

Approved For Release 2008/06/24 : CIA-RDP83M00914R002100110014-6

**MEETINGS WITH EUROPEAN LEADERS
JANUARY 31—FEBRUARY 23**

**Recommendations for a Sustained
U.S. Information Campaign in Europe**

State Dept. review completed.

Approved For Release 2008/06/24 : CIA-RDP83M00914R002100110014-6

1. PURPOSES OF TRIP

- (a) Gain first-hand working relationship with counterparts.
- (b) Encourage Allied public diplomacy on the Soviet Union and key issues in Europe and Latin America.
- (c) Discuss cooperation in radio broadcasting, TV co-production on themes of mutual interest. Cooperation on other public information activities.

State Dept. review completed.

2. CURRENT PUBLIC AFFAIRS CHALLENGES

- (a) Opposition to U.S., Alliance security policies.
 - (b) Ambivalence or acquiescence to Soviet aggression.
 - (c) Mounting opposition to U.S. policies in Central America.
 - (d) Passivity, susceptibility to Soviet propaganda, disinformation.
 - (e) Hostility to U.S. policies and motives by vocal and unduly influential groups.
 - (f) Criticism of U.S. economic, monetary, trade policies.
 - (g) European unwillingness to cooperate on related political/security matters.
-

3. THE ROOTS OF THE PROBLEM, AND REASONS FOR HOPE

- (a) Uncommitted, or antagonistic successor generations.
- (b) Fear of nuclear war between the U.S. and USSR in Europe.
- (c) Worry about economic well-being, social welfare.
- (d) Passivity toward Soviet power; or failure, or refusal, to see possibility of Soviet attack.
- (e) Expectation that activist groups can influence decisions.
- (f) Soviet exploitation of European concerns.
- (g) Some apparent assets.

4. CENTRAL RECOMMENDATION

Conduct a coordinated public affairs campaign over the next several months to support the President's peace initiative and counter Soviet attacks; to gain public affairs momentum for the President's trip to Europe and pave the way for sustained gains.

- (a) Reiterate and reinforce themes of President's November 18, 1981, peace initiative.
 - (b) Build long-term relations with successor generations.
 - (c) Strengthen informational efforts on key issues outside of Europe, especially Central America.
 - (d) Strengthen efforts to identify and counter Soviet disinformation, propaganda, other active measures. Expose Soviet hypocrisy.
 - (e) Make a major sustained effort with Allies and friends to identify common interests and values of the U.S. and Europe.
 - (f) Continue efforts to explain U.S. interests and concerns on economic, trade, social matters.
 - (g) Improve ability of USG to speak with one voice.
-

5. URGENT USICA ACTIVITIES TO IMPLEMENT MAJOR RECOMMENDATIONS

- (a) Continuing the flow of Project Truth, Dateline America materials. Especially mounting an effective rapid response mechanism to counter Soviet disinformation, propaganda.
- (b) Increasing USICA public affairs capacities in El Salvador. Working with Central American countries to improve their press relations.
- (c) Beginning a crash program to send credible spokesmen to Europe to explain U.S. policies on El Salvador, Central America.
- (d) Seeking ways to increase visits to the U.S. by European parliamentarians, key journalists, media executives.
- (e) Encouraging European production of major TV program on 35 years of the Marshall Plan.
- (f) Improving mechanisms in U.S. for orientation, briefing of foreign visitors.

6. LONG-TERM USICA ACTIVITIES TO IMPLEMENT MAJOR RECOMMENDATIONS

- (a) Consider the potential for Direct Broadcast Satellite to Eastern Europe.
- (b) Study radio broadcasting to Western Europe.
- (c) Aid our allies when requested, e.g. Austrian TV satellite plans.
- (d) Re-examine and step up placement efforts and cooperative programming with Western European TV, radio.
- (e) Expand efforts to reach European youth in critical political "formative years" by helping improve European instruction and educational materials on U.S., and by markedly strengthening exchanges.
- (f) Initiate major research project on successor generations.

7. RECOMMENDED INITIATIVES

- (a) Develop or follow up ceremonies to mark the 25th anniversary of the Treaty of Rome, March 25.
 - (b) Plan, develop U.S. activities, in cooperation with European governments and media, to honor the Marshall Plan and Atlantic cooperation: President to announce special fund for large-scale, Atlantic-community youth exchange.
 - (c) Use opportunities presented by the visits of European leaders to emphasize key themes.
 - (d) Reiterate, reinforce and expand upon as often as possible the November 18 speech themes.
 - (e) Conduct special TV, press scene-setters for the President just before departure for Europe.
 - (f) Coordinate and gain maximum exploitation of public affairs opportunities for the President during his European visit.
-

7. RECOMMENDED INITIATIVES (continued)

- (g) Consider needs for major long-term increases in exchanges, other programs that build the infrastructure of understanding among key groups.
- (h) Consider needs for new radio, TV broadcast technologies.
- (i) Consider improved public affairs coordination in order to speak with one voice.
- (j) Explore possibilities for cooperation among media/research institutions in Europe.

THE NETHERLANDS

15. Mr. Jerome L. Heldring
Director
Netherlands Institute of International Affairs
16. Drs. Arie M. Oostlander
Director
CDA Research Institute (Christian Democratic Party)
17. Mr. Wibo van de Linde
Editor-in-Chief
TROS Aktua
18. Dr. A.C.A. Dake
Vice-Chairman of the Atlantic Commission
Ministry of Defense Advisory Commission
and Director of Delta Kabel (TV Cable Corp.)
19. Mr. Rene Eijbersen
Editor-in-Chief
NCRV Television Public Affairs Program
20. Mr. C.C. van den Heuvel
Director, Center for European Security and Cooperation
Chairman, Netherlands-America Foundation
21. Mr. B. in't Hout
Producer - "Televizier Magazine"
AVRO Television
22. Mr. Rio Praaning
Director
The Atlantic Commission
23. Mr. W. Simon
Assistant Chief Editor - "Televizier Magazine"
AVRO Television
24. Mr. Joris J.C. Voorhoeve
Professor of International Relations
University of Wageningen
and Director of the Telders Stichting
Liberal Party's Research Institute

GERMANY

1. Ambassador Wolfgang Behrends
Chief, Department IV (Overseas Operation)
Federal Press and Information Office
2. Dr. Hildegard Hamm-Bruecher
Minister of State
Foreign Office
3. Prof. Dr. Werner Knopp
President, Stiftung Preussischer Kulturbesitz
4. Prof. Dr. Eberhard Lammert
Professor, Free University Berlin
5. Mr. Horst Elfe
President, Berlin Chamber of Industry and Commerce
6. Mr. Heinz Galinski
Chairman of the Jewish Community in Berlin
7. Mr. Klaus-Rudiger Landowsky
Deputy Chairman
CDU Caucus
8. Mr. Ludwig von Hammerstein
Indendant, RIAS
9. Mr. Karl Heinz Maier
Chief, Studio Berlin, Deutsche Welle
Chairman, Berlin Press Conference
10. Dr. Joachim Maitre
Office of Publisher
Axel Springer Verlag
11. Dr. Peter Schiwy
Chief Editor
NDR Hamburg
12. Prof. Dr. Klaus Kuenkel
Vice President, Technical University
Professor, TU Institute for Urban and
Regional Planning
13. Mr. Jurgen Klemann (CDU)
District Mayor of Zehlendorf

GERMANY

14. Dr. Alois Martes
Bundestag Deputy
Christian Democratic Union
15. State Secretary Kurt Becher
Chief, Federal Press and Information Office
and Government Spokesman
16. Dr. Lothar Ruehl
Deputy Government Spokesman
Federal Press and Information Office
17. Vice Chancellor Hans-Dietrich Genscher
Federal Minister for Foreign Affairs and
Deputy Federal Chancellor
18. Mr. Klaus Schutz
Intendant, Cologne
DEUTSCHE WELLE (Voice of Germany)
19. Mr. Theo M. Loch
Editor-in-Chief
West German Radio (WDR) - TV, Cologne)
20. Mr. Friedrich Nowottny
Bonn Bureau Chief
ARD - TV
21. Mr. Carl Weiss
ARD - TV Coordinator, Munich
22. Dr. Hans Jurgen Rosenbauer
WDR - TV Moderator, Cologne
23. Major General James G. Boatner, USA
United States Commandant, Berlin
24. Minister Nelson C. Ledsy
United States Minister, Berlin
25. Dr. Joachim Braun
Chief Editor
Sender Freies Berlin (SFB--Radio Free Berlin)
26. Mr. Axel Springer
Chairman, Axel Springer Publishing Company
27. Prof. Dr. Wilhelm Kewenig
Berlin Senator for Scientific and Cultural Affairs
Christian Democratic Union

GERMANY

28. Mr. Peter Maenning
Member of Parliament
Social Democratic Party Germany (SPD)
29. Prof. Dr. Karl Kaiser
Research Institute
German Foreign Policy Association
30. Mr. Klaus Dreher
Suddeutsche Zeitung (German daily newspaper)
31. Mr. Hagen Graf Lambsdorff
Federal Press Office
32. Mr. Winfried Bonse
Head of American Desk
Federal Press Office
33. Dr. Horst Kullak-Ublick
Foreign Office
34. Dr. Reinhold Schenk
Foreign Office
35. Dr. Joachim Sartorius
Special Assistant to Dr. Hamm-Bruecher
Foreign Office
36. Mr. Peter von der Heydt
Member of Parliament
Christian Democratic Union
37. Dr. Carl Otto Lenz
Member of Parliament
Christian Democratic Union
38. Mr. Volker Ruehe
Member of Parliament
Christian Democratic Union
39. Dr. Karl Heinz Hornhues
Member of Parliament
Christian Democratic Union
40. Mr. Peter Radunski
Executive Director
Christian Democratic Union

