COMMUNICATING THE
PRINCIPLES OF PREVENTION & PROTECTION
IN THE WAR ON TERROR

The overwhelming amount of language in this document is intended to create a lexicon for explaining the policy of "preemption" and the "War in Iraq."

However, you will not find any instance in which we suggest that you use the actual word *"preemption,"* or the phrase *"The War in Iraq"* to communicate your policies to the American public. To do so is to undermine your message from the start. *Preemption* may be the right policy, and *Iraq* the right place to start. But those are not the right words to use.

> **Your efforts are about *"the principles of prevention and protection"* in the greater *"War on Terror."***

Please do not underestimate the importance of these rhetorical nuances. Let us understand the stark reality of public opinion which provides the context for this language research. Like it or not, the situation in Iraq is the poster-child for the War on Terror. ***It is today's ground zero. You must develop a better way to talk about Iraq in the greater context of the War on Terror.*** Here are the five essential message points:

WHAT MATTERS MOST

1) *"9/11 changed everything"* **is the context by which everything follows. No speech about homeland security or Iraq should begin without a reference to 9/11.**

2) **The principles of** *"prevention and protection"* **still have universal support and should be addressed prior to talking about Iraq.**

3) *"Prevention at home can require aggressive action abroad"* **is the best way to link a principle the public supports with the policies of the Administration.** *"It is better to fight the War on Terror on the streets of Baghdad than on the streets of New York or Washington."*

4) *"Terrorism has no boundaries, and neither should efforts to prevent it."* **Talk about how terrorism has taken the lives of the British, the Spanish, Italians, Germans, Israelis, innocents from all across the globe. Remind listeners that this is truly an international challenge.** *"Americans are not the only target."*

5) *"The world is a better place without Saddam Hussein."* **Enough said.**

MAKING THE CASE: THE LANGUAGE OF THE WAR ON TERROR

1) **Set the Context: 9/11 changed everything.** On this issue more than any, context is *everything*. The American people have notoriously short attention spans – and they do not always see the big picture unless it is unveiled to them. Start with what we all hold in common – the shared experience of the tragedy on September 11th, but then explain what it has done to the present and what it means for the future. Before Americans will accept where you want to go, you need to emphasize where we all have been.

> **THE CONTEXTOF 9/11: WORDS THAT WORK**
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> **"9/11 changed everything.** [It changed our economy. It changed our spending priorities.] **It changed the way we think about threats to the United States. It changed our recognition of our vulnerabilities. It changed the kind of national security strategy we need to pursue in guaranteeing the safety and security of the American people."**
>
> **-- Vice President Dick Cheney**

2) **Before you can talk *Iraq*, you *must* talk about *Homeland Security*. Make the case for *PREVENTION* here at home before the need for action abroad.** After explaining the context of 9/11, it's equally important to paint a vivid – but not too *graphic* – picture of what you hope to prevent in the future. *Prevention* is a positive, optimistic, hopeful concept, but terrorism also requires that you communicate your concern of what *may* but hopefully *never will* occur. It's not just a *"we want our kids to have opportunities in the future"* message, like most political issues. It's also a, *"we want our children to have a future, period"* message.

You have to explain that ***this is not a war in which victory is measured by a signed treaty or a definitive military victory. It measured day-by-day in terms of prevention – in events that did NOT happen and lives that were NOT lost.***

> **EXPLAINING THE THREAT: WORDS THAT WORK**
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> **"We came to understand that for all the destruction and grief we saw that day, September 11th gave only the merest glimpse of the threat that international terrorism poses to this and other nations.**
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> **If terrorists ever do acquire weapons of mass destruction - on their own or with help from a terror regime - they will use those weapons without the slightest constraint of reason or morality. Instead of losing thousands of lives, we might lose tens or even hundreds of thousands of lives in a single day of horror.**
>
> **-- Vice President Dick Cheney**

> **THE LANGUAGE OF PROVENTION**
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> **Remembering what we saw on the morning of 9/11, and knowing the nature of these enemies, we have as clear a responsibility as could ever fall to government: <u>We must do everything in our power to protect our people from terrorist attack, and to keep terrorists from ever acquiring weapons of mass destruction.</u>"**
>
> <div align="right">-- Vice President Dick Cheney</div>

3) **<u>Even while you are making the case for prevention, talk about what you are PROTECTING.</u> <u>"We need to do what we've been doing for the last 200 years – and that's being America."</u>** Homeland security means maintaining the quality of our homeland just as much as it does protecting it from attack. As we said above it's important to be realistic about what our future may hold, but we are not recommending you play the politics of pessimism or doom and gloom. Emphasize what we are trying to protect, which by extension places that much more value in the principle of *prevention.* Let them know what you are trying to protect and they'll give you a wider birth in what you are trying to preempt. As below, espouse the principles of being *responsible and reasonable* in how we react to the threat of terror. But above all else, reassure Americans that you are protecting them.

