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 United States Department of State

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Washington, D.C. 20520

March 2, 1984

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MEMORANDUM FOR MR. ROBERT C. MCFARLANE
 THE WHITE HOUSE

Subject: Public Diplomacy Strategy for the Middle East
 and Lebanon

Attached is a memorandum from Under Secretary Eagleburger reporting on actions taken at the February 28, 1984, meeting of the International Political Committee's Working Group on the Middle East and Lebanon. It is in response to an NSC request of February 22, 1984.

pmckinley
 for Charles Hill
 Executive Secretary

Attachments:

As stated.

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United States Department of State

Under Secretary of State
for Political Affairs

E5A

Washington, D.C. 20520

SECRET

March 2, 1984

MEMORANDUM FOR MR. ROBERT C. MCFARLANE
CHAIRMAN, SPECIAL PLANNING GROUP

RELEASED

SUBJECT: Interagency Working Group on Middle East
Public Diplomacy

REFERENCE: Poindexter Memorandum of February 22, 1984

The IPC's Working Group on Middle East Public Diplomacy met on February 28 and reviewed the public diplomacy action plan. Through the ongoing and revised actions shown below, the Working Group revised the action plan and noted areas where urgent additional activity is required.

Ongoing and Updated Activities:

--Themes: A revised set of press themes has been prepared and is attached at Tab A:

--Public Appearance Schedule:

Domestic audiences: The Bureau of Public Affairs has updated the schedule of speaking engagements for senior officials (TAB B). We project over 200 appearances around the country in the next 4 months, an increase over the original estimate of 180 appearances over 6 months.

Overseas audiences: USIA has updated its public diplomacy strategy to reach foreign audiences, including suggested appearances abroad of senior officials, as well as speakers in its AMPARTS program (TAB C). We project over 80 appearances in key countries in the next 2 months.

--Briefing Materials and Publications :

The NEA bureau has revised its comprehensive Speaker's Briefing Book containing the latest press themes, talking points, questions and answers and a sample speech. It is also updating GISTS, Background Notes and the Middle East Atlas. The PA bureau and USIA are currently reviewing publications, speeches and other briefing materials distributed at home and transmitted abroad via the Daily Wireless file.

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Problem Areas:

High-level Guidance: Because of the rapid pace of developments in the area, speakers inevitably will feel more confident if they can base their statements on up-to-date speeches by the President or the Secretary. It was the Working Group's conclusion that an early occasion be sought for a speech on Lebanon. An occasion for a major statement on the Middle East in general would be March 26, the fifth anniversary of the Camp David Accords.


Lawrence S. Eagleburger
Chairman
International Political Committee

Attachments:

As stated.

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MIDDLE EAST PRESS THEMES

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I. Lebanon: Recent Developments

-- The LAF suffered two recent, major setbacks this month: against the Shia in West Beirut and against the Druze in the Shuf. Some units have fractured along confessional lines; others declined to fire on Lebanese.

-- Intermittent and at times intense fighting continues on the Alayh ridgeline, along the reconstituted "Green Line," between East and West Beirut, and in the southern Shuf between Druze and Phalange forces.

-- Our Marines have redeployed to their ships. Marine units will continue to provide security for our embassy and facilities in Beirut.

-- The French have not redeployed but are taking the lead at the UN in trying to work out a UN force in Beirut. We support the possibility of an expanded UN presence in Beirut to assist the GOL in maintaining security following a cease-fire. As a practical matter, however, it will be difficult to enlist UN observer or troop contributors prior to the restoration of some stability in the city.

-- We hope others will not impose obstacles. Reported Soviet and Syrian preconditions for even discussing an enhanced UN role are obviously unacceptable.

-- We support the GOL in its efforts to seek reconciliation.

-- Although we stand by the May 17 Agreement, we believe the decision on how it should be handled must be made by the Lebanese and the Israelis. It remains our view that May 17 provides the only practical way to achieve Israeli withdrawal.

-- The Lebanese opposition as well as the Syrians should realize that the problem of the continuing Israeli presence in Lebanon will not be solved if genuine Israeli security concerns are ignored.

-2-

II. Lebanon and the Peace Process: U.S. Policy

-- While Lebanon faces a long and difficult process with regard to the achievement of long-term stability and political unity, independence and full sovereignty over all its territory, we would like to see the following steps taken:

-- a cessation of interconfessional fighting and progress toward political reconciliation among the factions;

-- political equilibrium in the country so Lebanon's neighbors are not threatened by events inside Lebanon and so Lebanon can turn to the task of rebuilding.

-- We are taking several steps to achieve our immediate, short-term objectives:

-- Ambassador Bartholomew continues to be in contact with the leaders of all of Lebanon's communities;

-- If the government is reconstituted on a broadly representative basis, we will be prepared to provide appropriate assistance and support for the Lebanese Armed Forces as a crucial element in an independent Lebanon;

-- We will continue to provide appropriate assistance so Lebanon can begin to rebuild its economy after the current strife ends.

-- Our preeminent goal, however, is progress in the peace process. We remain fully engaged, as shown by the recent visits of King Hussein and President Mubarak, and our commitment is unflagging.

-- Lebanon remains an important part of the Middle East mosaic, and any progress toward peace in the region cannot ignore Lebanon's interests.

-- Conversely, a full solution of Lebanon's problems can only be achieved in the context of the overall peace process.

-- Our efforts must focus on the key states involved in the peace process -- especially Israel, Jordan and Egypt.

-- Ambassador Rumsfeld will intensify his activities to encourage the movement we seek in the search for peace.