GERMANY

41. Dr. Peter Hartmann
Director, Office for International Relations
Christian Democratic Union
42. Mr. Patrick E. Nieburg
Director
RIAS (Radio in the American Sector), Berlin
43. Prof. Dr. Willi Paul Adams
JFK Institute
Free University Berlin
44. Mr. Joachim Boelke
Political Editor
Der Tages-Spiegel
45. Mr. Joerg Henschel
Deputy Spokesman
Berlin Senate
46. Mr. Peter Herz
Chairman, Friendship Force
47. Dr. Dieter Senoner
Press Office
Berlin Senate
48. Mr. Ingo Weber
Office of Science and Cultural Affairs
Berlin Senate
49. Prof. Dr. Horst Ehmke
Member of Bundestag
Deputy Chairman of SPD Bundestag Caucus
Foreign Affairs Committee
50. Mr. Peter Jacoby
Deputy Director, RIAS
51. Ambassador Arthur Burns
52. Mr. Carl Paschke
Press Chief
FRG Foreign Office

GERMANY

53. Mr. Manfred Steinkuehler
Chief of Public Affairs
Foreign Ministry
54. Mr. Klaus Bloemer
Press and Publications
Federal Press Office
55. Mr. Helmut Schneider
Chief, Eastern European Desk Officer
Federal Press Office
56. Dr. Walter Hutz
Head of Research
DEUTSCHE WELLE
57. Mr. Walter Rasmy
Deputy Editor-in-Chief
WDR (Westdeutscher Rundfunk), Cologne
58. Mr. Peter Schultze
Deputy Chief Editor
SFB (Sender Freies Berlin)
59. Mr. Joseph Trenkner
Political Editor
SFB
60. Mr. Kauffler
Editor-in-Chief
SFB Radio

AUSTRIA

1. Dr. Bruno Kreisky
Federal Chancellor
Prime Minister of Austria
2. Dr. Fred Sinowatz
Vice Chancellor and
Federal Minister of Education and Arts
3. Dr. Heinz Fischer
Parliamentary Leader of the Austrian Socialist Party
Deputy National Chairman of the Party
4. Dr. Alois Mock
President of the European Democratic Union and
Chairman of the Austrian People's Party
5. Mr. Gerd Bacher
Director General of the Austrian
Broadcasting Corporation (TV and Radio)
6. Prof. Andreas Kohl
Director of the Austrian
People's Party Political Academy
7. Prof. Dr. Karl Birnbaum
Austrian Institute of International Politics
8. Mr. Eric Bourne
Correspondent
Christian Science Monitor
9. Dr. Thomas Chorherr
Chief Editor
Die Presse
10. Dr. Hubert Feichtlbauer
Chief Editor
Die Furche
11. Ms. Gabriele Flossmann
Cultural Editor
ORF - TV
12. Mr. Larry Gruber
Editor
Associated Press, New York

AUSTRIA

13. Mr. Robert B. Hall
Assistant Director
Salzburg Seminar
14. Dr. Peter Diem
Chief of Media Reseach
ORF TV
15. Prof. Dr. Karl Komarek
Institute of Unorganic Chemistry
University of Vienna
16. Prof. Dr. Lucien Meysels
Foreign Editor
Wochenpresse
17. Sekt.-Chef Dr. Herbert Neumayer
Austrian Federal Press Service
18. Prof. Dr. Hans-Peter Neuhold
Institute of International Law
19. Mr. Heinz Nussbaumer
Foreign Editor
Kurier
20. Dipl. Ing. Dr. Fritz Paschke
Technical University
21. Mr. Markus Peter
Acting Chief of Foreign Affairs
ORF - TV
22. Dr. Wolfgang Petritsch
Federal Chancellor's Office
23. Dr. Hugo Portisch
TV Moderator and Commentator
24. Dr. Manfred Scheuch
Chief Editor
Arbeiter Zeitung
25. Min.-Rat Dr. Wilhelm Schlag
Ministry of Science and Research
26. Dkfm. Guenter Schmidt
Foreign News Editor
ORF - TV

AUSTRIA

27. Mr. Ernst Trost
Columnist
Neue Kronen Zeitung
28. Mr. Walter Wisniewski
United Press International
Eastern Europe
29. Dr. Georg Lennkh
Advisor to the Federal Chancellor
30. Mr. Peter Michael Lingens
Chief Editor
Profil
31. Prof. Paul Lendvai
Editor
Europaeische Rundschau
32. Dr. Kurt Grimm
Director
Creditanstalt Bank Association
33. Amb. Dr. W. Schober
Former Austrian Ambassador to Washington
34. Minister Dr. Karl Peterlik
Press and Information Department
Foreign Ministry
35. Director Gerhard Weis
Director for Coordination and Communication
ORF - TV
36. Director Dr. Peter Radel
Secretary-General
ORF - TV
37. Mr. Franz Kreuger
Chief-Editor
ORF TV News
38. Mr. Rudolf Nagiller
Chief-Editor
ORF Radio News
39. Mr. Alfred Payrleitner
Chief of Political Documentation
ORF TV

ITALY

1. Count and Countess Bernardino Bucci-Casari
2. Prince and Princess Aspreno Colonna
3. Senator Amintore Fanfani
President of the Senate
4. Duke and Duchess Emanuele Torlonia
5. Ambassador Alexander Boker
6. Princess Laetitia Boncompagni Ludovisi
7. Ambassador Maxwell M. Rabb
8. General Umberto Capuzzo
Chief of Staff
Italian Army
9. President Alessandro Pertini
President of the Republic of Italy
10. Prof. Saverio Avveduto
Director General
Ministry of Public Instruction
11. Mr. Emilio Colombo
Minister of Foreign Affairs
12. Mr. Guido Bodrato
Minister of Education
Public Instruction
13. Agostino Cardinal Casaroli
Vatican Secretary of State
14. Mr. Sergio Zavoli
President of Italian National Television (RAI)
15. Mr. Silvio Berlusconi
Industrialist and owner of private TV station
16. Ambassador William Wilson
U.S. Envoy to the Vatican
17. Minister Vincenzo Scotti
Minister of Culture and Environment

LIST OF EUROPEAN CONTACTS
FROM TRIP ON 2/1/82 - 2/21/82

THE NETHERLANDS

1. Ambassador William J. Dyess
2. Mr. J. Van Meekeran
Chief Editor - "Televizier Magazine"
AVRO-TV
3. Mr. Leo Kool
Director, Public Affairs Programming
National Broadcasting Corporation
NOS-TV
4. Mr. H. De Ru
Director of Netherlands Information Service
5. Mr. Albert J. Slinging
Director for Public Information
Ministry of Defense
6. Mr. J. Bertens
Official Spokesman and Chief of Press and Public Relations
Ministry of Foreign Affairs
7. Prime Minister Andreas van Agt
8. Mr. Jan Stapel
Director of Netherlands Institute for Public Opinion (NIPO)
9. Mr. J. Schild
Staff NIPO responsible for USICA polls
10. Dr. K. W. Reinink
Director General for Policy Affairs
Ministry of Foreign Affairs
11. Drs. P.B.R. de Geus
former Minister of Defense
12. Mr. F. Salomonson
Legal Advisor for H.M. the Queen
13. Prof. Dr. Ernst H. van der Beugel
Professor of International Relations
University of Leiden
14. Prof. Jhr. Dr. Frans A.M. Alting von Geusau
Director, John F. Kennedy Institute for International Studies
University of Tilburg

ITALY

18. Mr. Arnaldi Forlani
Christian Democratic Party Leader
19. Avvocato Gianni Agnelli
Owner and Managing Director of FIAT
20. Senator Luigi Barzini
Senator-for- Life and author
21. Mr. Giovanni Giovannini
President, Italian Federation of Newspaper Publishers
22. Mr. Jacobucci
Presidential Press Office
23. Mr. Carlo Maria Badini
Superintendent, La Scala Opera House
24. Prince and Princess Borghese
25. Count Dino Pecci-Blunt and Countess Bonatella-Zegna
26. Marchese Emilio Pucci
Fashion Entrepreneur
27. Mr. Gianni Bulgari
Jewelry Industry
28. British Ambassador to Italy
29. West German Ambassador to Italy
30. Brigadier General Thomas Kelly
Chief, Policy and Plans
Allied Forces, Southern Europe
31. Mr. Walter Persegati
Secretary and Treasurer
Vatican Museums and Art Galleries
32. Prof. Chiara Aceto Vaciago
Director General of Culture
Ministry of Public Instruction

ITALY

33. Bishop Agnellus Andrew
Vice President
Commission for Social Communication
Vatican
34. Don Virgilio Levi
Vice Director
L'Osservatore Romano
35. Monsignor William Murphy
Undersecretary, Vatican
Justice and Peace Commission
36. Mrs. Marjorie Weeke
Commission for Social Communication
37. Monsignor Charles Murphy
Director
Villa Stritch
38. Monsignor Justin Rigali
Secretariat of State, Vatican
39. Father Tucci
Director
Vatican Radio
40. Mr. Gianni Letta
Editor
Il Tempo
41. Mr. Arrigo Levi
Former Editor
La Stampa
42. Mr. Filippo Capece
Attorney and Senior Aide to
Minister of Culture
43. Dr. Domenico Valcavi
Foreign Relations Chief
Ministry of Culture
44. Dr. Guglielmo Triches
Director General for Environment, Architecture,
Archeology, Art and History

ITALY

46. Dr. Francesco Sisinni
- Director General
Libraries and Cultural Institutions
47. Dr. Bona Pozzoli
Press Chief
Ministry of Culture
48. Father Saint George
Programming Division
Director of Scandinavian Service
Vatican Radio

BELGIUM

1. Mr. Maurice Brebart
Director, numerous Belgium newspapers
2. Mr. Paul Vandebussche
Administrator-General
BRT (Belgian Dutch-language Radio and TV)
3. Mr. Georges Konen
Director
RTBF (French-language Radio and TV)
4. Mr. Pierre de Vos
News Director
RTBF
5. Mr. Marc Geleyn
Press Spokesman
Ministry of Foreign Affairs
6. Mr. Jacques de Baenst
Deputy Spokesman
Ministry of Foreign Affairs
7. Mr. Lou de Clerck
Prime Minister's Press Spokesman
8. Minister Leo Tindemans
Foreign Minister
9. General Bernard W. Rogers
Supreme Allied Commander Europe at NATO
10. Admiral George Kinnear
U.S. Representative to the
Nato Military Committee
11. General Joseph Luns
Secretary-General NATO
12. Mr. Alexandre Halot
13. Mr. Nicholas von Mach
Kommission Europaishe Gemeinschaften
14. Mr. Constantine Anagnostopoulos
Chairman
Monsanto Europe

