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OEXA 82-2067  
26 August 1982

MEMORANDUM FOR: Constantine C. Menges  
National Intelligence Officer for Latin America

FROM:

[Redacted]

STAT

Director, Office of External Affairs

SUBJECT: Interagency Steering Group on Public Affairs

REFERENCE: Your Memo of 5 August 1982, Same Subject (DDI 6419/82)

Dear Constantine:

Thank you for the comprehensive resume concerning the Interagency Steering Group on Public Affairs vis-a-vis Central America. I would greatly appreciate it if you would let me know far enough in advance of the next meeting so that I may plan on attending. In this regard, would you or your secretary please call [Redacted] and give her the time and place. Perhaps we can drive down together.

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[Redacted]

Distribution:

- Orig - Addressee
- 1 - D/OEXA Subj (w/basic)
- 1 - DD/OEXA (w/o/basic)
- 1 - OEXA Subject (w/basic)
- 1 - OEXA Chron (w/o/basic)
- D/OEXA:JWD:jms (26 Aug 82)

State Dept. review completed

DDI-6419-82  
5 August 1982MEMORANDUM FOR: 

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Director, Office of External Affairs

FROM : National Intelligence Officer for Latin America

SUBJECT : Background Information on the Interagency Steering  
Group on Public Affairs

1. Per your request, the following provides some background information on the Interagency Steering Group on Public Affairs.

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2. On 26 February 1982 the Public Affairs Strategy Group   decided to establish the special steering group under the chairmanship of John Bushnell. The group includes representatives from a number of State Department offices (including Public Affairs), the NSC, DOD/ISA, JCS, ICA, AID, CIA/DDO, and CIA/NIO/LA. Representatives from your office also have attended a couple sessions. The group has met approximately twice a month since its inception

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3. The primary purpose of the group has been to pursue a more active communications policy on Central American issues vis-a-vis the American public, Congress (particularly with regard to the Caribbean Basin Initiative), and foreign opinion leaders (especially in Western Europe). The attached agendas from the initial and most recent sessions provide some flavor of the specific activities the group has undertaken. Some of the major projects include:

- Creation of a Central America Information Task Force (see attached memo)
- Development of a multi-agency speakers bureau and the preparation of an extensive briefing package
- Publication of several State Department "GISTS" on Central American issues as well as other more informal talking papers.

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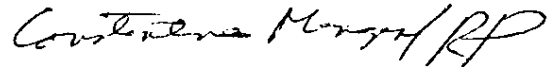
4. CIA has contributed biographic material on Salvadoran and Nicaraguan leaders and an OGI study on the repression of the Miskito indians in eastern Nicaragua which INR is reissuing as an unclassified State Department report.

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5. With the naming of John Bushnell as Ambassador to Argentina, Steven Bosworth has taken over the chair. Recent efforts have focused on getting the CBI through Congress and Salvadoran certification.



Constantine C. Menges

*Constantine Meng*



DEPARTMENT OF STATE

Washington, D.C. 20530



March 10, 1982

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MEMORANDUM FOR: Members of Interagency Steering Group:  
Central American Public Issues

FROM: John Bushnell  
Chairman *[Signature]*

SUBJECT: Meeting on March 12

I would like to call our second meeting for Friday, March 12 in Room 6909 at Main State, 3:00 PM.

Attached is an agenda for that meeting. We will also be distributing a number of materials which will serve as a basis for discussion, including (a) a new GIST on "Salvadoran Elections", (b) a report on recent activities, (c) Dr. Ikle's testimony of December 15, 1981, (d) DOD's "Significant Points Regarding Latin America" and (e) Statements by the Senate and House Select Intelligence Committee Chairmen on El Salvador.

We will also be distributing for discussion at the meeting a draft of a concise statement of US strategic interests in the Caribbean.

Attachment:  
As Stated.

