

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

WHORM Subject File Code: FO006-12
(Economic Summit, Italy, Venice, 06/09/1988-06/10/1988)
Case File Number(s): 492803-494799

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library inventories visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>



U.S. National Archives & Records Administration

Current Status Details for CTRH RECID: 494473 MAIN SUBCODE: F0006-12

Current Status	Not in File
User Name	dbarrie
Status Date	2020-04-02
Case Number	F16-011
Notes	

[Change Status](#)

[Close Window](#)

Review Status History

No.	Status	Date	User	Case Number	Notes
1	Not in File	2020-04-02	dbarrie	F16-011	

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

FO006-12

INCOMING

DATE RECEIVED: JUNE 22, 1987

NAME OF CORRESPONDENT: THE HONORABLE CHARLES Z. WICK

SUBJECT: ENCLOSES THE UNITED STATES INFORMATION
AGENCY'S PUBLIC DIPLOMACY PROGRAM FOR THE
PRESIDENT'S TRIP TO EUROPE AND THE 1987
VENICE ECONOMIC SUMMIT

ROUTE TO: OFFICE/AGENCY (STAFF NAME)	ACTION		DISPOSITION	
	ACT CODE	DATE YY/MM/DD	TYPE RESP	C COMPLETED D YY/MM/DD
RONALD GEISLER	ORG	87/06/22		C-87106/23
<i>NSCARL</i> REFERRAL NOTE: _____	A	87/06/22		1/1
REFERRAL NOTE: _____				
REFERRAL NOTE: _____				
REFERRAL NOTE: _____				
REFERRAL NOTE: _____				

COMMENTS: *For appropriate handling.*

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL, CODES: _____

MI MAIL USER CODES: (A) _____ (B) _____ (C) _____

- *****
- | | | | |
|--------------------------|----------------------|----------------------|---|
| *ACTION CODES: | *DISPOSITION | *OUTGOING | * |
| * | * | *CORRESPONDENCE: | * |
| *A-APPROPRIATE ACTION | *A-ANSWERED | *TYPE RESP=INITIALS | * |
| *C-COMMENT/RECOM | *B-NON-SPEC-REFERRAL | * OF SIGNER | * |
| *D-DRAFT RESPONSE | *C-COMPLETED | * CODE = A | * |
| *F-FURNISH FACT SHEET | *S-SUSPENDED | *COMPLETED = DATE OF | * |
| *I-INFO COPY/NO ACT NEC* | | * OUTGOING | * |
| *R-DIRECT REPLY W/COPY * | | | * |
| *S-FOR-SIGNATURE * | | | * |
| *X-INTERIM REPLY * | | | * |
- *****

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT-2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director

494781



USIA

June 19, 1987

R. Kissler

Dear Mr. President:

My sincere congratulations on your very successful trip to Europe and to the Venice Economic Summit.

USIA is proud to have provided the public diplomacy support to your seventh economic summit, which is detailed in the enclosed report. Through VOA, WORLDNET, Press and Program support activities, USIA officers were able to bring to important world audiences the concerns of a Presidency clearly committed to a lasting world peace. We will continue to support you in these important goals.

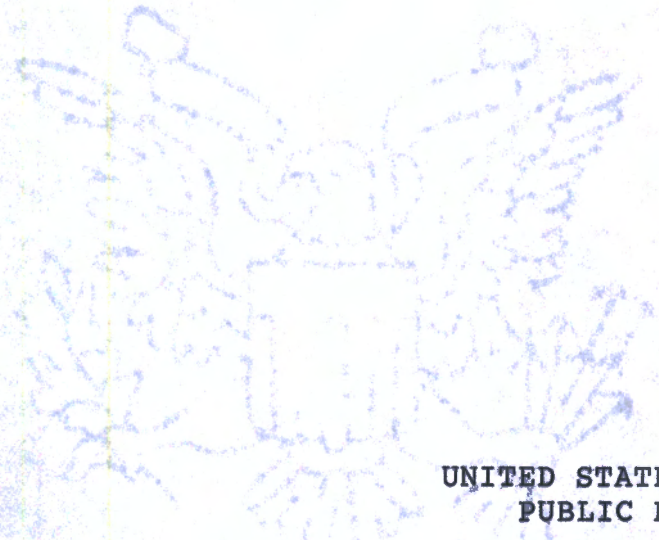
With my best regards.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles Z. Wick".