BELGIUM

15. Mr. Paul Caron
Vice President
Morgan Guaranty Trust Company
16. Mr. John Guilfoyle
President
I.T.T., Europe
17. Amb. Eugene McAuliffe
President
United Technologies Europe
18. Mr. Bowdre P. Mays, Jr.
Vice President
AFIA, World Wide Insurance
19. Mr. John E. Pepper, Jr.
President
Proctor and Gamble, Europe
20. Mr. Paul G. Roberts, Jr.
President
Pepsicola Bottling Company, Europe
21. Mr. Leon Isotalo
General Manager
Levi Strauss
22. Mr. Donald Kennedy
Vice President
General Telephone Electric
23. Mr. Frank Boas
Consulting Attorney
24. Mr. Arnold Lipman
Armorlite
25. Mr. Marcel Goossens
Holdifima, N.V.
26. Mr. Milan Ondrus
Brunswick International Ltd.
and President of American Chamber of Commerce, Belgium
27. Mr. Jean-Pierre De Bandt
De Bandt, van Hecke, Lagae and Van Bael

BELGIUM

28. Baron Philippe Snoy
President
Henrijean et Compagnie, S.A.
29. Mr. Jacob T. Battenberg III
General Motors Continental
30. Mr. Paul-Etienne Maes
Union Chimique Belge
31. Ms. Anne Harrington
Executive Director
American Chamber of Commerce, Belgium
32. Ambassador Jacques Groohaert
President
Societe Generale de Banque
33. Ms. Colette Stasse
Executive Director
Belgo-American Association
34. Comte De Kerchove De Denterghem
Ambassadeur Honoraire
35. Ambassador Charles H. Price, II
36. Mr. Karel Hemmerechts
News Director
Belgium-Dutch Language Television (BRT)
37. Ambassador W. Tapley Bennett, Jr.
USNATO (Permanent Representative)
38. Ambassador George S. Vest
U.S. Mission to the European Communities (USEC)

ENGLAND

1. Peter Lord Carrington
Secretary of State for Foreign and Commonwealth Affairs
2. Lord David Garro Trefgarne
Parliamentary Under Secretary of State
Foreign and Commonwealth Affairs
3. Lord Nicholas Gordon Lennox
Assistant Under-Secretary of State
(Information/UN/North America)
Foreign and Commonwealth Office
4. Mr. Douglas Muggeridge
Managing Director
BBC External Broadcasting
5. Mr. Austen Kark
Deputy Managing Director
BBC External Broadcasting
6. Mr. Peter Fraenkel
Controller, BBC European Services
7. Mr. Ian Trethawan
Outgoing BBC Director General
8. Mr. Aubrey Singer
Managing Director of BBC/TV
9. Rt. Hon. William Whitelaw
Home Secretary
10. Lord Fraser of Kilmorack
Life Peer
11. Mr. Nigel Forman
Member of Parliament
12. Mr. Eldon Griffiths
Member of Parliament
13. Mr. Scott Hamilton
Conservative Party Research Department
14. Mr. Kenneth Harris
Associate Editor
The Observer

ENGLAND

15. Mr. Barney Hayhoe
Member of Parliament and
Minister of State, Department of Treasury
16. Mr. Louis Heren
Retired Associate Editor
The Times
17. Mr. Christopher Patten
Member of Parliament
18. Mr. Michael Spicer
Member of Parliament and
Parliamentary Private Secretary to Conservative Party Chairman
19. Mr. Ray Whitney
Member of Parliament
20. Mr. Thomas Bryce McCrirrick
Director of Engineering - BBC
21. Mr. David Nicholas
Editor and Chief Executive
ITN - TV
22. Mr. Daniel Horobin
Deputy Editor
ITN - TV
23. Mr. Michael Morris
Senior Foreign News Editor
ITN - TV
24. Lady Elspeth Howe
British Film Institute's Museum of the Moving Image
25. Mr. Keith Mac Innes
Head of FCO Information Department
24. Mr. John Doble
Assistant to Mr. Mac Innes
25. Mr. Roy Dean
Director
FCO Arms Control and Disarmament Research Unit
26. Mr. David Logan
FCO Defense Department
27. Mr. Nigel Scheinwald
FCO East European and Soviet Department

ENGLAND

28. Mr. Michael Jay
FCO Planning Staff
29. Lord Soames
30. Mr. Mark Dodd
Controller, Overseas Services BBC
31. Mr. Alan Hart
Controller, BBC-1
32. Mr. Christopher Bell
Controller, Administration
External Broadcasting, BBC
33. Mr. Martin Diamond
Chief Accountant
External Services, BBC
34. Mr. Bill Dennay
Chief Engineer
External Broadcasting, BBC
35. Mr. Patrick Evers
Head of FCO Republic of Ireland Department
36. Mr. Douglas Hurd
Minister of State
Foreign and Commonwealth Office
37. Mr. Hughie Green
38. Mr. Pat Dolan
39. Rt. Hon. Mark Carlisle, M.P.
Secretary of State for Education
and Cabinet Minister
40. Mr. Cyril Townsend
Member of Parliament
41. Mr. Tony Speller
Member of Parliament
42. Mr. Niranjan Deva Aditya
Chairman, Bow Group
Economist and Company Director
43. Mr. David Shaw
Political Officer, Bow Group

ENGLAND

44. Mr. Colin Coulson Thomas
Research Secretary, Bow Group
Councillor, Greenwich Borough Council
45. Ms. Lyn Howard
Solicitor at Law, British Airways
Hon. Secretary, Bow Group
46. Mr. Richard Simmons
Partner, Arthur Anderson & Co.
Previous Chairman, Bow Group
47. Mr. Richard Barber
Solicitor, Partner in Vizards
Former Chairman, Bow Group
48. Mr. Douglas French
Special Advisor to Chancellor of the Exchequer
49. Mr. Michael Stephen
Barrister at Law
Secretary, Bow Group Foreign Affairs Committee
50. Ms. Philippa Currie
Social Secretary, Bow Group
Director, Advertising Consultancy
51. Mr. Peter Temple-Morris
Member of Parliament
52. Mr. James King
Banker
UK Republicans Abroad
53. Mr. Michael Stephan
Secretary, Bow Group, Foreign Affairs Committee
54. Dr. Lawrence Freedman
Royal Institute, International Affairs
55. Sir Hugh Weldon
Board Chairman, LSE
Former BBC Official

FRANCE

1. Mr. Bernard Dorin
Assistant Secretary/American Continent
Ministry of External Relations
2. Mr. Alain De Jammet
Assistant Secretary for Public Affairs
Ministry of External Relations
3. Mr. Georges Fillioud
Minister of Communication (French TV)
4. Ms. Michelle Cotta
President-Director General
Radio France
5. Mr. Jean-Francois Revel
Columnist and author
6. Mr. Lee Huebner
Publisher
International Herald Tribune
7. Ambassador Abraham Katz
U.S. Ambassador to OECD
8. Minister Francis Gutmann
Secretary General
Ministry of External Relations
9. Mr. Paul Kaestle
Managing Partner
Booz, Allen and Hamilton--Southern Europe
10. Mr. Gerard Bolla
UNESCO Assistant Director General
for Communication
11. Mr. Raymond Bourguine
Senator, Publisher
12. Mr. Philip M. Foisie
Executive Editor
International Herald Tribune
13. Mr. Andre Fontaine
Editor-in-Chief
Le Monde

FRANCE

14. Mr. Gerard Roubichou
Deputy Assistant Secretary of Cultural Affairs
Ministry of External Relations
15. Madame Gaston Defferre
Wife of Minister of the Interior
16. Madame Yvette Roudy
Minister of Women's Rights
17. Mr. Phillipe de Bausset
International Press Relations
R.P.R.
18. Mr. Janos Bartok
Architect
19. Mrs. Rebecca Bell
NBC Television News
20. Mr. Frederick Biebel
Deputy Chairman
Republican National Party
21. Mrs. Judith Bingham
Chairman
Republicans Abroad
22. Mr. Joe Bonamo
Journalist, Le Figaro
23. Mr. Lawrence Briggs
President of Big Ben Radio
24. Mrs. Annette Briggs
Lawyer
24. Dr. Etienne Cabillon
Physician
25. Mr. Oliver Champagne
Director of Foreign Subsidiaries
Creusot-Loire Enterprises
26. Mrs. Virginia Champagne
Junior Guild of the American Cathedral

FRANCE

27. Mr. Roger Cruise
Banque de Neuflyze
Schlumberger & Mallet
28. Mr. Frank Farenkopf
Nevada State Chairman
Republican Party
29. Mr. James Fenner
Bechtel International
30. Mrs. Deirdre Field
Vice President Finance
The American Women's Group in Paris
31. Mr. Howard Hardy
Press Relations
United States Delegation to UNESCO
32. Mr. Paul Haskell
Partner of Berndston International S.A.R.L.
33. Miss Carla Hubbard
Executive Committee
Republicans Abroad
34. Mr. Herbert Johnson
Life of America
35. Mrs. Petie Kladstrup
Journalist, Advisor to RA (France)
36. Mr. Derk Kinnane
International Journalist
Executive Committee RA (France)
37. Dr. Marcia Lee
Vice-Chairman
Republicans Abroad (France)
38. Mr. Andrew Lorant
President Directeur-General
SOFEICO S.A.
39. Mr. George Martin
Managing Partner
Mudge, Rose & Guthrie
Executive Committee RA (France)

