

HAPPY MONDAY OF DRUM-UP-WAR WEEK

"From a marketing point of view, you don't introduce new products in August."
– Andy Card

12 years ago today, Michael Gordon and Judy Miller [published](#) a story about aluminum tubes based off deliberate leaks from Dick Cheney and Condi Rice. Dick Cheney then cited the story on Meet the Press.

More than a decade after Saddam Hussein agreed to give up weapons of mass destruction, Iraq has stepped up its quest for nuclear weapons and has embarked on a worldwide hunt for materials to make an atomic bomb, Bush administration officials said today.

Yesterday, Obama [himself appeared](#) on Meet the Press, to roll out his new war.

CHUCK TODD:

Thanks for doing this. We start with a very basic question. Are you preparing the country to go back to war?

PRES. OBAMA:

I'm preparing the country to make sure that we deal with a threat from ISIL. Keep in mind that this is something that we know how to do. We've been dealing with terrorist threats for quite some time. This administration has systematically dismantled Al Qaeda in the FATA.

ISIL poses a broader threat because of its territorial ambitions in Iraq and Syria. But the good news is coming back from the most recent NATO meeting is the entire international community

understands that this is something that has to be dealt with.

So what I have done over the last several months is, first and foremost, make sure that we got eyes on the problem, that we shifted resources, intelligence, reconnaissance. We did an assessment on the ground. The second step was to make sure that we protected American personnel, our embassies, our consulates. That included taking air strikes to ensure that towns like Erbil were not overrun, critical infrastructure, like the Mosul Dam was protected, and that we were able to engage in key humanitarian assistance programs that have saved thousands of lives.

The next phase is now to start going on some offense. We have to get an Iraqi government in place. And I'm optimistic that next week, we should be able to get that done. And I will then meet with congressional leaders on Tuesday. On Wednesday, I'll make a speech and describe what our game plan's going to be going forward.

But this is not going to be an announcement about U.S. ground troops. This is not the equivalent of the Iraq war. What this is is similar to the kinds of counterterrorism campaigns that we've been engaging in consistently over the last five, six, seven years. And the good news is that because of American leadership, we have I believe, a broad-based coalition internationally and regionally to be able to deal with the problem.

And the NYT – including Michael Gordon – [published](#) a story based partly on leaks (those are about bombing Syria) from senior officials warning that this war would take 3 years.

The Obama administration is preparing to carry out a campaign against the Islamic State in Iraq and Syria that may take three years to complete, requiring a sustained effort that could last until after President Obama has left office, according to senior administration officials.

On Wednesday, Obama will roll out this new war, just in time for 9/11.

I'm thinking if maybe we could force Michael Gordon to take the entire month of September off in the future we might get out of this war cycle?

If note, we might as well just mark this in our regular calendar: Labor Day, Back to School, New War Roll-Out. Because it seems to be an annual thing.