Charles Z. Wick
Director

JUN 21 6 17 PM '87



UNITED STATES INFORMATION AGENCY
PUBLIC DIPLOMACY PROGRAM
for the
PRESIDENT'S TRIP TO EUROPE AND THE
1987 VENICE ECONOMIC SUMMIT

1987

UNITED STATES INFORMATION AGENCY
PUBLIC DIPLOMACY PROGRAM
for the
PRESIDENT'S TRIP TO EUROPE AND THE
1987 VENICE ECONOMIC SUMMIT

EXECUTIVE SUMMARY	TAB 1
EUROPEAN AREA OFFICE	TAB 2
TELEVISION	TAB 3
VOICE OF AMERICA	TAB 4
BUREAU OF PROGRAMS	TAB 5
Policy Guidance	
Foreign Media Reaction	
Wireless File	
Publications	
Foreign Press Center	
OFFICE OF RESEARCH	TAB 6

PUBLIC DIPLOMACY SUPPORT
BY THE UNITED STATES INFORMATION AGENCY
FOR THE PRESIDENT'S TRIP TO EUROPE
AND THE VENICE ECONOMIC SUMMIT

EXECUTIVE SUMMARY

Close coordination between USIA, the White House and the National Security Council enabled the Agency to provide comprehensive public diplomacy support to President Reagan's trip to Europe and his seventh economic summit in Venice, Italy. USIA organized a public affairs program aimed at building public support for the President among key foreign audiences and achieving a positive climate of opinion toward the US and the objectives of its government.

While the key issues of the Summit were not new, they had been made more complex by pressures within the US-USSR-Western Europe-Japan relationship; by concern over American commitment to deterrence; by trade and financial tensions; and by recent events in the U.S. USIA recognized the major public diplomacy challenges facing the President on this European trip. Recent public opinion polls, media trends and assessments by USIA public affairs officers all pointed to a foreign public's serious concerns about US leadership in a range of security, political and economic issues.

The key Agency offices involved in USIA's information and media program were the European Area Office, The Television Service, the Voice of America, the Bureau of Programs and the Office of Research. In Venice, USIA Director Wick personally supervised the public diplomacy work of Agency officers drawn from nearby USIS Posts and from Washington.

USIA programs were designed to have a cumulative effect on public opinion, building from sub-Cabinet level participation in Wireless File interviews and by-liners, television and Foreign Press Center briefings to Cabinet officer WORLDNET interactives and foreign press briefings immediately before and through the President. Additional USIA activities included economic journalists tours and briefings on Summit issues; pamphlets, speaker and media programs on the 40th Anniversary of the Marshall Plan; speaker tours to Summit nations to explain US policy positions; and special VOA and Wireless File features on the Summit and issues of concern to Summit audiences.

EUROPEAN AREA OFFICE

The European Area Office worked closely in the field with a succession of White House advance teams and in Washington with the Interagency Public Diplomacy Working Group. Area Office personnel staffed the White House and San Giorgio Press Centers in Venice and facilitated the logistical arrangements for the US press covering the Summit.

Weeks before the Western leaders gathered in Italy, Area representatives were preparing for the staff and policy support that would be needed to ensure the success of this Summit. These efforts included:

- Attendance at inter-agency meetings to plan public diplomacy programming prior to and during the Summit that would help create a climate favorable to US interests.
- Production of detailed policy papers for USIA Director Wick to enable him to thoroughly brief the President and other principals on Agency-related issues.
- Assignment of Area officers to specific duties in Venice to provide the staff support required to conduct a successful press operation.

These efforts yielded significant results:

- A series of three pre-Summit WORLDNET appearances by US Trade Representative Yeutter, Secretary of State Shultz and Secretary of the Treasury Baker. These programs were very well-received by a variety of audiences throughout Europe and were extremely successful in orienting European journalists and opinion-makers to the agenda that the US would bring to the Venice discussions.
- Twenty-seven European Area Officers standing temporary duty in Venice enabled USIA to offer both US and foreign journalists the full array of facilitative services at two separate press centers established for their use. USIS staff also served as pool press escorts and press site offers at all official events, as liaison officers with the White House spokesman and as logistical staff for the White House press corps.
- The Area Director, travelling with Director Wick, provided quick and reliable on-site advice on public diplomacy issues and solutions to logistical problems.

-- Extensive staff support for the visit of First Lady Nancy Reagan to Sweden, which coincided with the dates of the Economic Summit.

TELEVISION

USIA's global television service, WORLDNET, scheduled a series of special satellite feeds, pre-Summit WORLDNET dialogues and "America Today" Summit-related stories. Millions of people around the world heard first-hand the comments of President Reagan and his senior Administration officials. A WORLDNET field team of 15 reporters, producers and technicians were stationed in Venice to cover the story as it unfolded.

"America Today," WORLDNET's news program beamed daily news stories to some 5 million viewers across Europe. "America Today" carried exclusive interviews with five senior Administration officials over the course of the Summit and filed almost daily broadcasts of backgrounders on economic, military, terrorism and political issues; reviews of past economic summits; discussions of Summit nations and their various domestic concerns; and a piece on press coverage of the Summit. WORLDNET interrupted its regular programming to carry President Reagan's June 5 speech to Europe (a WORLDNET exclusive), his June 11 press conference and his June 12 speech from Berlin.

In the course of the Summit, some 28 stories were broadcast on "America Today" program, with additional pieces prepared for the Latin American "Newsfile" service which is distributed to television stations throughout the hemisphere.

To date, WORLDNET coverage includes:

Special Satellite Feeds:

- June 5: The President's speech to Europe. Broadcast in full to Europe. (Special newsspot produced for WORLDNET's Latin American service.)
- June 11: The President's Post-Summit press conference. Broadcast in full to Europe. (Special newsspot prepared for Latin American service.)
- June 12: The President's post-Summit speech. Broadcast in full to Europe. (Special newsspot prepared for Latin American service.)

