

**International
Communication
Agency**

United States of America

Washington, D. C. 20547

Office of the Director



Executive Registry
82-0161

State Dept. review
completed.

January 18, 1982

MEMORANDUM FOR:

(Addresses are listed
in alphabetical order)

The Honorable
James A. Baker

The Honorable
William J. Casey ✓

The Honorable
William P. Clark

The Honorable
Michael K. Deaver

The Honorable
Alexander M. Haig, Jr.

The Honorable
Jeane J. Kirkpatrick

The Honorable
Edwin Meese, III

The Honorable
Caspar W. Weinberger

Charles Z. Wick

FROM:

SUBJECT:

Maintaining the Momentum of the
President's Peace Initiative

FYI, I am attaching a copy of a letter I recently sent to
Dr. George Gallup.

The letter follows up on a productive brainstorming session we
had with him here at USICA. It emphasizes the need to maintain
the momentum generated by the President's historic speech of
November 18, 1982. It also outlines a unified public affairs
approach designed to:

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- keep the U.S.S.R. in a reactive posture;
- set the agenda ourselves;
- strengthen our own position in the eyes of our allies and uncommitted countries.

I would welcome your comments.

Attachment

January 6, 1982

Dear Dr. Gallup:

Several weeks have passed since our meeting in my office, and I would like to review for you some of the actions we have taken or are working on as a result of the ideas surfaced in our discussion.

Your thoughts on maintaining the momentum of the President's initiative for European peace are a significant factor in our planning for a public and diplomatic drive to force the Soviets to address the American position, rather than vice versa. Our Policy Staff is just now completing a thorough analysis of how we can keep the U.S.S.R. in a reactive posture, set the agenda ourselves, and strengthen our own position in the eyes of our allies and uncommitted countries.

We envisage a government-wide effort to adopt a single public affairs approach based on firmness, patience, constancy, and coordination. At the same time, we recommend a search for viable actions which will not only affect public perceptions of American positions, but will also move the world toward peace and stability. We can take an aggressive and forward-looking position in the START talks should they become possible; we can provide visible measures of food and humanitarian aid to the Polish people under certain conditions; we can initiate talks on other forms of arms reduction such as chemical and biological warfare or anti-satellite weaponry; make new proposals for resumption of MBFR talks or for increased confidence building measures in the CSCE context; and we can continue to hold up for public condemnation the many examples of Soviet misbehavior.

Mr. George Gallup
Gallup Organization
53 Bank Street
Princeton, N.J. 08540

This is obviously only a brief outline of what we hope to propose for the Administration's consideration. In addition, we are working with the State Department to develop a publication on the history of American peace proposals in the years since World War II, and we have taken steps to ensure that the Voice of America and other Agency media restructure the political lexicon to our advantage. We developed an intensive series of public affairs fora, especially in Europe, for Administration spokesmen and reinforce the President's genuine search for peace.

We find that as the Agency and, indeed, the whole foreign affairs community focus more clearly on the advocacy of American positions and the concomitant need to identify Soviet transgressions, both the effect and effectiveness of our work increase. I have related to the President and several key Administration advisers your incisive response to my question, "Why do you think the Russians are beating us in the war of ideas when we are really the good guys?"

You answered that the Russians keep talking about peace and calling us warmongers while we only talk about missile and warhead counts. We have made the mistake of assuming that everybody knows we want peace. We cannot continue to make that assumption. The cornerstone of the Soviet PR victory lies in our own failure to place U.S. discussions of the strategic balance of power in the context of peace.

I am encouraging the Administration to consider the importance of your observations. I hope that in the near future we will be able to show you even more examples of how we have vigorously followed up on the ideas discussed with you in November.

My associates join me in thanking you for sharing with us your compelling vision for a stronger America and a better and more peaceful world.

Sincerely,

Charles Z. Wick