FRANCE

40. Mrs. Joanne Martin
The American School of Paris
41. Mr. Charles Mathias, Jr.
Surrey & Morse
42. Mr. Webster Mc Nutt
Merrill, Lynch, Fenner & Smith
43. Mr. James Morgan
Managing Partner, Europe
Peat, Marwick, Mitchell & Co.
Executive Committee RA (France)
44. Mr. Robert Perreau-Saussine
Agent de Change
45. Mr. Craig Phillips
Executive Committee Republicans Abroad (France)
46. Mrs. Veronique Prat
Journalist
Le Figaro Magazine
47. Mr. Clifford Rowan
El Paso LNG Service Company
48. Duc E. De Sabran
President Director-General
Surinam, S.A.
49. Mr. Harold Schneikert
Director of Finance
DuPont de Nemours (France) S.A.
50. Mr. Lawrence Snelling
Writer
51. Mr. Jay Stevenson
52. Mr. Thomas Tell
Sports Industry Executive
53. Madame Georges Pompidou

FRANCE

54. Mr. Andre Larquie
Charge de Mission
Ministry of Culture
55. Mr. Etienne Vatelot
Violin maker
56. Madame Jacqueline Muller
Directoress
DIAPASON (monthly music review)
57. Ms. Olivia de Havilland
Actress
58. Mr. Eugene Istomin
Pianist
59. Mrs. Marta Casals Estomin
Kennedy Center
60. Mrs Robert Casadesus
Pianist
61. Mr. Esteve
Ministry of Culture
62. Mr. Jacques Fournier
Representative of President Mitterrand
63. Mr. Claude Labbe
President
"Rassemblement Pour la Republic" Party (R.P.R.)
64. Mr. Jean Tiberi
Deputy from Paris
Assistant to Mayor Chirac
65. Mr. Deflassieux
President of Credit Lyonnais Bank
Honorary President of Salle Pleyel
66. Mr. Pierre Joxe
President of the National Assembly
Socialist Party Caucus

FRANCE

67. Mr. Pierre Denizet
Director of Cabinet for
President of the National Assembly, Louis Mermaz
68. Mr. Claude Evin
President of the National Assembly
Commission on Social Affairs
69. Mr. Rousselet
Director of Cabinet for
Prime Minister Pierre Mauroy
70. Mr. Bernard Miyet
Director of the Cabinet for
the Ministry of Communication
71. Ambassador Evan Galbraith
72. Mr. Pierre Garrigu-Guyonnaud
Special Assistant to Acting Minister of External Relations
73. Mr. Phillipe Wade
Director of the Cabinet
Ministry of Information
74. Mrs. Marilyn Fenner
The American Church (France)
75. Madame Anne Marie Hubert
Republicans Abroad
76. Mrs. Fortunee Lorant
Architect
77. Ms. Donna Weir
Republicans Abroad

SWITZERLAND

1. Amb. Andre Onkelinx
Permrep of Belgium
2. Amb. Peter Marshall
Permrep of the United Kingdom
3. Amb. Donald McPhail
Permrep of Canada
4. Amb. Paul Nitze
Ambassador to Intermediate Nuclear Forces (INF) Conference
5. Amb. Maynard Glitman
INF Conference
6. Amb. Louis Fields
Committee on Disarmament
7. Amb. Michael Smith
U.S. Trade Representative
8. Mr. Richard Smyser
Deputy High Commissioner for Refugees
9. Mr. Warren Hewitt
Commission on Human Rights
10. Mr. Michael Novak
Head of the Commission on Human Rights
11. Mr. Richard Schifter
Commission on Human Rights
12. Ambassador Geoffrey Swaebe
13. Ambassador Faith Ryan Whittlesey
14. Dr. Regis De Kalbermatten
Secretary General
European Broadcasting Union
15. Mr. Miroslav Vilcek
Director
EBU TV Program Department
16. Mr. Anthony M. Dean
Director
EBU Radio Program Department

TABLE OF CONTENTS

TAB

1. List of European Officials, Leaders Met on Trip January 31 - February 23. (Contacts)
2. Major Developments in Soviet Propaganda. (Propaganda)
3. Memorandum for the President from Secretary of State Haig and USICA Director Wick, "Initiative to Set the Stage for Your Trip to Europe." (Initiative)
4. Memorandum for the President from Charles Z. Wick, "Reaching the Europeans Through Public Diplomacy." (Trip)
5. Attitudes Toward Stationing INF on Their Soil. (INF)
6. Attitudes Toward Increasing Defense Spending. (Spending)
7. Perceived Likelihood of Soviet Attack on Western Europe in Next Five Years. (Soviet Attack)
8. Favorable Opinion of U.S. vs. U.S.S.R., 1973 and 1981. (Opinion)
9. Preference for Staying in NATO vs. Becoming a Neutral Country. (NATO or Neutral)
10. European Response to Soviet Conventional Attack on Western Europe.
European Response to Soviet Nuclear Attack on Western Europe.
(Response)
11. European Reaction to U.S. Zero-Option Initiative. (Zero Option)
12. West European Participation in International Visitors Program.
Agency Sponsored Book Translation into European Languages.
(Visitors/Books)
13. Selected Country Budgets for External Cultural and Information Programs. (Budgets)

March 11, 1982

Major Developments in Soviet Propaganda

Soviets today are making a worldwide effort to sway public opinion in their favor and against the U.S. They have committed sizable human and material resources to this endeavor. While this activity has continued over many years, there are significant current developments, including:

o Soviet external radio broadcasting has increased dramatically in recent years. For example, their total of 2,094 hours per week in 1980--an increase of 75 hours per week over 1979--reflects the largest single jump in annual broadcasting in over ten years. Radio Moscow World Service in English has been on the air 24 hours a day since 1980.

o Soviet publishing for export has increased substantially in recent years. For example, the number of book and pamphlet titles for export rose by almost 10 per cent between 1977 and 1979 (from roughly 2,280 to 2,495 titles) and the number of copies of books and pamphlets for export rose by 16 percent in the same period (from 56,849,200 to 61,396,800 copies).

o Soviet propagandists have increasingly exploited Western media, particularly television. In 1981 Soviet official spokesmen "blitzed" American TV with a series of appearances on major public affairs programs. They justified Soviet international behavior, condemned U.S. activities worldwide, and promoted major Soviet propaganda themes. Because no reciprocity exists for Americans on Soviet TV, the U.S. must increase its efforts in other ways to counter this Soviet advantage in media access.

Major Themes in Soviet Propaganda

These themes change very little over time. Soviet propagandists adapt their basic line to fit current needs:

- The U.S. aims to establish military superiority over the USSR and by use of arms or the threat of force seeks to achieve global hegemony for itself and world imperialism. (Used to condemn Reagan budget with emphasis on defense)
- The U.S. (and its NATO puppets) is unwilling to engage in meaningful arms control/reduction talks with the USSR. (Used to separate the U.S. and its allies over INF)
- The U.S. interferes in the internal affairs of other nations. (Used to condemn U.S. sanctions against Poland and the USSR, to describe the situation in Afghanistan, and to criticize U.S. policy toward the Middle East)
- The USSR is the leading force for peace and liberation in the world. (Used to justify fomenting revolutions)

- 2 -

- The USSR is committed to support national liberation movements. (Used to justify Soviet interference in places such as the Caribbean, Angola, Southeast Asia, and to overcome U.S. objections to such actions)
- The U.S. is anti-Soviet in all its policies. (Used to condemn an alleged U.S.-PRC alliance and American arming of the Chinese.)
- The CIA is plotting covert actions around the world to subvert legitimate Marxist and leftist governments. (Used with respect to Nicaragua, Cuba, Poland, African states)
- The U.S. is a racist, exploitative, corrupt society. Its economy is in very bad shape, with the poor and minorities bearing the worst burdens of these difficulties.

Major Techniques of Soviet Propaganda

While Soviet propaganda techniques are many and varied, the most important are:

Indirection

Soviet propagandists take quotations out of context, cite sources inaccurately, misuse legitimate Western reporting, and "plant" pro-Soviet information--all to lend credence and support to their own views.

Diversion

Soviets blunt attacks on the USSR by diverting attention from their misdeeds, often through absurd/false charges aimed at the U.S.

Fanning Resentment

An essential purpose of Soviet propaganda is to incite social unrest and to play up traditional resentments with the expectation that, in conditions of social disorganization, Communists will more easily be able to take power.

Disinformation

By spreading lies, forgeries, and other forms of false information--in their own media and through the Soviet-sympathetic media of other nations--the USSR tries to sway world public opinion against the U.S.

THE SECRETARY OF STATE
WASHINGTON

CONFIDENTIAL

MEMORANDUM FOR: THE PRESIDENT

From: Alexander M. Haig, Jr.
Charles Z. Wick

Subject: Initiative To Set the Stage for Your Trip to Europe

We face a major problem in Europe with the growing tendency among young people there to blur the distinction between democratic and communist societies. Your personal involvement would be extremely helpful in addressing this problem. We suggest that on the eve of your trip to Europe you announce a new Atlantic Youth Fellowship exchange program -- a 5 year initiative aimed at substantially increasing the present level of exchanges between American and European 17-19 year olds. This program would mark the first time the USG has focused on exchanges for this age group. This effort would begin the urgent task of building a new fabric of relations among the next generation of Americans and Europeans to help replace the old fabric of ties that are fast disintegrating.

Increased contact and communication between American and European young people would improve their ability to recognize that what we share is far more important than the issues dividing us. These exchanges would focus on our mutual accomplishments -- intellectual, economic, security and political -- that have been nurtured by 35 years of peace and Western cooperation. They would help provide a vision of the future which gives youth a greater sense of having a stake in the democratic values we share.

The 35th anniversary of the Marshall Plan and the 25th anniversary of the Treaty of Rome, present an ideal context for you to reaffirm existing ties with the Allies and to launch this two-way initiative. We recommend that the White House announce a special meeting -- organized by ICA, State and the White House -- in May to examine how to best improve US-European ties. This meeting would include private and government leaders from both sides of the Atlantic. We would ask you to make brief remarks to kick off the meeting and announce our 5 year initiative for greater youth exchange.

To avoid any appearance of American largesse being heaped on a hapless Europe, the program should be a joint effort supported by government and private funds on both continents. If you approve this initiative, we will approach government and private leaders in Europe to shape their cosponsorship and coordinate the plan's announcement. This is especially important in Italy where we have already begun to lay the groundwork for a pilot project starting in September, which would significantly increase youth exchange between our two countries.

