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DRAFT COMMUNICATIONS PLAN COVERING: UNGA, IMF, GROMYKO MEETINGS

Thursday, September 20

- o 4:00 p.m. background briefing with McFarlane for key columnists, TV analysts on UNGA, US/Soviet relations in general (Action: Small)
- o Talking points developed for all spokesmen on: US/Soviet relations, arms control, UNGA, IMF (Action: Martin)
- o Foreign Press Center background briefing by Mark Palmer (Action: McCarthy)

Saturday, September 22

- o RR Saturday radio talk - suggestion for possible scene-setter for UNGA speech and upcoming meetings; close by saying "I'll be back next Saturday with a report on the week's activities." (Action: Darman)

Sunday, September 23

- o Take requests for Sunday TV shows - consider case-by-case basis for Bush, Shultz, Kirkpatrick, McFarlane (Action: Hoggard and their own PA officers)
- o Three bilateral meetings with RR - followed by summing up background briefing for traveling WH and State Department press corps - by Shultz (Action: Sims/Hughes)
- o 6:30 p.m. RR reception at UN (T) - with press coverage (Action: Sims) (possible handshake with Gromyko)

Monday, September 24

- o Early morning - briefing on UNGA speech by Shultz for traveling press (Action: Sims/Hughes)
- o 10:30 a.m. - RR speech to UNGA
- o USIA world-net coverage of RR speech, followed by Q & A to selected cities overseas with Armacost to Euronet (from NY) and Sorzano (Kirkpatrick's Deputy) in Spanish to Latin-net (Action: Steiner/McCarthy/Blocker)

- o Direct-line interviews (by phone) set up for State Department spokesmen to local radio and editorial boards (Action: Pernick)

Monday, September 24, continued

- o Text of RR speech plus themes (talking points) out to all Posts (Action: McCarthy)
- o Two bilaterals with RR - followed by background briefing by Shultz for traveling press (Action: Sims/Hughes)
- o Afternoon - Foreign Press Center briefing in D.C. on scene-setter for IMF speech by Treasury (Action: Kingon)
- o Pass out press hand-out on UNGA and other week's activities (Action: Hughes/Sims)
- o Afternoon in D.C. - background briefing for financial and other press by Regan or McNamar on IMF speech (Action: Kingon)
- o List provided to any local radio or TV or print journalists of State Department spokesmen available for interviews (Action: McCarthy)
- o UNGA speech mailed to all columnists, editorial page editors of newspapers with 50,000 circulation and above (Action: Spaeth)

Tuesday, September 25

- o Morning TV shows, take requests - consider Regan, Sprinkel, McNamar on IMF (Action: Hoggard/Kingon)
- o 10:00 a.m. - RR speech to IMF
- o USIA live coverage of speech on Worldnet (Action: Steiner)
- o IMF speech mailed to columnists, editorial page editors (Action: Spaeth)

Wednesday, September 26

- o 9:00 - Shultz/Gromyko meeting, followed by briefing for traveling press by Shultz (Action: Hughes)

Thursday, September 27

- o Possible satellite hook-up for local TV stations - interview with Dam (Action: Spaeth/McCarthy)
- o Shultz flies to D.C. - briefs RR on his meeting. Photo opportunity (Action: Speakes)

Friday, September 28

- o RR meeting with Gromyko
- o Read-out of meeting by McFarlane (Action: Sims/Small) or Shultz (Action: Sims/Hughes)

Saturday, September 29

- o RR Saturday radio talk - sum up week's activities
- o Radio talk mailed to columnists, editorial page editors (Action: Spaeth)

ADDED NOTES

- o Give consideration to interview requests from MacNeil-Lehrer, Nightline, etc. and other shows, case-by-case basis (Action: Hoggard and other PA officers)

