**How to Conduct a Presidential Briefing**

The President of the United States is an extremely busy person. As his foreign policy advisory team you must get the president up to speed on the situation presented to you. Your briefing message must be clear, logically outlined and argued, concise, and be four to five minutes in length.

Your briefing must include:

* An explanation of the foreign policy issue at hand
  + In clear terms explain the background of the situation assigned to your group
* Background information on Russo-American foreign policy history relevant to this situation
* A proposed action or decision for the president to consider
  + Your proposal must include a historical precedence that either
    - demonstrates a need to act
    - demonstrates past failures of acting
* A cost-benefit analysis of enacting your proposal
  + A summation of possible negative and positive outcomes in adopting your resolution

**Framework for Presentation**

* Paragraph One
  + Introduce yourself to the president
  + thank him for the opportunity to brief him
  + explain your thesis argument
    - What’s the problem? What’s your solution? Why?
* Paragraph Two
  + Explain the situation as you understand it in Cuba as of October 25, 1962
  + 5 W’s and what’s at stake
* Paragraph Three
  + Explain to the president the relevant Cold War history that has preceded this crisis
    - A summary of Soviet relations and how the Cold War has led to this crisis
* Paragraph Four
  + Propose a clear action or policy that the president can adopt to resolve the crisis
    - What is your recommendation? Why?
    - What are the potential positives and negatives of this plan?
    - Why do the positives outweigh the negatives?
* Paragraph Five
  + Closing, summative statement
    - Restate your recommendation, why it is good advice, and at least one potential benefit
  + Thank the president for his time
  + Ask him if he has any questions