CONFIDENTIAL

Announcing this initiative just prior to your departure would be an excellent scene-setter for your trip. By showing sensitivity to the problems of youth, it would help create a positive tone for your journey.

Recommendations:

1. That you approve the Atlantic Youth Fellowship program, a new initiative for increased U.S.-European youth exchanges.

Approve _____

Disapprove _____

2. That you agree to a White House announcement, as soon as possible, for a May meeting to examine how to improve U.S.-European ties.

Approve _____

Disapprove _____

3. That you agree to speak and to launch this new initiative for U.S.-European youth exchange at the meeting in May.

Approve _____


Disapprove _____

CONFIDENTIAL

Drafted: EUR/P:JAMoore/ICA/EU:JJamison:l40A
3/2/82 632-1888 724-9191

Clearances: P:MPalmer
EUR/CE:JKornblum
EUR/RPE:JGadsen
PA:MAYoden
EUR/WE:JCreagan

C:JShirley ^W
EU:LBaldyga ^{RLT}
ECA:RTrowbridge/LKBrown
JGildner/RARndt
PGM:JHughes ^S
PGM/MSchneider



**International
Communication
Agency**

United States of America
Washington, D.C. 20547

Office of the Director

March 3, 1982

MEMORANDUM FOR: THE PRESIDENT

FROM : Charles Z. Wick *CW*
Director

SUBJECT : Reaching the Europeans
Through Public Diplomacy

During my travels in Europe I was impressed by the progress made in gaining European public understanding of U.S. policies. However, we need to do more through public diplomacy. High on the list of European concerns are the arms race and the economy. All too often your words and other U.S. policy statements reach European audiences in distorted form after instant analysis by media commentators here and abroad.

A significant exception was your November 18 speech on arms reduction for peace. That speech, which ICA satellited directly to Europe, told the Europeans exactly what they wanted to hear and met with near unanimous approval.

Your upcoming trip to Europe presents opportunities to add momentum to your peace initiative. The points you made on November 18, and others, need to be reiterated to those Europeans who remain dubious, poorly informed and fearful about U.S. policies. At the same time, the importance of fostering and preserving unified Western actions in opposition to the repression in Poland and Afghanistan should be stressed. While building up an adequate Western defense against the Soviet threat, the United States must keep talking peace to reassure our Allies, muster support for our positions, and energize other Western governments to make better efforts in public diplomacy, especially with the successor generation.

Classified by: Charles Z. Wick

Disposition Symbol: GDS

Review on: _____

(or)

Declassify on: March 2, 1988

Following are three specific recommendations for you to build on your November initiative.

RECOMMENDATION 1

INTERVIEWS WITH KEY PRINT AND TELEVISION CORRESPONDENTS FROM THE COUNTRIES YOU WILL VISIT.

To set the scene for your trip and to reach Europeans directly without passing through the filter of media commentators, I recommend your granting here in Washington in mid-April a half-hour to forty-five minute interview to a group of four senior correspondents from Italy (Il Tempo), Great Britain (The Economist), France (Le Monde) and the Federal Republic (Die Welt). The specific topics for discussion (the economy, arms control, the Atlantic Alliance, East-West relations and U.S. policy in Central America) should be agreed upon in advance. In addition it will be requested that each journalist submit his questions in advance.

A second half-hour interview with senior television correspondents from the same countries should be taped for broadcast just prior to your trip. Each journalist's questions will be submitted in advance.

RECOMMENDATION 2

A MAJOR FOREIGN POLICY SPEECH IN LONDON ON THE SUBJECT OF PEACE AND SHARED WESTERN VALUES.

At an appropriate historical site in London you should deliver a major policy address on U.S.-European relations before a substantial and sympathetic audience. Such a major address, carefully focused on two or three basic themes, would have great weight and resonance.

CONFIDENTIAL

CONFIDENTIAL

(3)

The timbre of your voice, the quality of your body movements in combination with an overall aura that you generate, communicates an inner warmth and sincerity which is truly confidence building. There is very little lost despite a simultaneous translation of your words and/or subtitles. Your speech would be televised live in the U.K. and throughout Europe.

The overall theme for such an address should be our ardent desire and search for peace. While it is important to make the point about the need for adequate defense to guarantee peace, we must not lose ground to the Soviets, who hammer away at the peace theme while steadily and quietly beefing up their forces.

The U.S. has, perhaps, spoken too loudly about the need for nuclear force modernization, defensive chemical weaponry and arms increases. The emphasis on arms has tended to drown out our peace-seeking voice, which is the one the Europeans most want to hear.

In this speech you might challenge the Soviets to a "Race for Peace" instead of a race for war. After all, the United States represents the real "peace movement". We seek to conquer no territory and are willing to discuss genuine arms control and reduction.

For this "Race for Peace" to be effective, however, the Soviets need to go beyond their empty rhetoric and begin to demonstrate more restrained international conduct. They must not be permitted, through their propaganda, to undermine the sound and proven values uniting the free world.

A second important theme is the bond of shared values which unites the Western democracies. Individual liberty and the freedom of self-expression are cherished rights which we and our

CONFIDENTIAL

(4)

forefathers earned through sacrifice and dedication. Continued vigilance is required to protect these rights, which we must not take for granted. At the same time we cannot stand mutely by when other people and nations, as close as Poland and Afghanistan and as far away as Kampuchea, struggle for their human rights and national independence. This theme would be particularly relevant to the "successor generation" of Europeans who did not experience the carnage of World War II.

RECOMMENDATION 3

TRIBUTE TO THE MARSHALL PLAN AND REMARKS ON THE NEED FOR JOINT EFFORTS TO OVERCOME OUR ECONOMIC DIFFICULTIES.

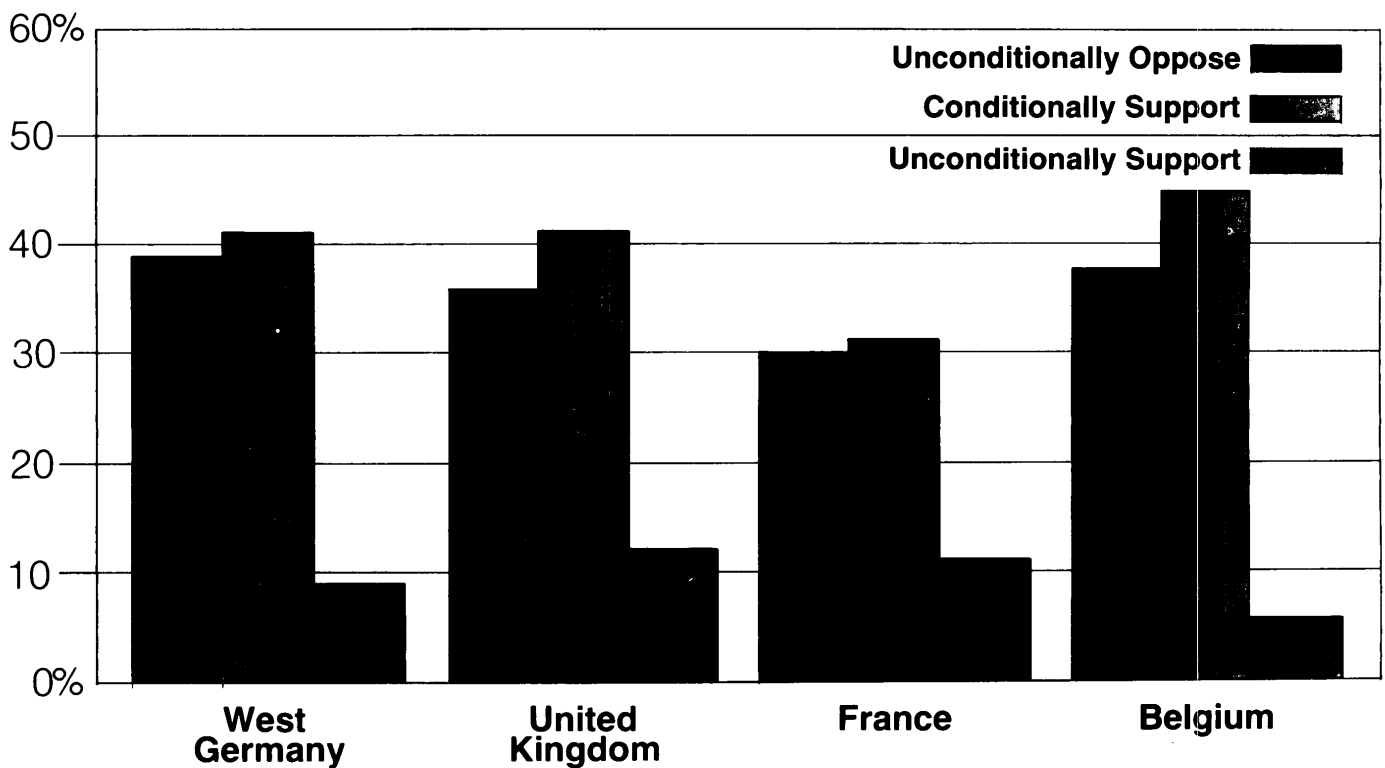
While in Paris on June 5, the 35th anniversary of the Marshall Plan, we recommend you visit the headquarters of the OECD, which is a direct and lasting outgrowth of the European Recovery Plan. This would be a highly appropriate site for positive remarks by you recalling joint European-American achievements under the Marshall Plan and stressing the need to rededicate ourselves to the principles of cooperation, hard work and determination in meeting the economic challenges of today.

The mutual benefits which we and the Europeans derived from the Marshall Plan should serve as an example to us of the wisdom of joint endeavors by nations which share the same basic principles and love of freedom.

This tribute to the Marshall Plan would serve two useful purposes. It would remind older Europeans of our successful common efforts to reconstruct war-torn Europe and inform younger Europeans about the post-war recovery period, an era with which many of them are unfamiliar.