-3-

-- Progress requires that Israel remains confident of the support of the United States and is assured of our commitment to its security and well being.

-- At the same time, we continue to place great value on our friendships with our moderate Arab friends, and we will continue to work for Arab-Israeli peace.

-- We will be continuing to focus on how we can work with the key nations in the region to move closer to our goal of a lasting and equitable peace in the area.

III. The PLO

-- With regard to the PLO and assertions that the U.S. was in contact with it through a secret channel, we have over the years talked with a variety of people who talk to the PLO.

-- However, we have consistently maintained publicly and privately that we will not recognize or negotiate with the PLO unless it recognizes UNSC Resolutions 242 and 338 and Israel's right to exist. As we have said many times, if the PLO does these things we will open a substantive dialogue with it.

IV. Iran-Iraq War

-- We are concerned by the recent increase in military operations by both sides, especially attacks on civilian targets. We are also concerned by the threat the war presents to the entire Gulf.

-- We are urging Iraq directly and Iran indirectly to adhere to U.N. Security Council Resolution 540, which calls for a cease-fire in the Gulf, and to negotiate their overall differences.

-- We have not taken sides in the war, nor do we supply arms to either belligerent. However, we would view with great concern attempts by any party to interfere with the right of passage of non-belligerent ships through international waters.

-- The principle of freedom of navigation in the Persian Gulf is a vital interest of the international community.

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MIDDLE EAST SENIOR LEVEL SPEAKERS

(projected engagements)

RELEASED

Ambassador Morris Draper

- FEBRUARY: New Haven, Little Rock, Wichita, Syracuse, Princeton, Boston, Los Angeles, San Francisco, Boise, Brattleboro, Hartford
- MARCH: Providence, Portland, ME, Louisville, Kansas City, MO, St. Louis, Portland, OR, Juneau, Anchorage, Atlanta, New Orleans
- APRIL: Philadelphia, New York City, Buffalo, Minneapolis, Chicago, Houston, Dallas, Miami
- MAY: Denver, Phoenix, Albuquerque, Boston/Worcester, Durham/Concord, Wilmington, Baltimore, Norfolk
- JUNE: Salt Lake City, Cleveland

Ambassador Bruce Laingen

- FEBRUARY: Detroit, Baltimore
- MARCH: No major market - not able to travel much
- APRIL: Nashville, Memphis
- MAY: St. Louis, Des Moines, Dover

Ambassador Richard Murphy

- JANUARY: New York City
- MARCH: Chicago
- APRIL: Boston
- MAY: Los Angeles
- JUNE: Dallas

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PROJECTED PROGRAMS
MIDDLE EAST/CENTRAL AMERICA/ARMS CONTROL

RELEASED

Top 30 Markets

	JAN	FEB	MARCH	APRIL	MAY	JUNE
NYC	(CA) 2X	(NS) 2X	(NS) CA	(ME)	CA	ME
L.A.	(NS)	(ME)	(CA)	(NS)	(ME)	CA
CHICAGO	---	(ME) (NS)	(ME) (NS)	(CA) (ME)	NS	CA
PHILADELPHIA	---	CA	(NS)	(ME)	CA -NS	ME
SAN FRANCISCO	(NS)	(ME)	CA	NS	ME	CA
BOSTON	---	(ME)	(NS)	(CA) (ME)	(ME)-NS-	CA
DETROIT	---	ME	CA	NS	CONFERENCE	CA
WASH DC	---	---	---	---	---	---
CLEVELAND	(NS)	CA	ME	(CA)	NS	(ME)
DALLAS/ FT WORTH	(ME)	(CA) -NS-	(CA)	(ME)	CONFERENCE	(ME)
HOUSTON	---	CA	NS	(ME)	CA -NS-	ME
PITTSBURGH	(CA)	ME	NS	CA	ME	NS
MIAMI	(CA)	(NS)	(CA)	(ME)	(CA)-NS-	ME
MINNEAPOLIS/ ST PAUL	(ME)	---	CA-NS-	(ME)	CA -NS-	ME
ATLANTA	---	NS	(ME)	CA	NS -ME-	CA
SEATTLE/ TACOMA	---	(CA) (NS)	(ME)	CA	NS	ME
TAMPA/ ST PETE	(NS)	CA	ME	NS	CA	ME
ST LOUIS	(CA)	NS	(ME)	(CA)	NS	ME
DENVER	---	(CA) -ME-	(NS)	CA	(ME)	ME
BALTIMORE	---	CA	ME	NS	(ME)	CA
SACRAMENTO/ STOCKTON	---	ME	CA	NS	ME -CA-	NS

PORTLAND, OR	(CA)	(ME)	NS	(ME)	CA	NS	NS	NS
INDIANAPOLIS	—		(NS)	ME	CA	NS	NS	CA
HARTFORD/ NEW HAVEN	(ME)		(ME)	CA	NS	NS	NS	NS
PHOENIX	(CA)		ME	(CA)	NS	NS	NS	NS
SAN DIEGO	—		ME	CA	NS	NS	NS	NS
KANSAS CITY	—		CA	(ME)	NS	CA	NS	NS
CINCINNATI	(CA)		(CA)	ME	NS	CA	NS	NS
MILWAUKEE	(CA)		(NS)	ME	CA	NS	NS	ME
NASHVILLE	—		(NS)	ME	(CA)	NS	NS	CA

TOTALS: CENTRAL AMERICA = 62
 MIDDLE EAST = 64
 NUCLEAR/SOVIET = 58

() = CONFIRMED
 NO () = OUTREACH

PREPARED 02/02/84

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