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THE WHITE HOUSE  
WASHINGTON

November 29, 1990

**TO:** DAVID DEMAREST  
**FROM:** **JAMES W. CICONI**  
**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

*Jim*

Time Sensitive

November 23, 1990 90 NOV 23 PM 3:40

NOTE FOR JIM CICCONI

FROM: Robert B. Zoellick *RB*

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:

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

*RB*