Pre-Summit WORLDNET dialogues:

Top-ranking European and Asian journalists participated in the following live interviews:

- May 29: Ambassador Clayton Yeutter, US Trade Representative. Interactive Posts were Rome, Tokyo, Bonn, London, Paris, Toronto and Brussels.
- June 2: George Shultz, Secretary of State. Interactive Posts were Berlin, London, Paris, Ottawa and Tokyo.
- June 3: James Baker, Secretary of the Treasury. Interactive Posts were London, Bonn, Paris, Montreal, Brussels and Tokyo.

Summit Interviews:

- June 8: National Security Advisor Frank Carlucci
- June 9: Treasury Secretary James Baker
- June 10: White House Chief of Staff Howard Baker
- June 11: Assistant Secretary of State Rozanne Ridgeway
- June 12: US Ambassador to Italy Maxwell Rabb

Followup programs:

- June 23: Ambassador Clayton Yeutter interactive with Manila, Bangkok, Seoul, Hong kong, Singapore, Jakarta. Topic: Trade Issues & Report on the Venice Summit.

Press Coverage of these WORLDNET activities spanned the globe. President Reagan's June 5 speech received front-page headlines throughout the Italian press and extensive coverage in Britain's The Guardian, Daily Telegraph, Financial Times and Independent. Holland's mass circulation daily De Telegraph covered the speech the following day. Further afield, Turkish national television carried the story as the second item in its prime-time evening news, while Kuwaiti television ran portions of the speech that dealt with arms reduction.

Top Italian papers carried coverage of Ambassador Yeutter's May 29 WORLDNET. In Japan, TBS evening news carried a five-minute story on the broadcast for its audience of 5 million views and the leading paper, Yomiuri Shimbun (circulation 4.8 million) ran a story based on the program. France's Antenne 2 ran excerpts from Ambassador Yeutter's remarks and in Canada, the Toronto Star (circulation 517,000) carried a major story on the WORLDNET.

Secretary Shultz' June 2 WORLDNET dialogue drew extensive coverage in Berlin with a major piece on Sender Freies Berlin's evening news program "Abendschau" and press stories in Der Tagespiegel and the Berliner Zeitung. Indian national television ran excerpts in both English and Hindi to an estimated 35 million viewers. In Japan, Tokyo's TV 12, TBS and the national network NHK all ran stories based on the Shultz interactive, while the top-ranked Tokyo Shimbun (circulation 1.4 million) carried 12 column inches on the program. The Singapore Broadcasting Corporation carried a 30-second excerpt in prime-time for some 600,000 viewers and the leading Italian dailies Corriere della Serra (circulation 510,000) and Il Messagero (circulation 270,000) covered the broadcast with lengthy stories. In the United Kingdom the Secretary's WORLDNET was covered by The Times, The Guardian, the Daily Telegraph and The Independent.

Treasury Secretary James Baker's June 3 WORLDNET appearance drew extensive press attention in Canada, where Mr. Baker's remarks elicited articles in Montreal's La Presse (188,000), Le Journal de Montreal (309,000), Le Devoir (30,000) and in Toronto's Globe and Mail (317,000) and Toronto Star (517,000). Similarly widespread coverage appeared in France, where Agence France Press, Le Matin, Liberation and La Tribune all covered the program. Japanese NHK television carried 5 minutes of the interview for an estimated audience of 15.5 million; while further coverage appeared in Holland's De Telegraph, and Britain's The Times, The Financial Times, the Daily Telegraph and the Independent.

VOICE OF AMERICA

VOA coverage of the Summit generated approximately 65 reports, beamed worldwide to an estimated 135 million audience. The Voice's White House correspondent travelled with the President to provide continuous coverage of his activities. In Venice, two special correspondents provided full coverage of all Summit sessions and economic issues while reporters from the Africa, American Republics and USSR Divisions reported aspects of the Summit that were of interest to their respective audiences.

Live Broadcasts:

- June 5: President Reagan's WORLDNET address was broadcast to Africa, Europe and the Middle East; rebroadcasts were made during prime-time to the Soviet Union and Western Europe on the eve of the Summit
- June 11: President Reagan's Venice news conference.
- June 15: President's address from the Oval Office.

Additional Programs:

- May 21: "Focus" feature on 40 years of the Western Alliance.
- May 22: "World Report" news show airs the first of four feature reports on the Economic Summit, based on Secretary Wallis' Wireless File interview.
- May 28: "Focus" feature on Summit 7 and economic prosperity.
- May 30: "Press Conference USA" interview with Agriculture Secretary Lyng.
- June 4: "Focus" program on the 40th Anniversary of the Marshall Plan.
- June 6: "Press Conference USA" interview with Treasury Secretary Baker.

BUREAU OF PROGRAMS

POLICY GUIDANCE:

In late March, the National Security Council accepted USIA's public diplomacy strategy for all public and media events related to the Summit and the President's trip. A senior USIA foreign service officer was named to head an Interagency Public Diplomacy Working Group (PDWG) with the major charge of assuring full amplification of White House themes.

