

Executive Registry
82-01611



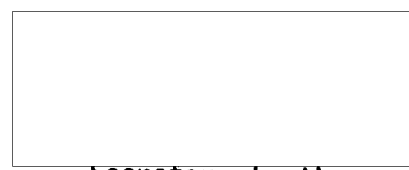
USICA

January 15, 1982

Dear



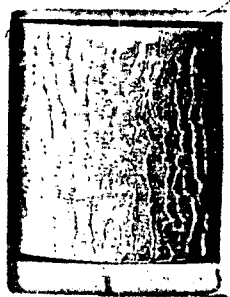
Mr. Robinson asked me to send to you the attached minutes from USICA's January 6 public relations meeting in New York.



Secretary to the
Deputy Director

International Communication Agency United States of America

State Dept. review completed.



L-265

The Public Relations Committee

Minutes of the Meeting Held in New York City
USICA Foreign Press Center
18 East 50th Street

Wednesday, January 6, 1982, 3 p.m.

Presiding: Charles Z. Wick, Director, USICA

Participants

Chester Burger - Burger and Company
Weyman B. Jones - Grumman Corporation
Stephen Stamus - Exxon
Walter Hasty - Procter and Gamble
James Bowling - Phillip Morris
George Flynn - United Technologies
R. T. Kingman - General Motors
Robert Woodrum - Honeywell
Dick Lowe - Young and Rubicam
Tom Clark - BBD&O
Len Matthews - Chairman, Advertising Committee of 4A's
Henry Rogers - Rogers and Cowan
Elias Buchwald - Burson-Marsteller
Meyer Resnick - Hill & Knowlton
Paul Haric - The Hannaford Company, NY representative
Margita White - ITT
R.E. Buchanan - J. Walter Thompson
Jim Keogh - Executive Director, Business Roundtable
Richard Holwill - Heritage Foundation
Langhorne Washburn - Vice President, Walt Disney World

FEB 12 12 17 PM '82

Mr. Wick opened the meeting by explaining the role and responsibilities of USICA in the area of public diplomacy. He then proceeded to explain his concept of a worldwide satellite rally for Poland, and he mentioned a possible interest on the part of the American television networks. He indicated that the chief weapon of the free world was the mobilization of world opinion and this particular satellite transmission could be one of the biggest shows ever put on. It would be a two-hour satellite show beamed to the world on January 31 and would be called "Light a Candle for Poland -- A Day of Solidarity for Poland." Mr. Wick said that the rapid erosion of support for the NATO Alliance had created a severe problem and that this effort would not be a propaganda effort, but would be highlighted by the

State Dept. review completed.

pluralism of the coalition that would be the sponsors, including the AFL-CIO, the Vatican, the National Council of Churches, etc. The various rallies that would be held around the world would be planned for January 30 and would be taped in advance to be combined into a satellite telecast during prime time on January 31. The producer would be Martin Pasetta.

Mr. Wick informed the Committee that the entire idea had received prior clearance from the President and Secretary Haig.

Use would be made of motion picture stars and entertaining celebrities, but the program would be done in a very tasteful and dignified manner. The President would probably open with a brief message of support to the Polish people, and the American portion of the satellite transmission would also include messages from Tip O'Neill and Howard Baker, etc. Then, Mr. Wick envisions a switch to a large Polish rally in the city of Chicago and then another switch to Frank Sinatra in California, and then possibly to a Rolling Stones appearance in front of a group of young people. Then, there would be a cut to a London rally with Margaret Thatcher delivering her brief message, with the same being done with President Mitterand in Paris. Each of the world leaders would have 1 1/2 to 2 minutes each to deliver their messages.

④ - ACTION: Mr. Wick asked the members of the PR Committee how they felt we could additionally capitalize on the enormous opportunities offered by this satellite transmission.

Mr. Hasty of Procter and Gamble said that he would like to see the President lighting a candle in the White House or simply a photograph of the lit candle in the window of the White House, as well as the Pope lighting a candle in the Vatican. He also indicated that it might be visually effective to have the people at the rallies around the world carrying lit candles. Mr. Jones suggested that the President point out the irony that this particular satellite program is being seen everywhere in the world except in Poland, behind the Iron Curtain and, of course, in the Soviet Union. Mr. Wick interjected by saying that the VOA and BBC would be broadcasting the audio portion of the program, and that there was also a possibility that Deutsche Welle would also broadcast the audio portion.

James Keogh queried as to whether we had the necessary clearance for domestic use of the program.

① - ACTION: Mr. Lowe, Mr. Buchanan and Mr. Clark were asked to suggest recommendations regarding the domestic use of this program without commercials. Mr. Lowe of Young & Rubicam suggested that there be a listing at the end of the program of

all contributors and advertisers, and that this would be one way of presenting the program without commercials. This seemed to be the preferred way.