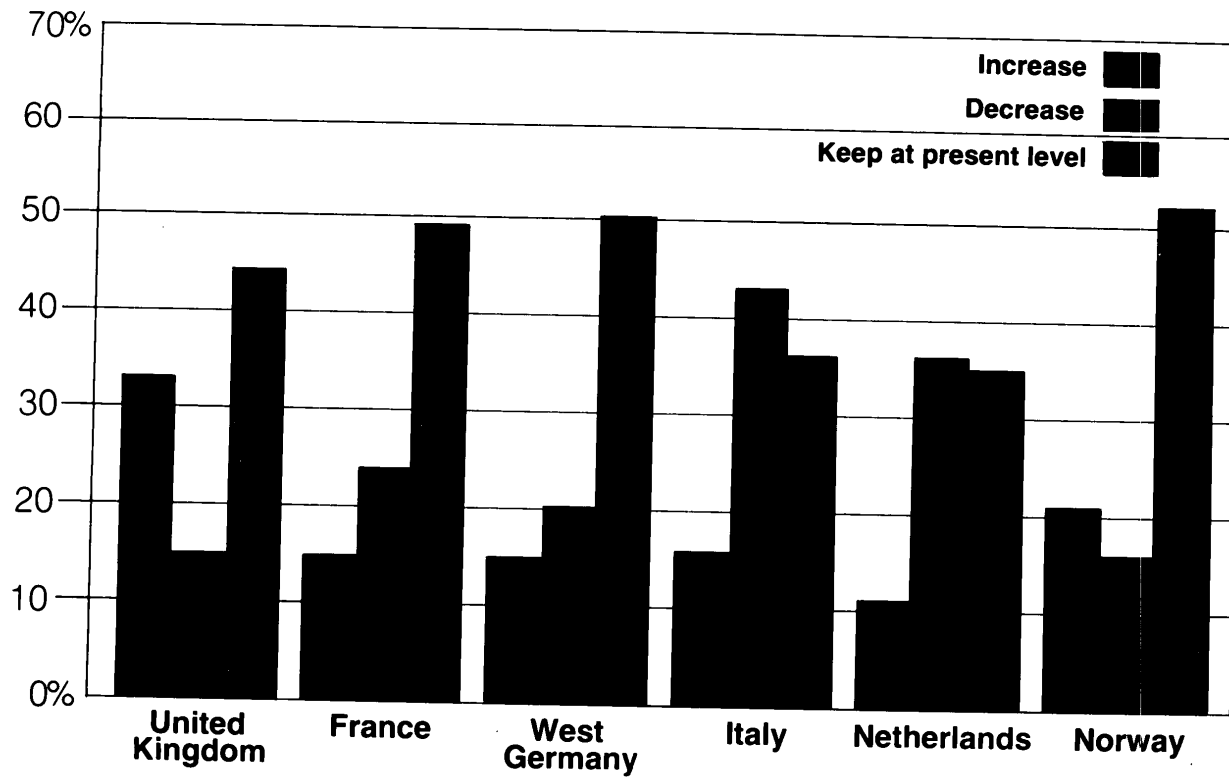
CONFIDENTIAL

ATTITUDES TOWARD STATIONING INF ON THEIR SOIL (February, 1982)



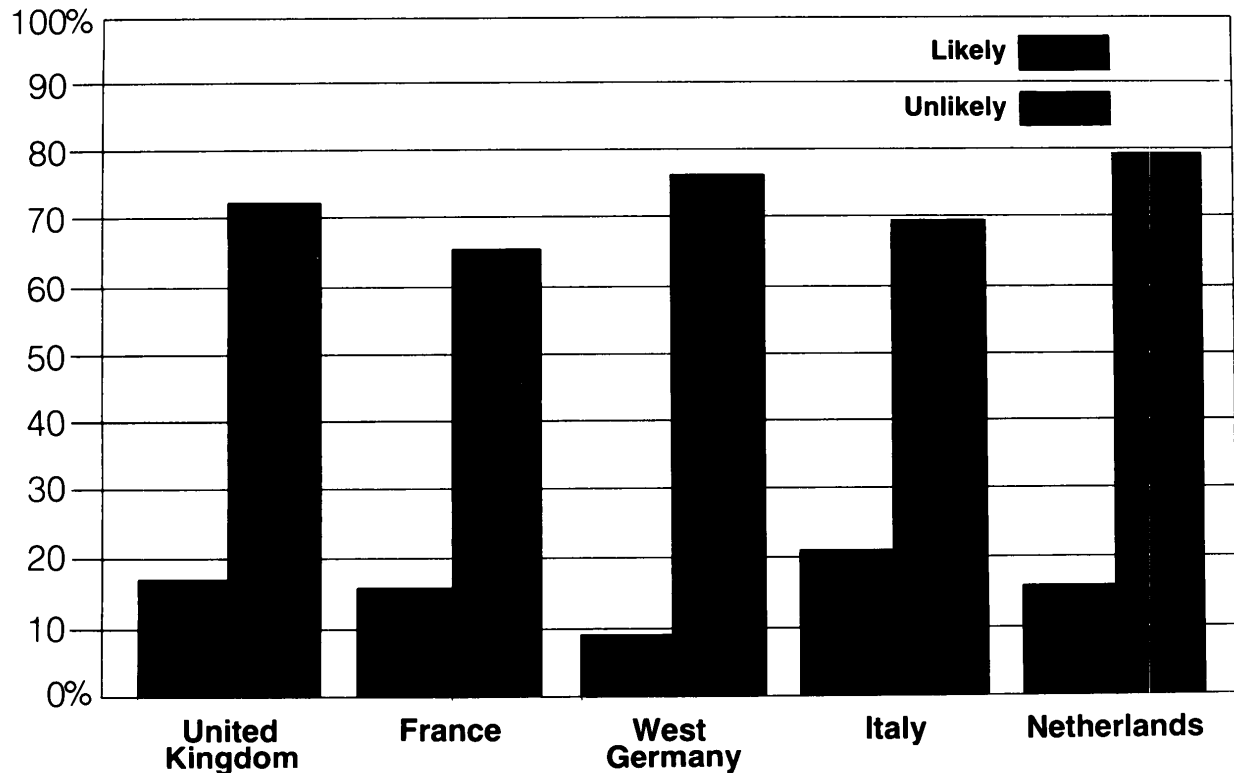
Source: USICA Research Survey

ATTITUDES TOWARD INCREASING DEFENSE SPENDING (March 1981)



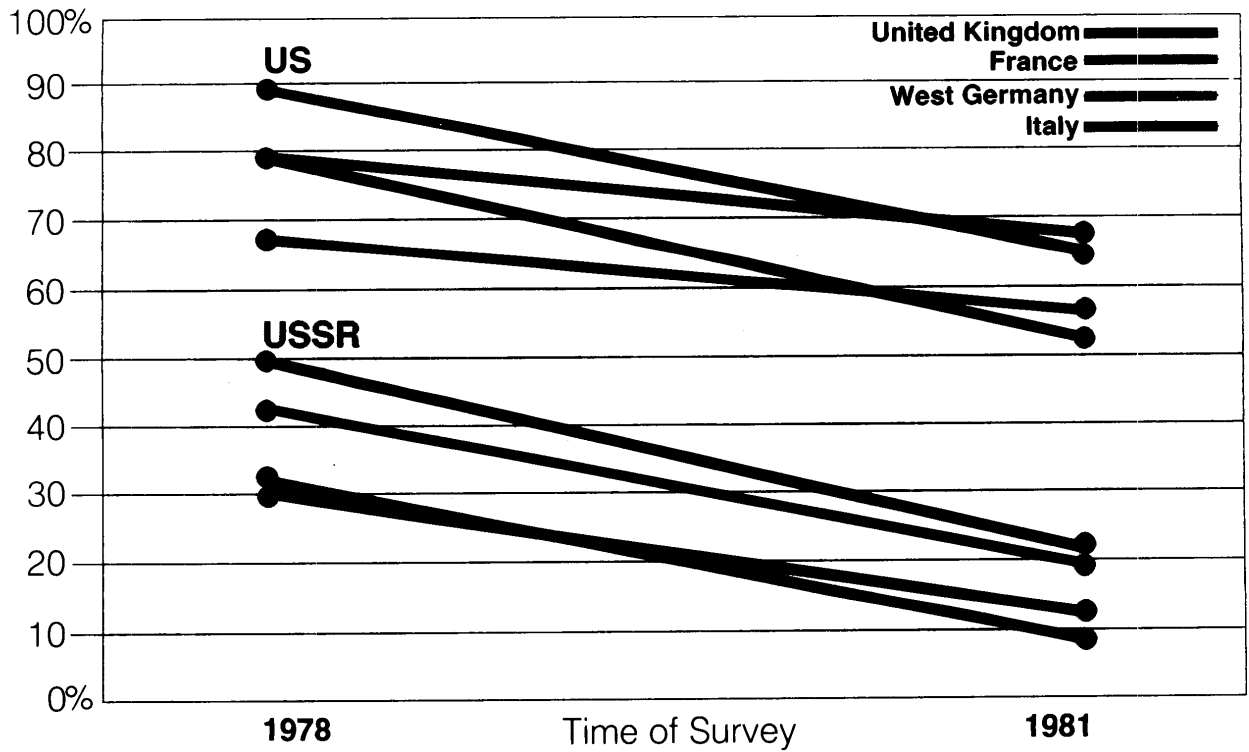
Source: USICA Research Survey

PERCEIVED LIKELIHOOD OF SOVIET ATTACK ON WESTERN EUROPE IN NEXT FIVE YEARS (October, 1981)