The USIA plan developed a core theme stressing common interests, values, challenges and achievements between the US, Western Europe and like-minded nations. Our aim was to rebuild foreign public confidence in the Administration's leadership and to correct widespread misperceptions about the many initiatives that this Administration had put forward.

We proposed a series of public affairs initiatives by the President and senior Administration officials linked to a comprehensive list of public diplomacy opportunities. USIA Director Charles Wick and Deputy Director Marvin Stone urged cooperation and participation in Agency media programs from Secretary Shultz, National Security Advisor Carlucci, White House Press Secretary Fitzwater, Undersecretary of State for Economic Affairs Wallis and Assistant Secretary of State for Public Affairs Redman. Additional letters were sent to Secretaries of Treasury, Commerce, Agriculture and the UTrade Representative.

FOREIGN MEDIA REACTION:

The Foreign Media Reaction Staff produced and delivered 16 reports during the President's June 3-12 trip to Europe and to the Venice Summit. World media coverage of the Summit and President Reagan's visit to Berlin was extremely heavy and to ensure rapid reporting, a night and an early morning shift were established in Washington. In Venice, two officers coordinated delivery of international media opinion to the President and his party.

Twice-daily special files were sent by computer from Washington to the Summit site where it was retrieved and hand-delivered to key White House, Department of State and USIA officers. In spite of numerous logistical and technical problems in the form of Venetian canals and lagoons posed, all but four of the reports were delivered ahead of the deadline.

Ranking White House officials, including spokesman Marlin Fitzwater and National Security Advisor Frank Carlucci, expressed their appreciation for this timely and useful document. WORLDNET and VOA correspondents drew on Media Reaction Reports for their backgrounders on Summit issues. Mrs. Reagan was also an avid reader of these reports, and reports were telecopied to the First Lady's party in Sweden.

WIRELESS FILE:

USIA's Wireless File mounted a "full court press" for the Venice Summit, carrying a total of over 20 articles, 50 texts and transcripts and eight USIA interviews with senior Administration officials. In Venice, three File reporters in Venice provided exhaustive coverage of all economic and political aspects of the meetings; extensive pre-Summit material was transmitted to all USIS Posts including updated profiles of key officials on the US delegation; and all national networks as well as USIA's "America Today" were monitored for pertinent articles and transcripts. Two special Weekend Files were issued, one just prior to the Summit and one at its close. Some 25 feature stories on economics, agriculture, terrorism and AIDS were provided the Summit working group for potential use at the Summit.

In early May, the File began transmitting economics materials of particular background use for the Summit. Among the items:

- Ten stories on the Paris OECD meeting, including the final communique on balanced agricultural trade reform and remarks by US Trade Representative Yeutter ("Early GATT Progress Count East Tensions"), Secretary Baker ("US Renews Call for Japan/West Germany Stimulus and Major Economic Summit Initiative Likely"), Secretary Baldrige ("US Urges Coordinated Approach to Avoid Recession", "US Upbeat on Fram Accord at OECD") and Secretary Whitehead ("Capital Investment Needs of LDC's Cited").

- Interviews with Under Secretary of State for Economic Affairs Wallace, Agriculture Secretary Lyng and Council of Economic Advisors Chairman Sprinkel.

PUBLICATIONS:

The following publications were sent to Rome for background and press handouts:

- "Nuclear and Space Talks" flyer
- "National Security Strategy of the US"
- "Peace as our Goal: Presidential Addresses on the Geneva Summit and US-Soviet Relations"
- "The US Constitution"
- "Mobilizing Against Illegal Drugs"

USIA sent 350 copies of Economic Impact magazine issues 57 and 58 for background and press handout use. The issues contained articles relevant to Summit agenda items.

FOREIGN PRESS BRIEFINGS AND FACILITATION:

USIA's Washington Foreign Press Center provided correspondents from around the world a wealth of information on U.S. policy positions for the many issues addressed by the seven leaders in Venice. Background and on-the-record briefings, Presidential interviews, transcripts and historical information all resulted from USIA's close and effective coordination with Agency Posts, Area offices, the press offices of the White House and the State Department and the staff of the Public Diplomacy Coordinator.

In pre-Summit newsmaking programs, the Foreign Press Center arranged for Presidential interviews by print, wire and television journalists that reached millions of readers, viewers and listeners around the globe.

Prominent print journalists from the six Summit nations interviewed President Reagan in the Oval Office on May 27. A similar session was set for six television bureaus. The

Foreign Press Center also arranged for the Italian and West German wire services to submit written questions to the President for written responses. All these interviews were front-page news around the world, especially after the White House made the transcripts available in Washington.

Based on previous estimates of potential audiences for the Presidential television interviews, both abroad and in the United States, it is fair to say that more than 150 million viewers saw President Reagan on their television sets. The television interview, as noted in The Washington Post dispatch from London, was prominently featured in newspaper articles and radio newscasts, read or heard by millions.

