

~~SECRET~~

DRAFT

SECRET

INFORMATION

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM P. CLARK

SUBJECT: Public Diplomacy relative to National Security

George Shultz called a meeting recently with Cap Weinberger, Bill Casey, Charlie Wick, Frank Shakespeare and Bud McFarlane to discuss the implementation of the major themes of your London speech. We focussed on how we can strengthen the forces of democracy throughout the world and how we can more effectively engage in the competition of ideas and values with the Soviets and their allies. There was unanimous agreement that we must identify political action on a high priority in the implementation of our policy on a worldwide basis. It was evident from our discussion that we have to strengthen tools currently at our disposal, for example our international information and broadcasting programs. We also have to create some new programs, particularly to provide support and training to democratic forces. The private sector must be energized to join us in this effort. Finally, we have to develop a new attitude and approach, one which is more aggressive and forward looking and designed to shape events rather than just react to them. Our success internationally will depend in large measure upon the support we can gain from the American public and the Congress for our foreign policies; we must therefore strengthen our efforts to gain such support.

The first step is to set up a structure to do the job. We have agreed on an NSDD, which is attached for your signature. A special Planning Group (SPG) will set policy and give direction to four committees, dealing with international information, domestic public affairs, international political affairs, and international broadcasting. While the SPG will pull all these activities together, the major burden for this expanded effort will rest with the constituent departments and agencies, particularly State and USIA.

The second step is to determine what new programs are essential now, which of our current programs should be strengthened, and how to secure funding. Our early projections suggest that immediate funding needs are in the \$100 million range. We will schedule an NSC meeting in late October to make some fundamental decisions on these issues. Our intention is to supplement our commitment of public funds with private funds as well. Some of the public funds --which will have to be reprogrammed or be new money--would be allocated to private U.S. organizations which could conduct certain

SECRET

DECLASSIFY ON: OADR

~~SECRET~~

DECLASSIFIED
NLS F-95-041/2 #38
BY al NARA, DATE 8/27/99

~~SECRET~~

~~SECRET~~

programs overseas more easily than the USG. We will develop a scenario for obtaining private funding. Charlie Wick has offered to take the lead. We may have to call on you to meet with a group of potential donors.

We are enthusiastic about this initiative and believe this overall approach has the potential for significantly enhancing our ability to project U.S. foreign policy and ideals. At the same time, it should receive popular support in much the same way as your Westminster speech was welcomed as a constructive and timely initiative.

William P. Clark

ATTACHMENT

TAB I NSDD: Public Diplomacy Relative to National Security

~~SECRET~~

~~SECRET~~