> **WORDS THAT WORK THIS YEAR**
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> **CNN: "A lot of Americans want to travel not only in the United States but around the world this summer. Do you believe they should go about their plans as scheduled or would you advise caution?"**
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> **Ridge: "No, I believe we have to continue to do what we've done for 200-plus years: that's keep being America... Terrorists win when we significantly alter our plans. We have to be responsible and reasonable, reacting in response to specific information, but we cannot and will not sacrifice our freedom."**
>
> <div align="right">-- Secretary Tom Ridge</div>

4) **<u>Connect the dots. You have to explain Iraq's role in the "Wider War on Terror."</u>** Americans expected smoking-gun caliber evidence of weapons of mass destruction. So long as that kind of irrefutable proof isn't available, a different tact toward indicting the Saddam regime must be taken. The Iraqi regime must be indicted because they committed *same kinds of actions as those of other terrorists*. Associate them by their actions, their goals, and their behavior. The following language from President Bush is *precisely* the right way to make the case:

> **WORDS THAT WORK**
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> "The violence we are seeing in Iraq is familiar. The terrorists who take hostages or plants a roadside bomb near Baghdad is serving the same ideology of murder that kills innocent people on trains in Madrid, and murders children on buses in Jerusalem, and blows up a nightclub in Bali and cuts the throat of a young reporter for being a Jew.
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> We've seen the same ideology of murder in the killing of 241 Marines in Beirut, the first attack on the World Trade Center, in the destruction of two embassies in Africa, in the attack on the USS Cole, and in the merciless horror inflicted upon thousands of innocent men and women and children on September the 11th, 2001."
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> **-- President George W. Bush**

5) **This is not a war of religion but a war against those with *"radical political ideologies."*** This has rightfully been part of the Administration's playbook since the days immediately following September 11th. This is not a war against Islam. Extracting religion from the equation and emphasizing the *"shared radical ideology"* in support of the fall of Western culture has layered effectiveness. First, you inoculate yourself from criticisms that you are motivated by religious bigotry. Second, it allows you to challenge ALL those who use violence as a political weapon. President Bush said it best:

> **WORDS THAT WORK**
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> "None of these acts is the work of a religion. All are the work of a fanatical political ideology. The servants of this ideology seek tyranny in the Middle East and beyond. They seek to oppress and persecute women.
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> They seek the death of Jews and Christians and every Muslim who desires peace over theocratic terror. They seek to intimidate America into panic and retreat, and to set free nations against each other. And they seek weapons of mass destruction, to blackmail and murder on a massive scale.
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> Over the last several decades, we've seen that any concession or retreat on our part will only embolden this enemy and invite more bloodshed."
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> **-- President George W. Bush**

6) **Once Iraq is established as part of the wider War on Terror, a greater case can be made for waging war THERE, not *here.*** If you describe it simply as *"preemptive action,"* some Americans will carry deep reservations about the rightness of the cause. Americans are conditioned to think that hitting first is usually wrong. *If*, however, you have successfully connected Iraq to the wider War on Terror, and *if* you are able to personalize this policy (*"attacking them before they can attack us"*), *then* you will have addressed their concerns.

*By far, the **better** word to use than "preemption" is **"PREVENTION."*** And how do you personalize prevention? By letting your audience know that we should make every effort to fight the war on terror on THEIR turf, not ours – that it be fought on THEIR soil, not ours.

WORDS THAT WORK

"We believe that there are terrorists and there are terrorist states. Iraq's been a terrorist state for decades. We know there are countries harboring terrorists, and that that the only way to deal with them is to take the battle to them on their turf. You can't just hunker down and hope they won't hit you again."

-- **Secretary Donald Rumsfeld**

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7) **The ROOT CAUSES of terror? The *"Culture of Hate."*** How do you stop terror? By ending the Culture of Hate. We need to tell the world that it is not acceptable to teach hatred to their children. We need to tell the world that celebrating suicide bombers and the death and destruction they bring cannot be tolerated. We need to tell leaders from these countries that violence as a means to a political end is unacceptable. And we need to say exactly the same words here at home.