A summary of P/FW activities follows:

Presidential Print Interviews:

On May 26, President Reagan gave an interview to journalists representing Die Welt of West Germany, La Stampa of Italy, The Independent of the United Kingdom, Nihon Keizai of Japan, La Presse of Canada and Le Figaro of Paris. The White House released the transcript the next day.

Posts reported on the resulting press play:

USIS ROME: "Top front-page treatment by centrist La Stampa, whose U.S. correspondent Ennio Caretto was chosen as the Italian representative. Italian radio newscasts commented positively on the President's statement regarding prospects for a U.S.-Soviet summit this year."

USIS LONDON: "The President's interview with The Independent was carried on the front-page with the banner headline, 'Labor Win Would Not Harm U.S. Ties, says Reagan.'" Peter Pringle's report, filed from Washington, was one of two related stories in today's papers.

USIS PARIS: "President Reagan's interview gets front-page and full page two coverage in Figaro. Interview is described on radio news programs as effort to reassure U.S. allies. Interview is illustrated with photographs of President both on front page and page two."

USIS OTTAWA: "Influential Montreal daily La Presse gave front-page coverage in May 27 edition to interview with President Reagan by Washington correspondent Jean-Francois Lisee.... Group photo accompanies story.... Paper also carried two inside stories dealing with interview."

USIS TOKYO: Yasuhiro Tase of Nihon Keizai, one of the six newspaper reporters from the Economic Summit nations who interviewed President Reagan, said in a front-page dispatch interview marked "the first time that the President has personally stated that a further decline of the dollar is not desirable."

USIS BONN: The interview made the front page of Die Welt. Correspondent Fritz Wirth asked the President "if now was not the time to bring up the issues of human rights in the dialogue with the Soviet Union," the President said "he would naturally comment on the Berlin Wall during his visit in Berlin."

Presidential Television Interviews:

The television interviews took place May 27. The six bureaus were NHK of Japan, ARD of West Germany, ITN of the United Kingdom, CTV of Canada, Antenne 2 of France, and RAI of Italy.

USIS LONDON: "The President's remarks during a wide-ranging interview ... received substantive coverage in both 'serious' and 'popular' newspapers this morning." The Post commented that "it was not surprising that the President's so-called 'intervention' in the British election campaign should receive such substantive coverage on the front pages of today's papers as well as considerable inside play."

USIS OTTAWA: "Craig Oliver's piece on the Presidential interview was the third item on CTV's May 27 evening newscasts and was repeated several times during "Canada AM," CTV's morning news and current affairs program. Clips of the interview were also used on CBC and Global Television. Washington-based Canadian Press correspondent Juliet O'Neill filed an article on the interview which was carried by several major dailies May 28."

USIS ROME: "President Reagan's interview led the main evening newscast on moderate Channel One Television. Giuseppe Lugato, TG-1's U.S. correspondent, was shown as he introduced the other five journalists to President Reagan and opened the round of questions as the representatives of the Summit's host country. The interview lasted about three minutes."

USIS TOKYO: Naotake Mochida, "who was among the television correspondents interviewing the President, said on publicly-financed NHK-TV that 'the President stated that no further decline of the dollar is expected.'"

Presidential Wire Service Interviews

Riccardo Bennozo of the Italian news agency ANSA and Herbert Winkler of the West Germany news agency DPA submitted written questions to the White House on May 15. On June 2, responses were given to the two bureau chiefs for immediate use. DPA has 30 offices in West Germany and correspondents and clients in more than 80 countries. ANSA is used by more than 80 newspapers and all the magazines and radio stations in Italy. It has 24 bureaus in Europe, ten in Africa, 12 in Asia, 18 in Latin America and four in North America.

USIS BONN: Conservative Die Welt, which published the DPA interview with President Reagan, said "Before his departure for the Venice Summit, Ronald Reagan reaffirmed the U.S. position toward Berlin and expressed hope that the Berlin Wall will fall."

USIS MONTEVIDEO: "Full text of President's ANSA interview appeared in El Pais (Conservative, Blanco Party daily, circulation 35,000), and La Manana (Conservative, minority faction of Colorado Party, circulation 12,000).

Facilitative Assistance:

-- extensive pre-Summit briefings in Washington for senior economic writers.

- Facilitation for Saburo Itoh, senior economic writer for Asahi Shimbun, resulted in front-page coverage of his interviews with Dr. Beryl Sprinkel, Chairman of the President's Council of Economic Advisers and to Representative Richard Gephardt. Fifteen important interviews were arranged for Itoh in Washington.
- US tour for 12 journalists from Economic Community member countries.

Pre-Summit Briefings:

The Washington Foreign Press Center arranged 11 pre-Summit briefings: eight on economic issues; one on general political issues; one on AIDS; and one the Gulf and other Middle East issues. Attendance at the briefings was high and discussions lively. Print correspondents from the Summit countries incorporated information from the briefings into situation reports on the Summit. Television networks from the Summit countries used excerpts from several Press Center briefings on their news programs.