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GDS 3/10/88

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Interagency Steering Group:  
Central American Public Issues

AGENDA

Meeting at 3:00 p.m., March 12

Room 6909 -- Main State

A. Report on and Coordination of Activities

1. Salvadoran contracting of media assistance (ICA/USCA3/Bushnell)
2. ICA reenforcement of post (ICA)
3. National Security presentations (DOD)
4. Nicaragua briefings (CIA, DIA, Bushnell)
5. Elections GIST  
(Use in Europe - EUR/ICA)
6. Bios on guerrilla leaders (INR/CIA)  
(Improvement and use)

B. Central American Strategy:

A key question is how to engage the American public. At present, the agenda and framework for public debate is primarily a humanitarian and human rights framework. Yet policy is driven by a strategic national interests framework. How do we change this basic agenda and engage a broader public?

- C. GIST on National Security Interests in the Caribbean and Central America (draft to be circulated at meeting for comment March 15)

D. Creation of multi-agency speakers bureau

(How to coordinate speaker requests among agencies?)

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Interagency Steering Group

Central American Issues

Meeting Monday July 12

3:00 PM

Room 6909 Main State

ILLEGIB

AGENDA

I. Future Strategy

1. Certification on El Salvador
2. CBI-Update & PA Outreach Effort
  - A. Review of Projects Underway
    - a. Direct Line Interviews
    - b. CBI Coalition
    - c. Continued media effort
3. Guatemala Policy
4. Future of Task Force

II. Coordination

- A. Status of Gists (Bosworth)
- B. Congressional Handouts
- C. Military Prospects Paper (DOD)
- D. Paper on Miskito repression.

Papers for Distribution

Gist on El Salvador - June '82

Selected Congressional Handouts



INFORMATION MEMORANDUM

FILE COPY

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S/S

TO: The Secretary

THRU: P - Mr. Eagleburger

FROM: ARA - Steve Bosworth, Acting

SUBJECT: Initial Report of Central America Information Task Force

Summary: The Task Force on Central American Information has established both State Department and Inter-Agency groups to improve coordination and to expand the quantity and quality of resources available. Medium term strategies are being prepared to include key events affecting the media coverage. The Task Force has immediately become operational in increasing favorable placements and resolving pending problems of resources available to assist the press while working on the quality and quantity of materials. The lack of personnel already familiar with Central America will slow the work of the Task Force somewhat.

OUTPUT. The Task Force has been involved in the following:

- With ICA, strengthening of Salvadoran media handling through contracting an American public relations firm; Venezuelans are helping; contract expected week of March 8.
- With ICA, strengthening ability of US Embassy in El Salvador to handle visiting foreign press; TDY personnel arriving week of March 8.
- Intelligence briefing for press on Nicaragua.
- Promoting stories on two Salvadoran guerrillas captured during kidnap attempt in Costa Rica, exposes Nicaraguan training and logistic role.
- With Defense, developing more explicit statement on US security interests in Central America.
- Preparation of GIST on Salvadoran elections; issued March 8.

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GDS 3/8/88

- Publicity on devastation of Miskito Indians by Nicaraguan Government; presentation to OAS; placement of story in media.
- Prepared unclassified material comparing Ungo's non-violent statement on elections during US TV interview with simultaneous guerrilla broadcasts threatening to mine roads to disrupt the elections; sent to overseas posts, making available to US media.
- Preparation for media coverage of US election observer mission to El Salvador; upgrade to Presidential mission; possible Presidential involvement in dispatch.
- Coordination to assure dispatch to Europe within a few days of officials able to deal with Central American issues.
- Preparation of article for Baltimore Sun on our Salvador policy.
- Coordination of speakers for such opportunities as Inter-American Press Association, various TV shows; meetings of editors; medium-term plan will be completed week of March 8.

UPCOMING OUTPUT

- Release of unclassified bios on key Salvadoran guerrilla leaders.
- Preparation of high quality basic speeches on Central America and CBI for use by government speakers throughout country.
- Review and quality upgrade on standard Q&A's; preparation of special Q&A's for use in Europe.
- Establishment of speakers Bureau drawing on several agencies.
- Establishment of one person in State/PA charged to coordinate provision of material to press and to handle presentation to press on its errors.



-- Direct contact with newspapers where there are serious errors of fact in Central American stories (first case on Post begun March 5).

-- Issue GIST presenting our national security interests in Central America by March 15.