Mr. Clark questioned whether or not we had already cleared air time with the networks and wanted to know who Pasetta was talking to. Mr. Wick responded that Pasetta was in touch with CBS, ABC and PBS and that the idea was that the entire domestic programming would be paid for by corporate contributions. There seemed to be considerable concern as to the mechanics of the financing of the program, and Mr. Wick referred the members of the committee to Mr. Holwill who was representing the Heritage Foundation, one of the members of the sponsoring coalition. Mr. Holwill informed the Committee that a 501C3 organization called "The National Center for Public Policy," was already set up within the Heritage Foundation and could be used to funnel the funds for the satellite program. The Heritage Foundation apparently had thought of using this particular Center for Public Policy to organize protests against the use of "Yellow Rain" in Afghanistan and Southeast Asia. They considered this to be a similar type mission.

Henry Rogers asked who would present the program. Mr. Wick responded that it would be presented by a broad coalition including the White House, the AFL-CIO, the Catholic church, the Jewish community, participating foundations, the representatives of the Hispanic community, the Black community and the Islamic community.

Chester Burger suggested that the name be changed to "Light a Candle for the Polish People -- A Day of Solidarity with the Polish People." Everybody seemed to think that was an excellent suggestion.

Mr. Hasty suggested that the defected Polish ambassador should be involved.

Caspar Weinberger, Jr., raised the possibility of presenting a description and example of the jamming that was occurring in Poland.

Mr. Flynn said that we should have a map of the world as graphic background with Poland blacked out.

Len Matthews wanted to know what kind of participation and cooperation we would be getting in Western Europe.

Mr. Haric from the Hannaford Company said that perhaps we could start a trend that would keep the candles burning similar to the symbolism suggested by the yellow ribbon for our hostages in Iran.

There was also a suggestion that we use foreign entertainers in the program in addition to American entertainers and personalities.

Mr. Wick said that we would overcome the foreign time differential by taping the rallies and various related events on the 30th in the U.S. and Europe and showing the assembled show on the 31st. The tentative broadcasting hour is 2 p.m. U.S. time so that Europe will have it in prime time between 7 and 9 p.m.

Mr. Stamus suggested that we should have a sponsoring organization with an international committee so that it was not just an American venture, and he further suggested that we might want to include the international labor union organizations. Mr. Jones agreed.

Mr. Hasty wanted to know if the context of the program would include laying the blame on the Soviet Union. The response by Mr. Wick was affirmative.

Cap Weinberger, Jr., raised the possibility that the Russians might lift martial law several days prior to the satellite broadcast and wondered what our game plan would be in such an eventuality. Mr. Wick responded that we would change our rally to a celebration and perhaps call it "From Solidarity to Celebration."

③ - ACTION: ^{Mr. Wick etc.} Mr. Robinson noted that the PR Committee members have contacts with world business leaders, and he asked that they submit names of these contacts that could be helpful to us overseas to Mr. Holwill by Monday, January 11.

Mr. Wick continued by mentioning the positive foreign media reaction to the President's imposition of sanctions against Poland and to the luncheon with Chancellor Schmidt.

Ms. White said that the show should have indications of large scale grassroots support to demonstrate to Western Europe, in addition to the Polish people, that in fact our program has broad-based support.

ACTION: Mr. Rogers wanted to know what the PR Committee could do.

Mr. Hasty warned that we should not get out in front too soon, although he admitted that prepublicity was necessary.

⑤ - ACTION: There was a suggestion made that each company alert their overseas subsidiaries about the event and perhaps they

could be involved in some of the overseas rallies that would be taking place.

Margita White made the observation that our American media will probably be skeptical about the entire program and that we should be prepared for this.

Mr. Flynn did not feel that we should use groups like the Rolling Stones because that would imply a lower level of appeal, but Mr. Wick responded that 50% of the population of Western Europe is under 30 years old and that this is the rationale for the use of a group such as the Rolling Stones.

Caspar Weinberger, Jr., suggested that we sharpen the focus even more and use "Messages from the People of the World to the Polish People." He felt that this would hold audience interest. He also proposed that perhaps we should invite citizens of various countries to write the messages and then have them read on the show.

ACTION: Mr. Wick questioned whether we should appeal for food to be donated to the Polish people on the show, and it was suggested that perhaps this request could pass thru the United Nations. Mr. Wick wanted to be very careful that there was no call to an uprising and that great caution would be taken in this regard.

Mr. Rogers again raised the question as to who would be the presenter and questioned the fact that the Heritage Foundation is involved. He feared that it would be seen as a vehicle for the Conservative movement.

ACTION: Then there was brief discussion about the possible change of the name of the sponsoring group from "The National Center for Public Policy," which as stated earlier is the Heritage Foundation's organization, to "The Coalition for Solidarity with the Polish People." This organization could be launched by a press conference and a press release.

② - ACTION: Mr. Bowling of Phillip Morris offered the suggestion that the Christophers might be one of the sponsoring vehicles because of their use of lighted candles as a symbol of their work. [He left the room and called Father Catoir, who is the head of the Christophers, and had him stop by the meeting.] Mr. Holwill of the Heritage Foundation is to contact Father Catoir to discuss his group's participation in solidarity in the satellite show.

One of the members of the Committee raised the question as to whether or not we should use the word "solidarity," but there was little discussion about this and no specific conclusion was reached.