Economic Briefings:

- May 13 (on-the-record): Bruce Smart, Undersecretary of Commerce for International Trade. Topic: Trade imbalances, U.S. fiscal deficit, agriculture, Third World debt and related issues. Attendance: 40 correspondents, including Canadian Broadcasting Corporation (2.5 million viewers), NHK - the Japan Broadcasting Corporation (30 million), ZDF - West German Television (9.5 million), Kyodo News Service (serving all Japanese newspapers), DPA - the West German Press Agency, ANSA - the Italian News Agency, Associated Press World Service, Yomiuri Shimbun (Japan, 9 million), Financial Times (UK, 176,000).

- May 14 (on-the-record): Robert Ortner, Undersecretary of Commerce for Economic Affairs. Topic: Latest U.S. foreign trade figures, U.S. Economy. Attendance: 25 correspondents, including Kyodo News Service (Japan), Tokyo Shimbun (Japan, 803,000), Frankfurter Allgemeine Zeitung (FRG, 478,000), United Daily News (Taiwan, 1.3 million), Danish Broadcasting (2.5 million viewers).
- May 27 (on-the-record): Ambassador Clayton Yeutter, U.S. Trade Representative. Topic: U.S. trade legislation, international agricultural trade issues, domestic growth rates in Summit countries, coordination of monetary policy, Third World debt and sanctions on Japanese semi-conductors. Attendance: 100 correspondents, including Associated Press World Service, Reuters, Kyodo News Service of Japan, Jiji Press (serving all Japanese newspapers), Yonhap News Agency of Korea, New Zealand Press Association, Inter Press Service of Italy, EFE Spanish News Agency, DPA - the West German News Agency, the London Times (UK, 425,000) and Yomiuri Shimbun (Japan, 9 million). Sixteen television networks from Australia, Canada, Japan, Korea, Italy, Sweden, Austria and Mexico requested and were given tapes of the briefing. USIA WORLDNET's "America Today" also used the tape."
- May 28 (on-the-record): David Mulford, Assistant Secretary of the Treasury for International Affairs. Topic: the strength of the dollar, Third World debt, the Baker Plan, aid to developing countries, reorganization of the World Bank. Attendance: 80 correspondents, including Agence France Presse, Reuters, Kyodo News Service of Japan, Inter Press Service of Italy, Central News Agency of Taiwan, Yomiuri Shimbun (Japan, 9 million), Asahi Shimbun (Japan, 7.4 million), the London Times (425,000), the Financial Times (176,000). USIA WORLDNET's "America Today" and six television networks from Canada, Japan, Italy and Austria used tapes of the briefing.

- May 28 (on-the-record): W. Allen Wallis, Undersecretary of State for Economic Affairs. Topic: Ambassador Wallis, President Reagan's "sherpa" for the Summit, explained how summit meetings are planned and organized and reviewed issues facing Summit economic policy makers and political leaders. Attendance: 40 correspondents, including Frankfurter Allgemeine Zeitung (FRG, 478,000), Asahi Shimbun (Japan, 7.4 million), Milliyet (Turkey, 324,000) and the Melbourne Herald (Australia, 294,000). Four Japanese networks conducted one-on-one interviews with Ambassador Wallis following the briefing. "America Today" and television networks from Canada, Japan and Italy received tapes of the briefing.
- May 29 (on-the-record): G. Paul Balabanis, Special Assistant to Ambassador Wallis for North-South Relations and Multilateral Development Bank. Topic: Third World debt issues that might be raised at the Summit. Attendance: 12 correspondents from Italy, Finland, Brazil, and Arab and African countries.
- June 2 (on-the-record): Dr. Beryl Sprinkel, Chairman of the President's Council of Economic Advisors. Topic: State of the U.S. economy. Attendance: 25 foreign media representatives including Reuters, Xinhua News Agency (China), Notimex Mexican News Agency, the Central News Agency of Taiwan, and Nihon Keizai Shimbun (Japan, 1.3 million). Tapes of the briefing were distributed to British, Japanese and Mexican television networks and to "America Today."
- June 5 (on-the-record): Richard Lyng, Secretary of Agriculture. Topic: Agricultural trade reform, the GATT and other issues. Attendance: 30 correspondents, including Agence France Press, Reuters, NHK Japan Broadcasting (30 million audience), Kyodo News Service of Japan and Australian Broadcasting (2 million audience).

Briefings on Summit-Related Issues:

- May 28 (background): William Bodde, Jr., Deputy Assistant Secretary of State for European and Canadian Affairs. Topic: Political considerations at the Venice Summit, East-West relations, terrorism, the Iran-Iraq War, South Africa and AIDS. Attendance: 30 correspondents, including Frankfurter Allgemeine Zeitung, (FRG, 478,000), La Repubblica (Italy, 353,000), the Daily Telegraph (UK, 1.2 million) and Asahi Shimbun (Japan, 7.4 million).

- May 29 (on-the-record): Dr. Gary Noble, AIDS Coordinator for the U.S. Public Health Service. Topic: The June 1-5 International AIDS Conference in Washington, DC. Attendance: 40 correspondents, including Kyodo News Service of Japan, Canadian Television News (2 million viewers), and Fuji Broadcasting (Japan, 6 million). Tapes of the briefing were given to USIA's "America Today" and to Canadian, Japanese and Mexican networks. During the AIDS conference, the Foreign Press Center arranged interviews with U.S. AIDS experts for correspondents of major print and broadcast media from Europe, Canada, South America and Africa.

