



# Public Affairs General Strategic

## Themes

- The threat posed by the Iraqi regime, its WMD, and its long-standing ties to terrorism is a threat to the safety and security of the American people, and peace and stability in the region and the world.
- This threat cannot be appeased; cannot be ignored; and cannot be wished away. It must, and it will, be confronted and eliminated.
- US troops are trained, capable, and ready to go. We will prevail. The Iraqi regime will be destroyed, and Saddam Hussein will be removed from power.
- We are acting to protect our homeland. Our enemies should know that if they strike our country in an attempt to shift our attention with panic, or weaken our morale with fear, they will fail.

# Public Affairs Daily Strategic Themes

- A broad coalition of nations is gathering to enforce the just demands of the world.
- Just as every measure has been taken to avoid war, every measure will be taken to win it. **Victory will be powerful and overwhelming.**
- This is not a campaign against the Iraqi people, but against Saddam Hussein.
- We urge the Iraqi military not to fight for a dying regime, but to act with honor to save their country.
  - Do not destroy oil wells or obey any command to use WMD.
  - Do not track or fire upon Coalition aircraft.
  - Return to your homes; Coalition forces will not target civilians.
  - Follow the clear instructions provided by Coalition forces on ways to avoid attack.
- We will work with the Iraqi people to restore freedom and prosperity to Iraq.



# Public Affairs Activity Targeting Recommendations

DEPARTMENT OF DEFENSE

Issues/Event	Timing	Approval
Announce Coalition of the Willing	TBD	
Dams Blue Top	TBD	



# Public Affairs Upcoming Events

- **SD/CJCS Briefing 11:00 a.m. EST, 20 March**
- **DefendAmerica grassroots efforts underway nationwide**  
(Washington, Florida, Texas, Utah, Michigan, Pennsylvania, Illinois, Maine, California, Missouri, South Carolina, Nevada)



# Public Affairs

## Major Issues in Play

- Operations underway
- Defections
- Potential Israeli response if attacked

## Disinformation / Propaganda Alert

- Saddam Hussein's TV address: "Long live jihad and long live Palestine"
- Tariq Aziz denies he is dead.
- Helicopter
- Iraqi FM: "The plan of Washington is to take over the oil of Iraq and the oil of the area so that they control the destiny of the world...and to serve Israel."
- Uday Hussein, "This proposition was made by an inept individual. We will go one better by calling for Bush to leave power with his family."
- Iraqi Speaker Hammadi says Saddam "will be in front of everyone. He will fight and guide our country to victory."



# PA - Daily News Media Analysis

## • Domestic

- Sources – *Atlanta Journal-Constitution*, *Denver Rocky Mountain New*, *Houston Chronicle*, *LA Times*, *NY Times*, *Pittsburgh Post-Gazette*, *Seattle Times*, *USA Today*, *Washington Post*

- Newspaper Headlines/Photos: Nearly all of the front pages were devoted to the initial strikes (e.g., “First Shots Fired” *Houston Chronicle* and “US Strikes at Saddam” *AJC*) with lead photos of the President and/or downtown Baghdad and in many cases, U.S. troops.
- Editorials: All but one of these nine papers had editorials ready, ranging from highly supportive “As war begins, remember Saddam’s record of defiance” - *R-M News* to support for the troops “With war underway, nation’s thoughts turn to its troops”-*USA Today*, to a willingness to set differences aside, for a time, “As war begins ... Right now, we pray” – *Seattle Times*.
- Early Television Coverage: All networks broadcasting widely from Kuwait City and embedded/independent reporters aboard ship, in N. Iraq, elsewhere, often via videophone. Many “stand-ups” from Pentagon studio as well. Variety of military analysts on scene. Coverage seems straightforward thus far.

## – Foreign

- Sources – MENA, Al-Jazirah, other newspapers and TV via FBIS, websites, GoogleNews

## – Military Action:

- Arab/Muslim Reaction to Initial Coalition Strikes: Early regional reporting on military action straightforward with some confusion. MENA, others noted claim 10 killed in Baghdad in initial strikes. Wide coverage of S.Hussein’s taped broadcast. Abu Dhabi TV reported 2 Iraqi missiles hitting Kuwait City. Al-Jazirah reported: situation in Mosul normal; Iraqi denials its army torched Basra oil fields. Per Indonesian TV, PM Megawati called strikes “act of aggression;” called for UNSC special meeting. 3/20 Jeddah *Arab News* editorial claimed in 1991 US troops “slaughtered as many as 100,000 Iraqi conscripts” in retreat after start of cease-fire. 3/20 Cairo press includes range of views, from war heralds era of US hegemony/unilateralism & after the war Iraqis will “resent everything American” to Arabs should not be too hasty in blaming US to lamenting of Arab inability to resolve crisis.
- Turkish Reaction: Today still focused on implications of helping USA; e.g., whether aid will help or shackle Turkey in long run, if refusal will harm EU bid. Reactions in line with ideological bias of columnists/papers