

TO: Torie Clarke  
FROM: Donald Rumsfeld  
DATE: September 23, 2001  
SUBJECT: **Speech Ideas**

You might want to think about getting a speech done by somebody that considers the use of the following construct (this is illustrative):

What this war is not about:

- D-Day or an invasion of Normandy beaches;
- Saving Private Ryan or long battles in trenches;
- Great naval or air battles - the enemy has no navy, and no air force
- Nor is it about bombing enemy oil fields; the enemy has none.

What this war against terrorism is about is:

- Secret bank accounts and weakening businesses;
- Halting financing of terrorist networks across the globe, terrorists that use not tanks, or armored personnel carriers, but laptops, cell phones, false passports and plastic knives;
- Freezing out guerillas occupying the lands of others;
- Weakening terrorists terrorizing those in the countries they operate in and across the globe.

There are a few similarities, to be sure. A war against terrorism, like other wars, will take:

- Patience;
- Time, as did the cold war - some 50 years;
- Determination;
- Money, a great deal of it, but a small price compared to a terrorist's victory;
- New priorities;
- And a new vocabulary if we are not to mislead ourselves.

Rather this war against terrorism will be won by:

- A broad, sustained, determined effort;
- Patience - not for a four-day war as in the Gulf War, but for years;
- Freezing bank accounts;
- Persuading those who harbor and support terrorists that the penalty for doing so is too great, whether it be terrorists, states that harbor terrorists,



banks that finance terrorists, corporations and non-governmental organizations that front for terrorists;

- Giving courage to those repressed and those terrorized by terrorists, to embolden them to stop their support, to help us in our battle.
- What then is victory in this new war, this new effort, against those who would strike at our very way of life and what will be the cost, the price, of victory;
- If our way of life is not worth losing lives over, what is?

Victory, very simply, will be the preservation of our way of life; our freedom, our ability to go out of the door, without fear, to send children off to school, knowing they will get there and come home safely; being able to say what we wish, go where we wish, and think what we wish. That is what victory in this new war is about.

Last week the U.S. was debating \$17.1 or \$18.4 billion increases in the Defense Budget, a difference of \$1.3 billion. Today, ten days later, we have lost \$1 trillion in market value. We can live in this world if we are wise enough to invest in our nation's defense so we can all have peace and stability in this still dangerous and untidy world.



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