Sunday, September 30

- o Have Administration officials available, if asked for TV talks shows

MEMORANDUM

NATIONAL SECURITY COUNCIL

April 4, 1984

MEMORANDUM FOR JAMES BAKER ←  
ROBERT C. McFARLANE  
MICHAEL DEEVER  
MICHAEL McMANUS  
RICHARD DARMAN  
LARRY SPEAKES  
ROBERT SIMS  
MICHAEL BAROODY  
MERRIE SPAETH  
M. B. OGLESBY  
WILLIAM HART  
KIM HOGGARD

FROM: KARNA SMALLE *KS*

SUBJECT: Communications Plan for the President's  
Foreign Policy Speech on April 6

I have attached a copy of the communications plan for the President's speech at CSIS on Friday, April 6. A number of people have been most helpful in this endeavor -- particularly USIA which will be beaming the President's speech, as well as a follow-up Q & A - two-way - with Bud McFarlane and foreign correspondents in several cities in Europe and South America.

Thanks in advance for your help.

Attachment

As stated

COMMUNICATIONS PLAN FOR THE PRESIDENT'S FOREIGN POLICY SPEECH 4/6

Wednesday, April 4

- Networks notified of speech, check their interest. (Action: McManus)
- Briefing of columnists at White House, 11:15 a.m., Roosevelt Room - embargoed. McFarlane to brief. (Action: Small)

Thursday, April 5

- Theme paper developed as talking points for spokesmen (Action: Darman)
- Briefing of WH press corps in NY, 4:30 p.m., Hilton Press Center - embargoed. McFarlane to brief. (Action: Sims)
- Briefing of foreign correspondents at Foreign Press Center - embargoed. Fortier to Brief (T). (Action: Small/Lenkowsky)
- Speech themes (and speech itself, if available) given to USIA to prepare translations. (Action: Darman/Lenkowsky)
- \* - Local Radio talk shows in major media markets contacted to set up spokesmen to appear Friday evening drive-time and over the weekend. (Action: Spaeth)
- \* - Major network TV shows contacted to assess interest in spokesmen Friday and over the weekend - McNeil-Lehrer, Nightline, CNN's Crossfire, CNN's Freeman Reports, CNN's Newsmaker Sunday, major Sunday shows. (Action: Hoggard)

Friday, April 6

- Speech delivered at 10:00 a.m. at CSIS.
  - USIA to beam speech through Worldnet system to major European and Latin American capitals, to be followed by interview program featuring McFarlane with Qs from correspondents in five major countries. NOTE: Tape delay 30 minutes to allow travel time for McFarlane - CSIS to USIA. (Action: Small/Lenkowsky)
  - Speech distributed to WH press corps at 8:00 a.m. (Action: Speakes)
  - Speech distributed to Congress at 8:00 a.m. (Action: Oglesby)
- \* See attached list of spokesmen

Friday, April 6 (cont'd)

- Theme paper plus speech delivered to Public Affairs Directors of all agencies for distribution to all Administration spokesmen here and traveling abroad, with instructions to use inserts and references in all upcoming speeches for several days. (Action: Baroody)
- Theme paper plus speech sent by cable to wireless files of all posts abroad (Action: Baroody/Lenkowsky)
- Radio actualities at White House and RNC use soundbites of speech throughout the day. (Action: Spaeth to contact WH/Hart, RNC/Greener)
- Mail speech to: editorial page editors of newspapers with circulation over 50,000, columnists, ethnic newspapers (Hispanic, Eastern European). (Action: Spaeth)
- Radio talks shows - done as planned. (Action: Spaeth)
- Major TV shows done as planned (McNeil-Lehrer, Nightline, CNN. (Action: Hoggard)

Saturday, April 7

- RR's Saturday Radio Talk re-emphasizes speech themes (Action: NSC/Darman)

Sunday, April 8

- Major Sunday shows booked, if possible. (Action Hoggard)

Suggested Spokesmen: (individuals have not been contacted by WH  
- these are suggestions for TV/Radio invitations)

Lawrence Eagleburger - State

Peter Rodman - State

Senator Howard Baker

Senator John Tower

Senator Sam Nunn

Representative Tom Foley

Ann Armstrong

Zbigniew Brzezinski

Henry Kissinger

James Schlesinger