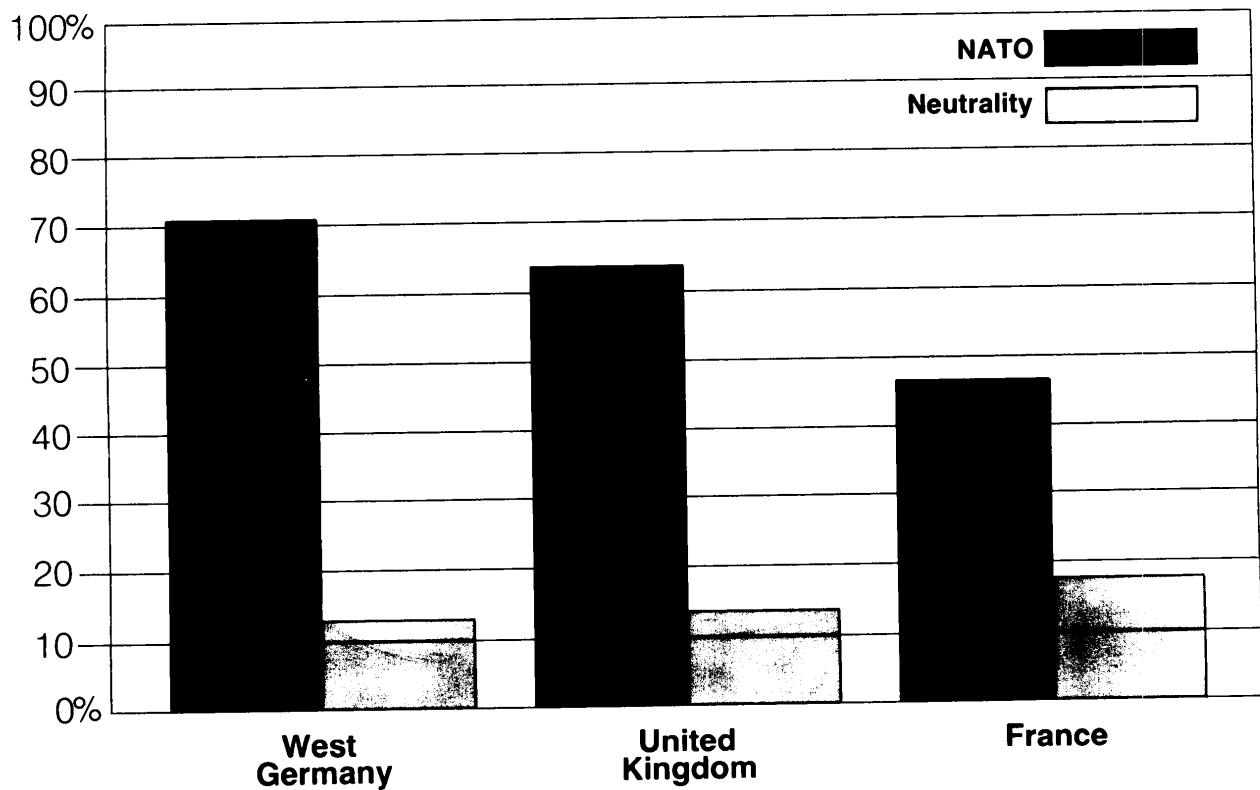
Source: USICA Research Survey

FAVORABLE OPINION OF U.S. VS. USSR 1978 and 1981



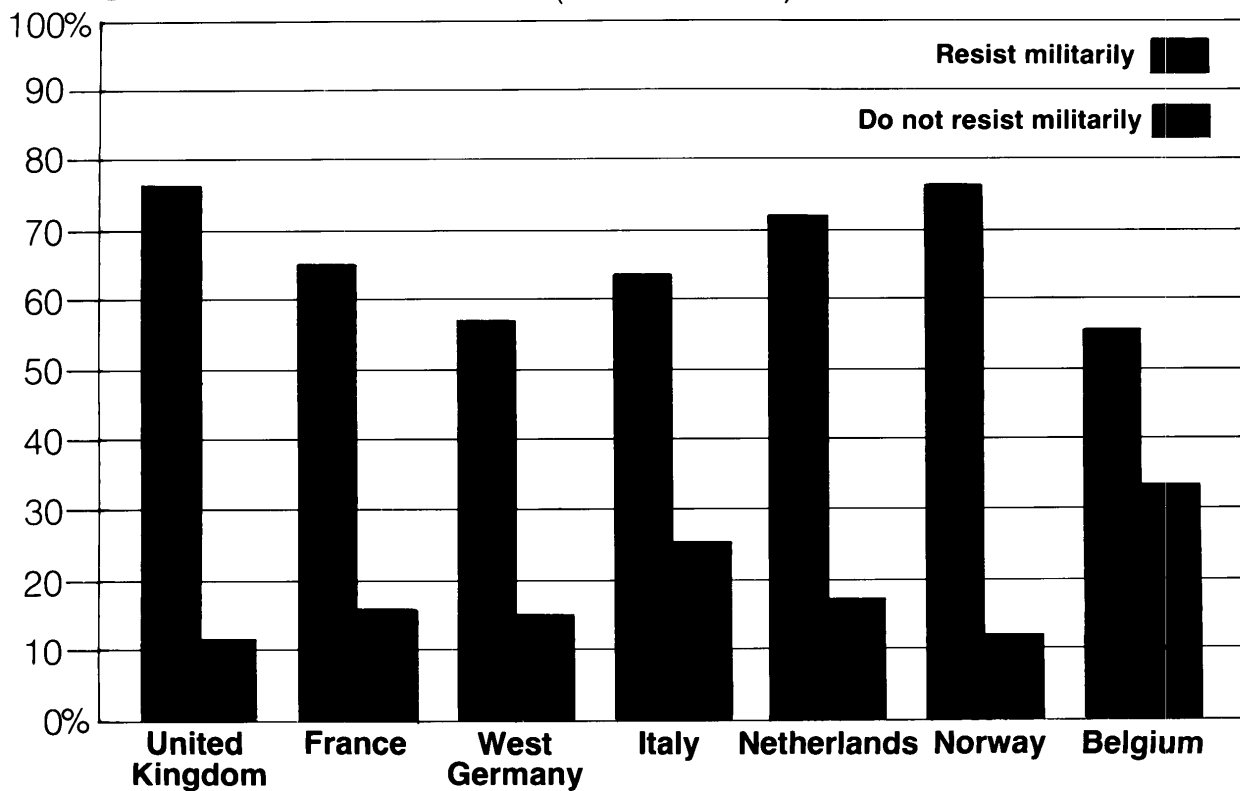
Source: USICA Research Survey

PREFERENCE FOR STAYING IN NATO VS. BECOMING A NEUTRAL COUNTRY (February, 1982)



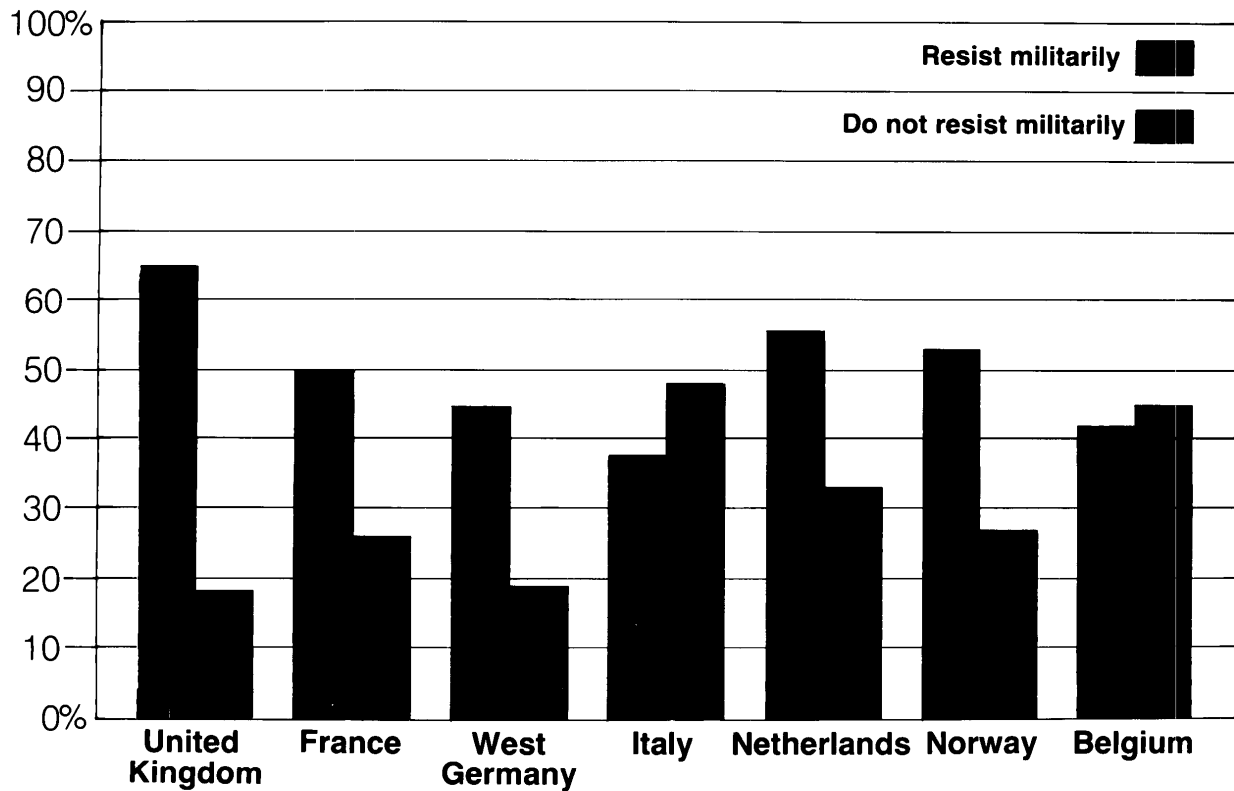
Source: USICA Research Survey

EUROPEAN RESPONSE TO SOVIET CONVENTIONAL ATTACK ON WESTERN EUROPE (October 1981)



