive strategy is a direct follow-up to tasking from the SPG meeting of September 20. We continue to ask for submission by November 1, the date originally set by Judge Clark at the most recent SPG meeting, but earlier action will be appreciated.

We should include in our overall strategy and action plan the following sections:

-- Objectives -- summary of strategy, goals, premises.

-- Summary of current public opinion.

-- Themes and facts to highlight (domestic and foreign).

-- Target audiences.

o Congress.

o Public (business, labor, special interest groups).

o Media -- major, regional, local, specialized. This will include a strategy to reach editorial boards, talk shows, and to penetrate the twelve media centers in the U.S.

o Foreign.

-- Means of Communication.

o Speakers -- identification of speakers.

o Briefing materials.

o Speaker books.

o Press package.

o Public information package.

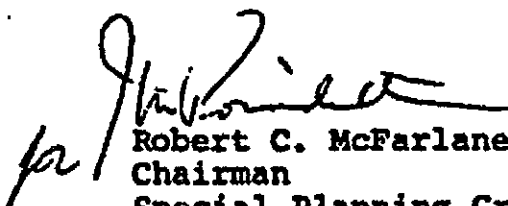
o GISTS.

o Basic questions and answers.

o Charts, graphs, etc.

-- Implementation Timetable and Responsibility. This will include precise identification of who does what, where, when and how.

-- Calendar of Events -- opportunities and challenges.



Robert C. McFarlane  
Chairman  
Special Planning Group

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MEMORANDUM FOR CHARLES HILL

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SUBJ PUBLIC AFFAIRS / PUBLIC DIPLOMACY RE LEBANON

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REQUIRED ACTION DISPATCH TO LAWRENCE S EAGLEBURGER

DUE DATE

COMMENTS

*Melanie Rhodes*  
FOR ROBERT M KIMMITT  
EXECUTIVE SECRETARY

United States Department of State  
Office of FOI, Privacy, & Classification Review  
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