WORDS THAT WORK

"We certainly have to continue to wage this War on Terror. We have to go after terrorists wherever they are and capture or kill them.

However, America and the international community must also reduce the number of schools that teach terrorism. And that requires a truly international effort, because this is something well beyond our country or the Department of Defense. We must reduce the number of people who are becoming terrorists in the world."

-- **Secretary Donald Rumsfeld**

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8) **Communicate that you are *leading* the fight for the principles of *freedom* and *security.*** The passing of President Reagan has reminded so many Americans of the greatness of America, and the power of strong leadership and optimistic confidence in our great future. We were reminded that it was his commitment to bring down Communism that led to its fall. And yes, it did not happen overnight, but it did happen. We will have to preach ***patience*** and ***perseverance***, but Americans are willing to accept sacrifice if it is in the cause of freedom and security.

WORDS THAT WORK

"The struggle we are in today, against terrorist enemies intending violence on a massive scale, requires the same qualities of leadership, patience and perseverance that saw our nation to victory in the Cold War. We must build and maintain military strength capable of operating in different theaters of action with decisive force. We must not only have that power, but be willing to use it when required to defend our freedom and our security."

-- Vice President Dick Cheney

The Vice President used the following words before President Reagan passed away, but it rings even truer today. Americans expect you to be confidence and focused on your mission – particularly when that mission is homeland security – and they do not expect you to waver or compromise on their freedom or security.

WORDS THAT WORK

"We must support those around the world who are taking risks to advance freedom, justice, and democracy, just as President Reagan did. American policy must be clear and consistent in its purposes. And American leaders - above all, the Commander-in-Chief - must be confident in our nation's cause, and unwavering until the danger to our people is fully and finally removed."

-- Vice President Dick Cheney

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9) **Do not forget Saddam. More accurately, do not let the *American people* forget Saddam.** The visuals of the dictator being pulled from his hole are the single most potent case that has yet been made for our actions in Iraq. Unfortunately, there have been a plethora of other potent visuals to come out of Iraq which have seriously undermined the credibility of our presence there. You need to do a better job of reminding Americans of the long-term positive impact for the Iraqi people – and for America as well.

However, don't make the mistake of saying that with Saddam's capture, everything has changed in Iraq. That is simply not credible. It's not correct to say that the war was won with Saddam's toppling and ensuing capture. But it's fully necessary and appropriate to remind Americans of his capture, and herald it as a *significant* victory in the war on terror. This is the right way to connect those ideas:

WORDS THAT WORK

"Having broken the Baathist regime, we face a remnant of violent Saddam supporters. Men who ran away from our troops in battle are now dispersed and attack from the shadows. These killers, joined by foreign terrorists, are a serious, continuing danger. Yet we're making progress against them. The once all-powerful ruler of Iraq was found in a hole, and now sits in a prison cell."

-- President George W. Bush

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10) **Nothing matters more than Americans in the line of fire. Never, ever, EVER give a speech or issue a press release that makes no mention of our troops.** Truth be told, the greatest concern among Americans about the war in Iraq right now isn't its affects on us here at home. It's not for the Iraqi people and their burgeoning democracy. It's not the ramifications for the greater Middle East. It's not oil, it's not the UN, and it's not even the prison abuse scandals. What worries Americans most are American casualties. Even with what happened at that Iraqi prison, Americans are still proud of our men and women in uniform and they will still stand and applaud their efforts. And please do not forget the sacrifice of their families back at home. Every mother, father, wife or husband deserves our respect and our support.

WORDS THAT WORK

"The men and women of the American military have taken the hardest duty. We've seen their skill and their courage in armored charges and midnight raids, and lonely hours on faithful watch. We have seen the joy when they return, and felt the sorrow when one is lost.

I've had the honor of meeting our servicemen and women at many posts, from the deck of a carrier in the Pacific to a mess hall in Baghdad. Many of our troops are listening tonight. And I want you and your families to know: America is proud of you. And my administration, and this Congress, will give you the resources you need to fight and win the war on terror."

-- President George W. Bush

JUST SAY NO TO TERROR: LANGUAGE FOR AN EDITORIAL

In the two plus years since September 11, Congress has debated furiously whether or not American taxpayers should continue to subsidize bridges to nowhere and museums to no one. Yet barely a word has been spoken about why American taxpayers continue to endow the hate-spewing organizations that celebrate the death of innocent Americans.

