TO:        DAVID DEMAREST
FROM:    JAMES W. CICCONI
        Assistant to the President and
        Deputy to the Chief of Staff

Attached is the material from Bob Zoellick which we discussed. These are good ideas I think, and consistency in our rhetoric has merit. Thanks.

cc: Richard Haass
NOTE FOR JIM CICCONI

FROM: Robert B. Zoellick

SUBJECT: POTUS Remarks on Why We Need to Confront Iraq

In case you have the opportunity to work these thoughts into a post-trip Presidential address, Dennis and I wanted you to have some points we're giving Secretary Baker.

One key problem we've had in communicating why we're in the Gulf is that no one reason suffices; it's the combination that adds up to more than the sum of the parts.

We're suggesting including the following key words or phrases:

- dangerous dictator
- attacked two neighbors
- possesses and used chemical weapons, including against his own people
- is acquiring nuclear weapons
- has taken hostages
- knows no limits
- all this in a tinderbox region
- controlling much of the world's energy supplies
- threatening the world economy and the economic livelihood of all of us -- especially struggling developing nations and fragile democracies
- combination of all these -- need to uphold the law
- U.S. leadership necessary if the promise of the post-Cold War era is to be realized

Or another option in a sentence: "This crisis requires that we stop a dangerous dictator who has used chemical weapons, seeks nuclear weapons, and knows no limits; he's seeking to dominate a vital area and is threatening peace at a defining moment in history."

Hope this is useful.