ACTION: James Keogh again raised his concern about possible questions that could come from the press as to who the coalition is, and who will be the spokesperson. One member suggested that perhaps the former U.S. Ambassador to Poland, or Lane Kirkland, or possibly Ed Muskie could be the spokesperson. The use of Ed Muskie, it was pointed out, might give it a bipartisan character that would be helpful in gaining credibility.

We should also be prepared for a question from the media as to how many U.S. tax dollars are being spent on this program. Mr. Wick said that our response to such a question would be that it is an event that is being done as a private initiative and that USICA is covering it.

Mr. Stamus stressed the fact that there should be broad-based financing involving not only corporate contributions, but should include religious organizations and labor unions. Mr. Rogers also asked how we were going to get the money for this; who is raising the money for this program? These and all similar questions were referred to Mr. Holwill who indicated that he would be working out the financing plan for the program.

ACTION: The issue was brought up that there was need for a visible Black civil rights leader to participate, perhaps Benjamin Hooks or Harry Belafonte.

Mr. Kingman added that the program should be an expression of freedom, i.e., "we have freedom, and this is what it is like."

Margita White questioned who would determine editorial policy of the show. Mr. Wick answered that it would be Mr. Pasetta, but that he is very astute and will have the proper advice.

The question was raised as to what the ICA involvement would be, and Mr. Wick responded that ICA is part of the task force and would only be using its facilities to cover the event.

③ - ACTION: Mr. Kingman volunteered his assistance to organize a speaking campaign by religious leaders across the country.

② - ACTION: Committee members were requested to put in writing by Monday, January 11, a list of responsibilities they would accept in conjunction with this program.

ACTION: Mr. Bowling suggested that mini-rallies be organized across the country in various cities which would provide local media pegs.

ACTION: Jim Keogh indicated that ICA could legally produce

overseas press releases on the program through our PAO's. Mr. Wick asked for help abroad from Public Relations Committee and indicated that their representatives overseas work with our PAO's on the program. ICA will send word to every embassy, and possibly in certain countries, the American ambassador might invite local opinion leaders in to view the film.

However, ICA will not get involved in any of the rallies and will leave that to the AFL-CIO, the religious organizations, and all the members of the sponsoring coalition.

A Committee member proposed that special services in churches around the country be held to coincide with the program on that particular Sunday, January 31.

Mr. Burger discussed the Hendrick Arctowski Scientific Base at the Polish Academy of Sciences in the Antarctic. He believes that it is on Coronation Island. He was just there last week and the Polish flag was being flown at half mast. He suggested that a shot of that be included in the show.

One of the Committee members questioned why the 31st was chosen as the date, and Mr. Wick said that it was because Mr. Pasetta indicated that he could meet that deadline.

⑥ - ACTION: There was a suggestion also that all overseas participants announce their involvement with the program to their local media so that we could be getting press coverage all over the world prior to the transmission.

In regard to domestic production, it was thought that perhaps the networks would only charge for their out-of-pocket expenses and would not seek to make a profit on this program.

Bob Dylan and Abba were named as possible entertainers that would be credible.

A Committee member suggested that there be some reference to the Soviet invasion and occupation of Afghanistan, so that it would not appear that we were forgetting Afghanistan.

Mr. Wick was asked what the potential audience would be for the show, and he said that it could be the biggest show and the largest audience in history.

Another suggestion was that Muhammad Ali might be a good participant.

⑦ - ACTION: A suggestion was also made that Members of the Committee send out notices to the editors of various papers around the country to let them know about this program and the details of

the sponsoring coalition. This would give the program added advance publicity. Mr. Flynn offered to help with the Washington press corps.

① ACTION: Mr. Robinson announced that any ideas regarding the international aspects of the program should be transmitted to USICA and that any ideas regarding the domestic aspects should be sent to Mr. Richard N. Holwill at the Heritage Foundation.

ACTION: Some members felt that this venture should not be referred to as a "program," but a "presentation" and cautioned that the entertainers that are used should not have editorial freedom.

Mr. Rogers wanted to know who would be conducting the public relations for this program in the U.S. because, he indicated, it had now become "show business."

ACTION: Mr. Flynn suggested that public relations support be provided for the domestic rallies and that the Foreign Legion and the VFW chapters could be used for this purpose.

An important aspect of this program is to be sure that we reach all the communities in our country and that we have, again, something referred to earlier, "grassroots" support for the concept.

In general, the concept was well received by the group.

END OF MINUTES

Mr. Wick closed the meeting at 4:35 p.m., but many of the members stayed on to chat and discuss things for at least another 20 minutes.

Page Denied

Next 1 Page(s) In Document Denied

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DCI meeting with Gil Robinson, ICA, 8 Feb. 1982

FRI	EXTENSION	NO.
		DATE 8 Feb. 1982

TO: (Officer designation, room number, and building)	DATE		OFFICER'S INITIALS	COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)
	RECEIVED	FORWARDED		

1	EA/DCI		2/8		
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

STAT
STAT
STAT