



□□□ -- As we get closer to the July 20 deadline for either a 6 month extension of the Iranian nuclear freeze or the announcement of a deal to prevent Iran from getting a nuclear weapon, you can expect us to be very focused on this issue. With that in mind, below you will find our full sheet -- even with Q&A! -- on Iran.

As you can see, I'm advising an aggressively outcome-focused approach. We think that is the best strategy to keep the discussion focused where you want it to be: on the decision between a world without a nuclear-armed Iran and a world where war with Iran becomes a reality.

If there's a deal on or before July 20, this is going to be a #BFDeal, so start prepping now!

Thanks,

--Dave

No Iranian Nuke & No New War

Guidance for Communicators from the Truman Project

The choice Americans face is between another war in the Middle East, and a diplomatic deal that prevents Iran from making a nuclear weapon and avoids war. That difference is stark and the American people know where they stand because they've learned the lessons of Iraq. Leadership and diplomacy have kept us safe and prevented Iran from getting a nuclear weapon. Congress has an important role to play in increasing American security and supporting the deal.

As the Deadline Approaches

We can expect a win-win outcome on July 20th: Either six more months of nuclear freeze, or a deal that means no Iranian nukes. Iran's nuclear program has been frozen for six months while everyone works on a deal that keeps nuclear weapons

out of Iran's hands.

"Hopefully we get a diplomatic solution this month that prevents Iran from making a nuclear weapon. But even if we don't, we'll get another six month freeze of their nuclear program. It's a win-win for American security."

For an Extension

Good news: Iran's nuclear program will be frozen until next January. The first-step agreement with Iran made last November, and implemented in January, froze their program for six months. An extension means we get six more months of freeze and sanctions pressure while we hammer out the details of a deal to prevent a nuclear-armed Iran.

"We're going to win this in overtime. Iran's nuclear program has been frozen solid for 6 months. Now we get a full year. That's good news and shows our team won't settle for anything less than a nuclear weapons-free Iran."

Good lines: Why would you pack it up and go home when you could win the game in overtime? Why would anyone want to thaw Iran's nuclear program and let them start it back up again?

For a Deal

A diplomatic solution means no nukes in Iran and no new war in the Middle East. We've learned our lesson about this firsthand. What matters most in this debate is the outcome: A deal means Iran can not build a nuclear weapon, so there's no need for a war. Rejecting a deal is asking for another war, this time with a country twice the size of Iraq, to prevent Iran from racing to a bomb.

"The choice is clear: No nuke in Iran and no war, or another war in the middle east. A diplomatic solution keeps us safe, because without it, Iran can race for a nuclear weapon and we'd be in another war to stop them."

Good line: We've seen this movie before; let's make sure it has a happy ending this time

Sanctions and diplomacy made this happen. We built a team that isolated Iran from the world, surrounded them with our allies, and strangled Iran's economy. This is a

victory for diplomacy, economic statecraft, and working with our allies.

"If we learned anything from Iraq, it's the cost and consequences of war in the Middle East. This time we're using diplomacy and it's working. A better strategy made this happen – with an assist from Congress. This is how American leadership should work."

Good line: We ended a serious threat to American security without firing a shot. We'd be fools to walk away from this win.

Congress has a positive role to play. If they kill the deal, they should be blamed for the consequences. Congress gave the president the tools he needed to make sure Iran was isolated and under massive pressure. Now they need to support what they started so that we can keep up our end of the bargain. U.S. credibility keeps us strong and secure.

"Congress helped make this happen with strong sanctions that the President enforced. They were part of the solution. But they could ruin it all if they throw a wrench in the works and refusing to go along with the deal."

Good line: Congress is the home team. They better keep rooting for an American win.

Handling Opposition to a Deal

Opponents of a deal often focus on details of process rather than the outcome. The contrast between the world with a deal and the world without a deal is stark and that difference is what actually matters to American security and the American people.

Some people will be against any deal, even before they know what it is. It is shameful that someone would risk a war with Iran before they've even seen the terms of a deal. It shows that some people can't be trusted on this issue. The goal of any deal is to prevent Iran from getting a nuclear weapon and keeping America out of another war in the Middle East.

Others will be against the deal based on claims about the terms. Common arguments will say that Iran can't be trusted to keep their side of the deal, that they will cheat, or simply that the deal doesn't actually stop them from building a bomb.

"No deal is better than a bad deal." No deal means Iran can unfreeze its program and race towards a bomb – all without any restriction. That means another war in the Middle East. With a deal, their program is locked in a box, put under a camera, and regularly inspected -- No nuclear weapon and no war.

"Iran can't be trusted not to cheat. We can't trust Iran to keep their promises. They will pursue a nuclear weapon in secret." No one trusts Iran. That's why any deal will be "all verify and no trust." It puts Iran's nuclear program in a box, puts a camera on that box, and has an inspector checking on that box. Without a deal, there's no box, no camera, and no inspector. The choice there is clear.

"This deal doesn't actually stop Iran from making a nuclear weapon (or enriching uranium). They still have thousands of centrifuges, missiles, a reactor, and bunkers." The goal is to avoid a nuclear weapon in Iran so we can prevent a war -- and we will know if they are breaking the rules. Without a deal we are blind to everything Iran does. With a deal, their power plants and research facilities are under a microscope of cameras and inspectors.

"Negotiating with the mullahs of Iran just shows how weak President Obama has been towards our most dangerous enemies. From Syria to Iraq to Iran, he's shown weakness when we needed strength and emboldened our enemies." Dick Cheney foreign policy got us into the war with Iraq and will get us into a war with Iran. We've learned from the mistakes of the past decade. Now we've isolated Iran from the world and forced them to the negotiating table. Our goal is an Iran without a nuclear weapons program, not another war in the Middle East.

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