

THE WHITE HOUSE

WASHINGTON

WILLIAMSBURG ECONOMIC SUMMIT

May 28-30, 1983

Framework for Public Affairs Strategy

I. Objectives/Perceptions--- Primary Perception

- The President as leader of vision, whose policies spearheaded U.S. recovery and help strengthen the West as a whole (Reaffirmation of U.S. Leadership Role)

--- Secondary Perceptions

- Shared values and objectives of the industrial democracies far outweigh their differences
- Grounds for international optimism abundant— despite continuing complexity of economic problems
- Williamsburg a useful consultative link between Western economic concerns and security imperatives

II. Key audiences--- U.S.

- specialized press (Business Week, Fortune, WSJ, etc.)
- general press (nets, wires, major dailies, national weeklies)
- Congress (Percy, Hamilton, Mathias)
- major interest groups (AFL-CIO, Business Roundtable, Business Council, NAM, etc.)

--- Foreign

- most influential media (USIA lead)
- non-media opinion leaders (USIA lead)

III. Substantive Priorities (Summit Agenda Items)

- durable economic recovery, prosperity, and jobs are achievable through
 - anti-inflationary policies, sustained growth
 - free/fair trade, long-term debt management
 - viable international financial system
 - sound East-West economic relations

(in addition to the above topics, possible political discussion might focus on Poland, Afghanistan, defense/arms issues, CSCE/Madrid, Central America, etc.)

IV. Major public affairs themes to support substantive priorities

- Williamsburg is a "people-oriented" Summit:
 - popularly elected leaders are determining the agenda, not bureaucrats ("top-down")
 - emphasis on jobs, on bread-&-butter issues that matter to everybody
 - informality of atmosphere and no-frills environment will promote freer discussions
- Williamsburg coincides with marked improvement in U.S. economy
- the name of the Williamsburg game is interrelationships and linkage; this is not a single issue summit (integrated view of domestic and international aspects of the world economy)
- the Summit Partners will stress strategies (i.e., long-term as well as short-term approaches to world economic problems)
- Williamsburg spurs important work already going forward in special fora (OECD, IEA, COCOM, NATO)
- the Summit will seek greater convergence of domestic economic policies toward low inflation

- Allied leaders intend to come to grips with long-term management of international debt problems (access to markets, need for adequate international finance, etc.)
- rejection of protectionism
- economic vitality in the Summit countries is an essential element of Western security
- Superb logistical and administrative organization of Williamsburg Summit itself reflects dynamic U.S. leadership

V. Some Desired Headlines

- "PRESIDENT'S DOMESTIC POLICIES HIGHLIGHT SUMMIT DELIBERATIONS"
- "REAGAN: JOBS A CENTRAL SUBJECT AT WILLIAMSBURG"
- "WILLIAMSBURG TALKS: SUMMIT LEADERS TACKLE INTER-RELATED ECONOMIC TOPICS"
- "SUMMIT LEADERS TO CONTINUE STRONG ANTI-INFLATIONARY STANCE"
- "SUMMIT LEADERS SEE SOUND ECONOMIC POLICIES AT HOME AS KEY TO WORLD RECOVERY"
- "SUMMIT VIEW: DOMESTIC ECONOMIC POLICIES CONVERGING"
- "WESTERN LEADERS FIGHT TRADE PROTECTIONISM"
- "MANAGEMENT OF INTERNATIONAL DEBT EMERGES AS MAJOR WILLIAMSBURG THEME"
- "SUMMIT HEADS ENDORSE PROGRESS ON EAST-WEST ECONOMIC STUDIES"
- "ALLIES AGREE TO SPEED UP NORTH SEA GAS DEVELOPMENT"
- "SUMMIT PARTNERS PRAISE WILLIAMSBURG ORGANIZATION"
- "SUMMIT LEADERS CONCLUDE WILLIAMSBURG IN SPIRIT OF UNITY"

VI. Preliminary Work Program (subject to revision)

(See attached Annex)