Key Related Accomplishments

-- Statements on Nicaraguan intelligence by Boland and Goldwater.

-- Your release of story on Nicaraguan captured in El Salvador.

ORGANIZATION.

During its initial 10 days the Task Force has been recruiting personnel and establishing structure, four officers are on-board; the first secretary reported March 6. The first inter-agency meeting has been held (membership Tab A); a State coordination group has held two meetings and prepared an initial inventory of ideas (Tab B); subgroups have been organized; the Management Committee at the White House has reviewed the problem and committed support from all agencies including the White House itself.

Key Problem Areas

-- While additional senior and junior staff have been assigned on Central America, these people do not have recent experience with the problems and time will be necessary for them to learn issues before output reaches high levels.

-- Preparation of a medium term game plan for El Salvador information activities is complicated until the election clarifies more precisely the nature of the government; in this period support for the elections and making the true nature of the guerrillas more visible are key themes..

CBI. The Task Force also coordinates activities on the CBI (Tab C).

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Drafter:ARA:JABushnell:tr  
3/8/82:x24754

INTERAGENCY STEERING GROUP: CENTRAL AMERICAN PUBLIC ISSUES

March 3, 1982 - 4:00 P.M.

Chairman: John BushnellParticipants

NSC	-	Roger Fontaine	
CIA	-	<div style="border: 1px solid black; width: 200px; height: 40px;"></div>	25X1
JCS	-	Brig. Gen. Andrew Cooley Lt. Col. Noel Widdifield	
DIA	-	<div style="border: 1px solid black; width: 200px; height: 40px;"></div>	25X1
DOD	-	Bing West or Nestor Sanchez	
OVP	-	Philip Hughes	
ICA	-	Gifford Malone Steve Dachi	
AID	-	Rich Miller Otto Reich	
State	-	John Bushnell (ARA) Mark Palmer (P) Robert Perito (D) Phillip Stoddard (INR) Jon Glassman (S/P) Ron Godard (C) Richard Wyrrough (ARA/CEN) Ray Steitz (PA)	

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The following suggestions are taken from the memoranda submitted subsequent to our meeting on February 26. These ideas and others will be the basis for discussion at our March 4 meeting at 4:00 PM (Room 6906).

Strategy

-- Use events as pegs for our public diplomacy strategy March 28 elections, high-level visits (e.g. by McPherson to publicize land reform, by labor leaders or Secretary Donovan to focus attention on the AIFLD program and by Latin American democratic leaders before elections.)

-- Get our message out to a wide variety of target audiences (universities, foreign affairs groups, labor and church groups, journalists, and electronic media) through mailings and speeches.

-- Avoid obviously slanted, one-sided presentations. Present facts, recognizing that excesses are committed by both sides. Preserve our credibility.

-- We should move cautiously realizing that we are in this for the long haul. If uncommitted or unformed opinion is stirred too suddenly it could turn on us with the perception that El Salvador is going to be another Vietnam debacle.

Themes

-- Closely coordinate strategy with the CBI, a constructive policy worth emphasizing when discussing Central America.

-- Make the case that we are supporting a moderate, reformist government; it is not the traditional right-wing dictatorship fighting a reformist insurgency. We support the "good guys."

-- Exploit the potential refugee problem. (Almost all the world's refugees are fleeing communist systems or revolutions. Cite the possibilities of refugee influx into the US.)

-- Stress continuity between the policy of this Administration and that of the Carter Administration to encourage bipartisan support.

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-- Compare El Salvador to Poland. e.g. GOES will hold elections, not possible in Poland, El Salvador has a free trade union movement, effort to start one in Poland provoked repression, etc.

Note: The various memoranda suggested numerous other themes. These are only a sample.

USG Internal Action

I. Speakers

-- Senior officials should be prepared to speak out in support of the policy.

a) V.P., cabinet members and other senior officials instructed by the White House to insert this subject in their appearances.

b) Briefing and materials for all Department principals, Assistant and Deputy Assistant Secretaries on how to handle the subject in public.

c) All PA speakers or other Department officers with speaking engagements should have material on subject.