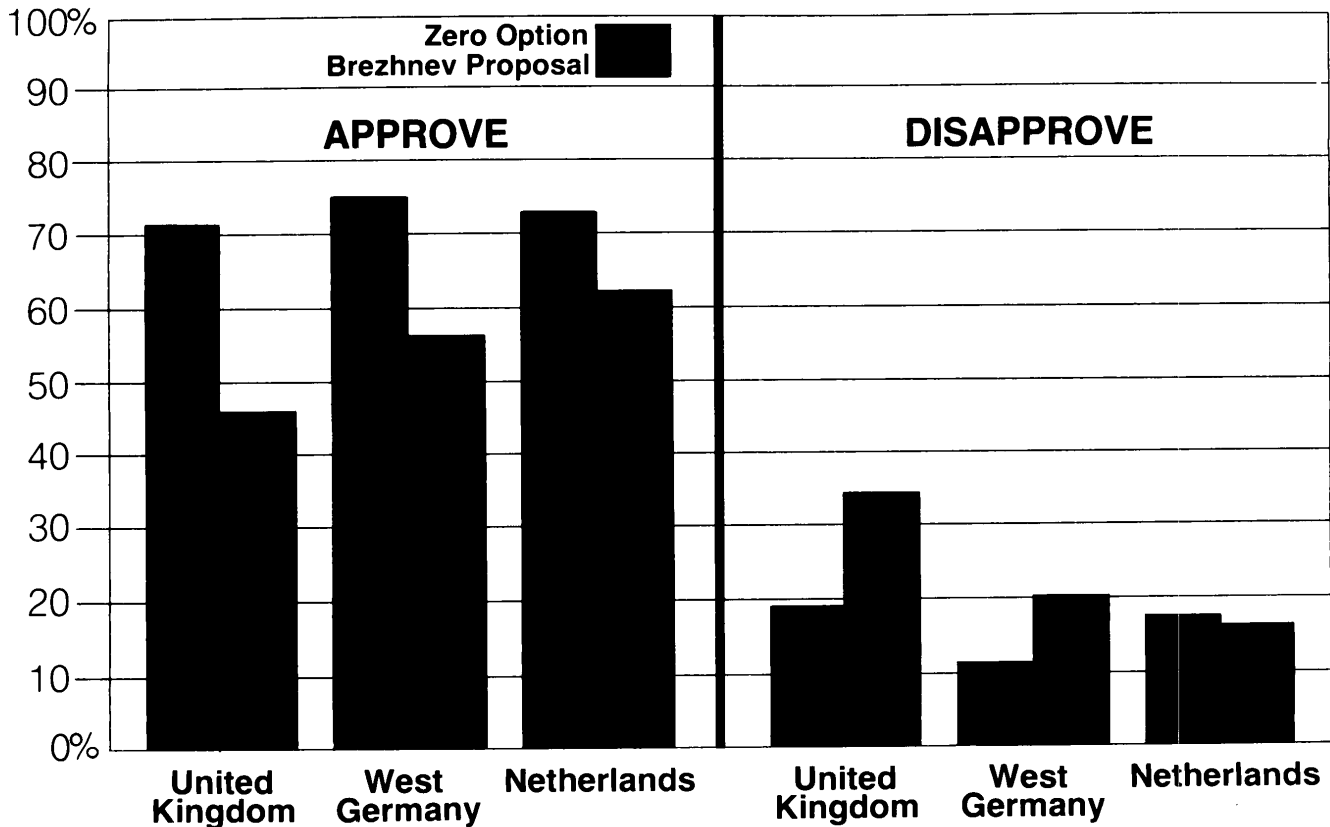
Source: USICA Research Survey

EUROPEAN RESPONSE TO SOVIET NUCLEAR ATTACK ON WESTERN EUROPE (October 1981)



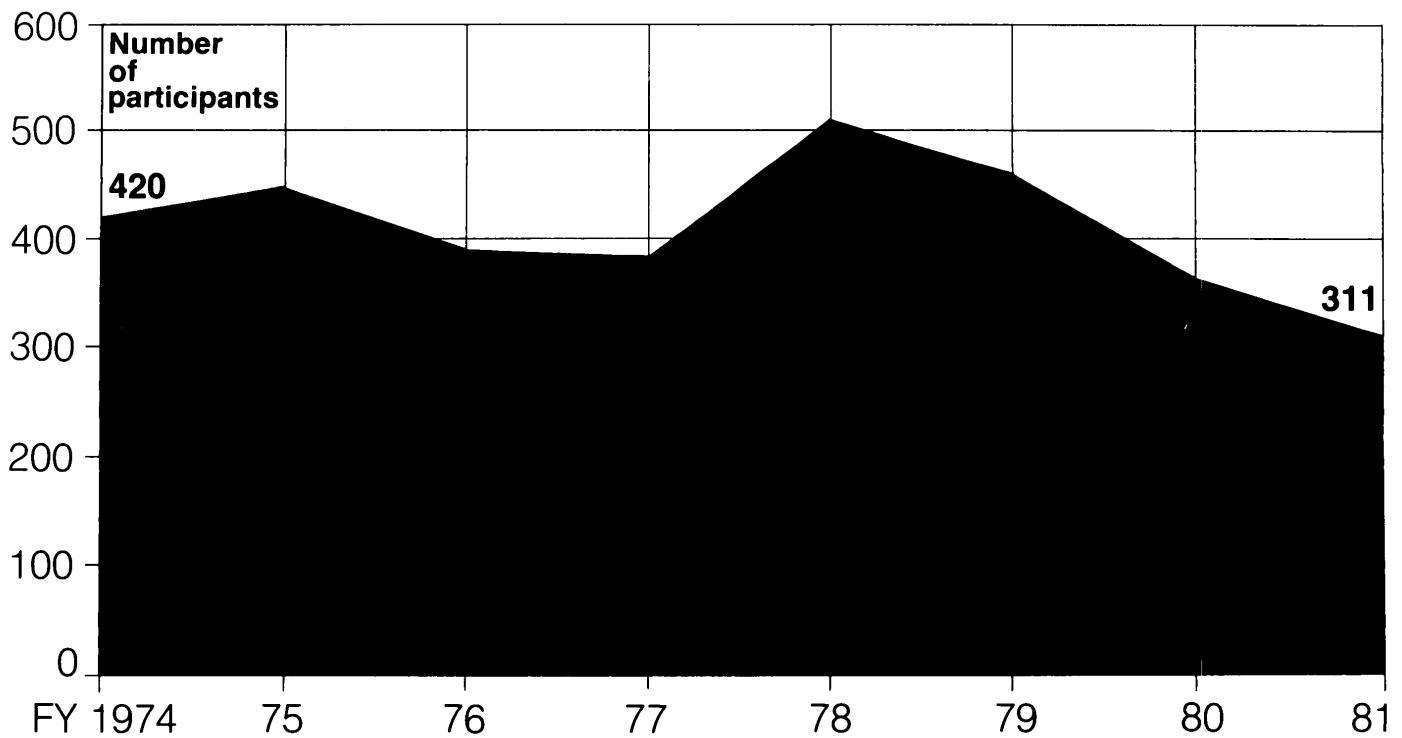
Source: USICA Research Survey

EUROPEAN REACTION TO U.S. ZERO-OPTION INITIATIVE VS. BREZHNEV INITIATIVE (December 1981)



Source: USICA Research Survey

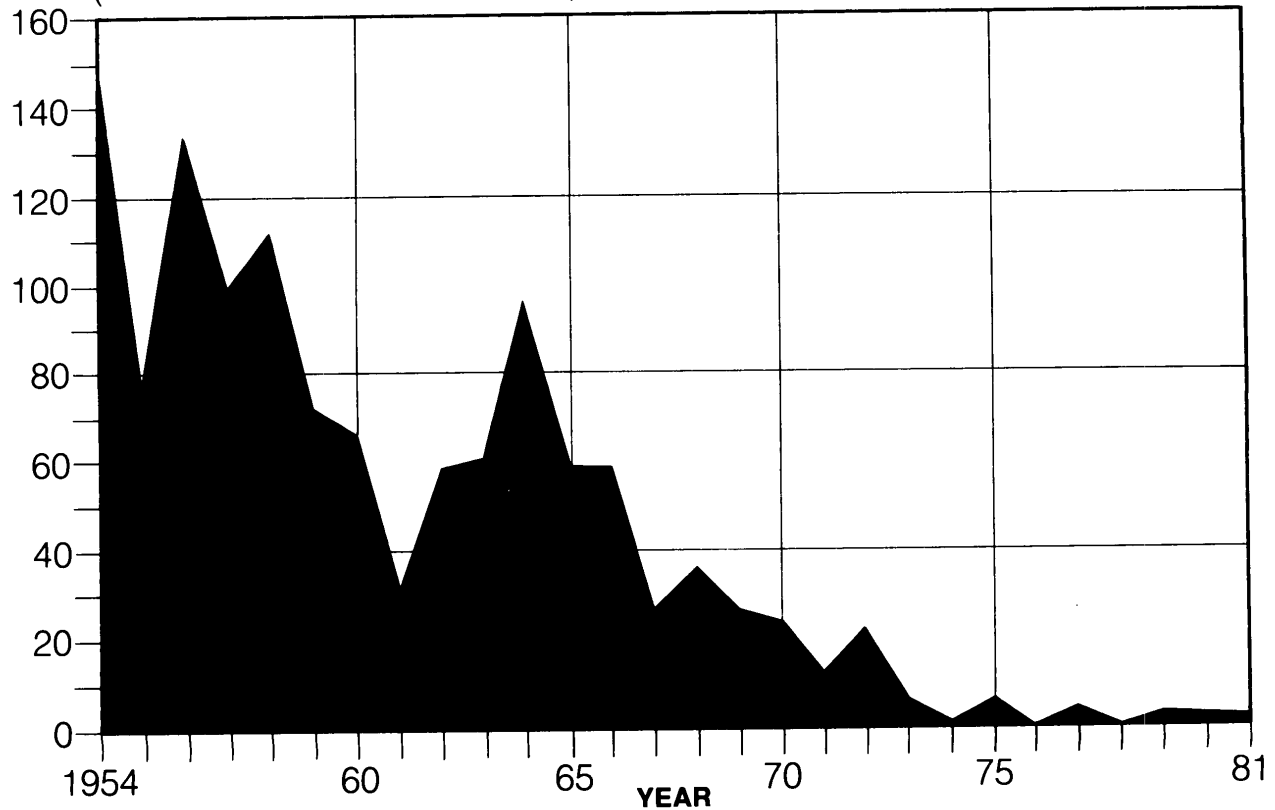
WEST EUROPEAN PARTICIPANTS IN INTERNATIONAL VISITOR PROGRAM



Source: USICA Research Survey

AGENCY SPONSORED BOOK TRANSLATIONS INTO EUROPEAN LANGUAGES

(Numbers of Titles: 1954-1981)



Source: USICA Research Survey