Public Affairs Work Program

<u>Date</u>	<u>Event</u>	<u>Requirement</u>
	(* indicates tentative only, not yet firmly scheduled)	
April 22	Summit IG Meeting	Debrief on April 16-17 Preparatory meeting, review first draft briefing materials including P.A. aspects
April 25-26	OECD XCSS	Pre- and post-meeting backgrounders which stress relationship of OECD issues to Summit
April 27	IMF/World Bank/ Development Committee Meeting	Backgrounder relating work of meeting to Summit (esp. trade and finance agenda items)
April 27	Secretaries Shultz and Baldrige attend Conference for Senior Business Executives	Public affairs overview of U.S. Summit approach
April 24-26	Atlantic Alliance Conference/Hamburg	Appropriate pre- and post-meeting backgrounders
April 25-26	NATO Secretary General Joseph Luns/Washington	Appropriate pre- and post-meeting backgrounders
April 27	IEA Governing Board/ Paris	Appropriate pre- and post-meeting backgrounders
April 28	* Trudeau bilateral	Pre- and post-meeting backgrounders which stress relevant P.A. themes (also South Lawn press remarks)
May 3	Summit White House Group	Review OECD Ministerial as step to Summit including P.A. responsibilities.

May 4	Undersecretary Wallis meets with Government Research Corp.	Reiteration of U.S. view of Summit issues, priorities, incorporating key P.A. themes
May 5	Summit IG	Revise final briefing materials (except final drafts of scope paper)
May 6-13	*Special Williamsburg Action Team (SWAT) in Summit capitals	Provide draft guidance for Embassy Country Teams on handling of P.A. issues, priorities
May 8	IEA Ministerial/Paris	Appropriate pre- and post-meeting backgrounders
May 9-10	OECD Ministerial	Backgrounder and on-the-record briefings relating OECD issues to Summit
May 11	U.S. Sherpa Meeting	Review of key public affairs issues
May 12	Summit White House Group	Review of key public affairs issues
May 13	President's a.m. meeting with U.S. Sherpa Group	Review of key public affairs issues, pre-Summit priorities
May 13	Secretary Shultz addresses the Business Council (Hot Springs, VA)	U.S. view of Summit preparations and expectations incorporating relevant P.A. themes
May 14-15	Final Summit Preparation Meeting in Washington	
May 15-17	Ambassador Brock meets with University of S.C. forum on the Summit	P.A. aspects of Summit agenda trade items
May 17	Summit White House Group	Preparation for Presidential Briefings
May 17	*Tri-State World Trade Council address in Evansville, Indiana	Identify Cabinet or sub-Cabinet official to lay out U.S. approach to Summit

May 18	Undersecretary Wallis	Update on U.S. view of Summit issues, priorities incorporating key P.A. themes
May 19	Final briefing papers due in White House	P.A. themes highlighted in appropriate sections
May 19	Secretary Shultz and Amb Brock meet with Young Political Leaders	Overview of U.S. Summit priorities, expectations
May 22	* Key Cabinet participant in Summit matters to appear on major Sunday network panel	Highlight U.S. view of Summit issues, priorities, P.A. objectives, one week preceding Williamsburg
May 23-24	Briefings for President	Review of all relevant items, including P.A.
May 24-27	*Final pre-Summit bilaterals (Mitterrand, Thatcher, Fanfani, Nakasone)	Pre- and post-meeting backgrounders, South Lawn press remarks incorporating key P.A. themes
May 25	*President meets with foreign media reps	Focus on Summit themes for foreign audiences
May 26	*Major Presidential "Curtain-Raiser" for Summit	Communicate to American people President's view of Summit stakes, expectations
May 28-30	Williamsburg Summit	Coordination of on-site briefings, backgrounders in accordance with Sherpa-developed ground rules
May 31	*Major address with national audience	Follow-up summary of Summit accomplishments, relation of these to U.S. economic and security objectives
June 20	Undersecretary Wallis addresses Americas Society of Business Paper Editors	"After Williamsburg, <u>What?</u> "