-- More speakers at various levels of seniority and expertise.

-- Concentrate several senior officers (e.g. Eagleburger, Abrams, Enders, Holmes) on presentations to editorial boards.

-- Stable of senior credible people for speeches for regional media.

-- Within State, 15-70 senior people should be given special preparation.

-- 100 other officers should be trained to speak on these issues, not to be confined to ARA.

-- Need a cadre of ambassadorial-level speakers with Latin American expertise. Bring back Hinton, Negroponte and Quainton for 2-3 days travel in the U.S.

-- For near-term, concentrate our high-level speakers on media appearances and interviews in Washington, also program them for major meetings of media executives this Spring.

-- Speech by the President or the Secretary on democracy in Central America.

## II. Information

-- State mechanism for review of intelligence for possible sanitation and public exploitation.

-- Sanitize and declassify biographies of Marxist-Leninist Salvadoran guerilla leadership, reiterate that they not moderates are the real leaders.

-- Sanitize and declassify selected intelligence to document the flow of arms through Nicaragua.

-- Prepare factual rebuttals of main elements of opposition line.

## III. Organization

-- Organize production of material and data on three general areas:

- a) Good works of Costa Rica, Honduras and El Salvador
- b) Policies of USSR, Cuba and Nicaragua and actions and beliefs of guerillas
- c) Objectives and Achievements of U.S. policy

-- Production managers of each area to coordinate interagency input.

-- Set-up subgroups for dissemination of material for

- a) Congress
- b) Media
- c) Private groups

-- Name a small steering group to develop policy initiatives and implementation strategies to take the offensive publicly.

-- Have an Interagency Group (IG) meeting weekly to sustain momentum of effort.

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#### IV. Other

- White House gathering of conservative groups to mobilize their support.
- Mobilize sympathetic non-governmental organizations to support our policy.
- Invite outspoken critics of the policy (e.g. Ed Asner) for a briefing. It will not convert them, but it may take the edge off their opposition.
- Letter to managing editors, station managers and network news vice presidents on Salvadoran guerilla image campaign.
- PA meeting with conservative media to encourage right wing support, give them our material on the communist disinformation campaign.

#### USG External Action

- Get European leaders to applaud new democracy in El Salvador at March 29th meeting in Brussels.
- Call the media and encourage them to cover the next Central American Democratic Community meeting.
- Put reporters in contact with peasant organizations in the UDP which represent hundreds of thousands of people.
- Publicize some of Honduran government successes in interdicting arms deliveries. Find a truck driver involved in the traffic who is willing to go public on traffic from Nicaragua to El Salvador.
- As we develop material, crank up our PAO's to place it in the media; periodic themes cables for PAO's and regional meetings to brief them.

#### Salvadoran Government Action

- GOES must be pressured to clean up its act.
- To diffuse the issue of GOES refusal to negotiate, after the elections, have group from the Constituent Assembly begin long-term negotiations.

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-- Reinforce and improve the GOES public affairs efforts.

-- Get the GOES to hire a professional U.S. public relations firm.

-- Get Salvadoran intelligence to provide public information, e.g. captured guerillas who are prepared to go public about the arms flow.



Key CBI Activities

- Congressional consultations proceeding with various Departments contacting their specific committees; State (Powell Moore) taking the lead in coordinating strategy on the Hill.
- Meeting with Chief Executive Officers planned for March 24 (President to open the session; Haig and Brock to brief -- also Baldrige) at White House (60-70 CEO's).
- Meeting with 25-30 prominent religious leaders planned for March 17 (Haig and Brock to brief) at White House.
- Legislation to be presented to Congressional leadership by President at the White House on March 10.
- Close consultations with labor leaders (including Kirkland -- Brock, Enders meeting) to satisfy their concerns about the CBI.
- Briefing on the CBI to be included in program for Hispanics to be held at Department March 29.
- Black Caucus leaders have been sounded out, initially favorable reception for CBI; Caribbean contacts will encourage support.
- NSC is contacting intellectuals, especially academics to encourage support, especially articles.
- Commerce planning to establish Caribbean Information Center.