The media elite that write for some of our finest editorial pages fume day after day over the pork that is spread across the American landscape, and yet barely a word is raised in opposition to the funding of countries and organizations that not only hate us, but actively seek to harm us. Even now, we still line the pockets of evil men who turn around and bite the hand that feeds them.

The fact that organizations use American dollars to commit unspeakable acts is not just unacceptable. It is intolerable. Congress needs to enact binding legislation to put all organizations that in any way receive U.S. taxpayer dollars on notice that they must publicly and thoroughly renounce terrorism of every sort, as well as the teaching of hate to children, if they wish to continue to receive federal funding. Any serious attempt to fight terror must stipulate that a recipient must use no portion of its budget to honor, support or glorify terror

Requiring all organizations who receive U.S. aid to renounce terrorism, as defined by the United States, as well as the culture of hatred will accomplish several critical goals. It will deplete the money supply of active terrorist organizations and their friends and supporters. It will send a message to the world community that America is serious in its efforts to eradicate terrorism and those who fund it. It will send a message to the citizens who live in and among terrorist communities that terrorism is neither politically, morally, nor socially acceptable under any circumstances. It will say to the world that children are off-limits to political propaganda.

Preventing taxpayer dollars from ending up in the wrong hands is not an easy task. Many terrorist regimes have successfully disguised their logistical networks under the auspices of non-governmental organizations (NGO's) and charitable entities. This legislation would require better transparency of all entities and their subsidiaries if they want their financial support to continue.

To be fair, most non-governmental and charitable organizations that receive U.S. funding provide noble, valued services to the people they help. However, those that operate in the Middle East are particularly vulnerable to abuse as a supplier and middleman in the funding of terrorist and subversive operations.

For example, some Palestinian NGOs who receive American aid have refused to cooperate with U.S. authorities in eliminating their ties to such groups as Hamas, Hezbollah, and Islamic Jihad, and have publicly rejected the premise that such organizations promote terrorism despite the ongoing suicide bombing campaign. Some groups use the money either directly or indirectly in the education of children to hate Western values, Western culture and Western people.

The official government agencies that benefit from American taxpayer largess have their own issues. Remarkably, the federal Anti-Terrorism Certification (ATC) does not apply to contracts and government institutions – a loophole that organizations can and do drive a truck bomb through.

Palestinian Authority (PA) municipalities receive significant money from USAID, yet the PA and their municipalities promote terror by honoring terrorists and making them into role models for society and especially for children. The municipalities regularly have events to honor the terrorists from their cities, naming streets and squares after them. USAID money funded the renovations on the Dalal Mughrabi girls' high school named for the terrorist who killed 31 innocents -- including an American citizen.

The fact is, too many American funded organizations are lax in policing how their money is spent. For example, UNICEF, the innocuous child relief organization, helped fund the summer camp named after Wafa Idris, the first woman suicide bomber. Until new laws are implemented that contain tighter restrictions on the bank accounts and outflow of these organizations, Congress cannot afford to allow this unverified flow of taxpayer dollars to continue.

Requiring non-government and charitable organizations to accept the American definition of terrorism, renounce terrorism, and renounce the teaching of hate to children will not win the war on terrorism itself. But it will create a system of common procedures and values for countering it.

Those NGO's and charities that cooperate with America will prove their true commitment to serving their constituents and will continue to receive funding. But extremist groups will have to alter their tactics and will find financing much more difficult. And as we shut down the financial pipeline for hostile activity, we will force the opposition to use more costly and risky means of financing their operations, therefore disrupting their momentum.

There is a political perspective as well. Given our tight budgetary constraints, the hostile atmosphere within radical Islam coupled with the rampant anti-American sentiment not just in the Middle East but around the world, Congress is justified in its scrutiny of any taxpayer dollars sent overseas. If it meant more books for American children and less books that teach hate for Middle East kids, Americans would stand up and applaud.

Scrutiny is not enough. We must withdraw our financial support, however inadvertent. There must be formal, legal compliance, and the U.S. must take the lead among nations in enacting this legislation that is definitive and uncompromising.

For those in Congress who pride themselves in brevity, a two sentence law is all that is required. "Every recipient of American funding, whether private, public or governmental, nation-specific or international, directly or through a third party, must accept the U.S. definition of terror and terror groups, and renounce terrorism accordingly. They must not use any money, American supplied or otherwise, to aid, honor or promote in any way any terrorist or terrorist organization or facilitate their activities."

Two complicated sentences that would uncomplicated the funding of terror.