- June 2 (scheduled monthly backgrounder): Arthur Berger, Department of State Public Affairs Advisor for the Bureau of Near Eastern and South Asian Affairs. Topic: Persian Gulf issues, U.S. policy on negotiations to end the Iran-Iraq war and on reflagging of Kuwaiti ships. Attendance: 40 correspondents, including AP World Service, BBC External Services, Fuji Television (Japan, 6 million audience), Nihon Keizai Shimbun (Japan, 1.3 million), Frankfurter Rundschau (FRG, 406,000), the Middle East News Agency, The Moroccan News Agency, the Tunisian News Agency and three Israeli newspapers.

OFFICE OF RESEARCH

The Office of Research's programs supporting the Venice Summit pursued three objectives:

- To assess popular perceptions regarding the specific initiatives of the Summit agenda.
- To reveal the public attitudes that constrain or compel actions by Summit participants.
- To detect public diplomacy opportunities from the general landscape of public opinion.

USIA commissioned in-depth surveys of public opinion in each of the six nations joining the US in Venice. These surveys followed extensive consultations in order to determine the interests and concerns of other elements of the US government, in particular the Office of the Under Secretary of State for Economic Affairs and the National Security Council's Venice Summit Working Group.

The surveys yielded a detailed account of popular priorities across a broad range of economic and security issues, published in "Public Opinion on Venice Summit Issues." Special reports were also published on US Japanese trade relations ("Opening UP Own Market a Low Priority for Japanese Public") which was released prior to Prime Minister Nakasone's visit to Washington and on terrorism ("Allies Still Fearful of Terrorism -- Anti-Terrorist Coordination is West European Priority for Venice Summit Action").

In addition to these publications, the Office of Research provided the Under Secretary's office and the NSC working group with special analyses of the public diplomacy implications of these survey results.

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director

4840



JUN 19 1987

Dear Frank:

The attached report describes USIA public diplomacy activities in support of President Reagan's trip to Europe and the 1987 Venice Economic Summit. With your assistance, USIA's media and informational programs brought to millions in our foreign audiences the message of President Reagan's strong commitment to lasting world peace.

Sincerely,

Charles Z. Wick
Director

The Honorable
Frank C. Carlucci
Assistant to the President for
National Security Affairs
The White House

UNITED STATES INFORMATION AGENCY
PUBLIC DIPLOMACY PROGRAM
for the
PRESIDENT'S TRIP TO EUROPE AND THE
1987 VENICE ECONOMIC SUMMIT

UNITED STATES INFORMATION AGENCY
PUBLIC DIPLOMACY PROGRAM
for the
PRESIDENT'S TRIP TO EUROPE AND THE
1987 VENICE ECONOMIC SUMMIT

EXECUTIVE SUMMARY	TAB 1
EUROPEAN AREA OFFICE	TAB 2
TELEVISION	TAB 3
VOICE OF AMERICA	TAB 4
BUREAU OF PROGRAMS	TAB 5
Policy Guidance	
Foreign Media Reaction	
Wireless File	
Publications	
Foreign Press Center	
OFFICE OF RESEARCH	TAB 6

PUBLIC DIPLOMACY SUPPORT
BY THE UNITED STATES INFORMATION AGENCY
FOR THE PRESIDENT'S TRIP TO EUROPE
AND THE VENICE ECONOMIC SUMMIT

EXECUTIVE SUMMARY

Close coordination between USIA, the White House and the National Security Council enabled the Agency to provide comprehensive public diplomacy support to President Reagan's trip to Europe and his seventh economic summit in Venice, Italy. USIA organized a public affairs program aimed at building public support for the President among key foreign audiences and achieving a positive climate of opinion toward the US and the objectives of its government.

While the key issues of the Summit were not new, they had been made more complex by pressures within the US-USSR-Western Europe-Japan relationship; by concern over American commitment to deterrence; by trade and financial tensions; and by recent events in the US. USIA recognized the major public diplomacy challenges facing the President on this European trip. Recent public opinion polls, media trends and assessments by USIA public affairs officers all pointed to a foreign public's serious concerns about US leadership in a range of security, political and economic issues.

The key Agency offices involved in USIA's information and media program were the European Area Office, The Television Service, the Voice of America, the Bureau of Programs and the Office of Research. In Venice, USIA Director Wick personally supervised the public diplomacy work of Agency officers drawn from nearby USIS Posts and from Washington.

USIA programs were designed to have a cumulative effect on public opinion, building from sub-Cabinet level participation in Wireless File interviews and by-liners, television and Foreign Press Center briefings to Cabinet level WORLDNET interactives and foreign press briefings immediately before and throughout the Summit. Additional USIA activities included economic journalists tours and briefings on Summit issues; pamphlets, speaker and media programs on the 40th Anniversary of the Marshall Plan; speaker tours to Summit nations to explain US policy positions; and special VOA and Wireless File features on the Summit and issues of concern to Summit audiences.

EUROPEAN AREA OFFICE

The European Area Office worked closely in the field with a succession of White House advance teams and in Washington with the Interagency Public Diplomacy Working Group. Area Office personnel staffed the White House and San Giorgio Press Centers in Venice and facilitated the logistical arrangements for the US press covering the Summit.

Weeks before the Western leaders gathered in Italy, Area representatives were preparing for the staff and policy support that would be needed to ensure the success of this Summit. These efforts included:

- Attendance at inter-agency meetings to plan public diplomacy programming prior to and during the Summit that would help create a climate favorable to US interests.
- Production of detailed policy papers for USIA Director Wick to enable him to thoroughly brief the President and other principals on Agency-related issues.
- Assignment of Area officers to specific duties in Venice to provide the staff support required to conduct a successful press operation.

These efforts yielded significant results:

- A series of three pre-Summit WORLDNET appearances by US Trade Representative Yeutter, Secretary of State Shultz and Secretary of the Treasury Baker. These programs were very well-received by a variety of audiences throughout Europe and were extremely successful in orienting European journalists and opinion-makers to the agenda that the US would bring to the Venice discussions.
- Twenty-seven European Area Officers standing temporary duty in Venice enabled USIA to offer both US and foreign journalists the full array of facilitative services at two separate press centers established for their use. USIS staff also served as pool press escorts and press site officers at all official events, as liaison officers with the White House spokesman and as logistical staff for the White House press corps.
- The Area Director, travelling with Director Wick, provided quick and reliable on-site advice on public diplomacy issues and solutions to logistical problems.

- Extensive staff support for the visit of First Lady Nancy Reagan to Sweden, which coincided with the dates of the Economic Summit.

TELEVISION

USIA's global television service, WORLDNET, scheduled a series of special satellite feeds, pre-Summit WORLDNET dialogues and "America Today" Summit-related stories. Millions of people around the world heard first-hand the comments of President Reagan and his senior Administration officials. A WORLDNET field team of 15 reporters, producers and technicians were stationed in Venice to cover the story as it unfolded.

"America Today," WORLDNET's news program beamed daily news stories to some 5 million viewers across Europe. "America Today" carried exclusive interviews with five senior Administration officials over the course of the Summit and filed almost daily broadcasts of backgrounders on economic, military, terrorism and political issues; reviews of past economic summits; discussions of Summit nations and their various domestic concerns; and a piece on press coverage of the Summit. WORLDNET interrupted its regular programming to carry President Reagan's June 5 speech to Europe (a WORLDNET exclusive), his June 11 press conference and his June 12 speech from Berlin.

In the course of the Summit, some 28 stories were broadcast on "America Today" program, with additional pieces prepared for the Latin American "Newsfile" service which is distributed to television stations throughout the hemisphere.

To date, WORLDNET coverage includes:

Special Satellite Feeds:

-- June 5: The President's speech to Europe. Broadcast in full to Europe. (Special newsspot produced for WORLDNET's Latin American service.)

-- June 11: The President's Post-Summit press conference. Broadcast in full to Europe. (Special newsspot prepared for Latin American service.)

--June 12: The President's post-Summit speech. Broadcast in full to Europe. (Special newsspot prepared for Latin American service.)

Pre-Summit WORLDNET dialogues:

Top-ranking European and Asian journalists participated in the following live interviews:

- May 29: Ambassador Clayton Yeutter, US Trade Representative. Interactive Posts were Rome, Tokyo, Bonn, London, Paris, Toronto and Brussels.
- June 2: George Shultz, Secretary of State. Interactive Posts were Berlin, London, Paris, Ottawa and Tokyo.
- June 3: James Baker, Secretary of the Treasury. Interactive Posts were London, Bonn, Paris, Montreal, Brussels and Tokyo.

Summit Interviews:

- June 8: National Security Advisor Frank Carlucci
- June 9: Treasury Secretary James Baker
- June 10: White House Chief of Staff Howard Baker
- June 11: Assistant Secretary of State Rozanne Ridgway
- June 12: US Ambassador to Italy Maxwell Rabb

Follow-up programs:

- June 23: Ambassador Clayton Yeutter interactive with Manila, Bangkok, Seoul, Hong Kong, Singapore, Jakarta. Topic: Trade Issues & Report on the Venice Summit.

Press Coverage of these WORLDNET activities spanned the globe. President Reagan's June 5 speech received front-page headlines throughout the Italian press and extensive coverage in Britain's The Guardian, Daily Telegraph, Financial Times and Independent. Holland's mass circulation daily De Telegraph covered the speech the following day. Further afield, Turkish national television carried the story as the second item in its prime-time evening news, while Kuwaiti television ran portions of the speech that dealt with arms reduction.

Top Italian papers carried coverage of Ambassador Yeutter's May 29 WORLDNET. In Japan, TBS evening news carried a five-minute story on the broadcast for its audience of 5 million views and the leading paper, Yomiuri Shimbun (circulation 4.8 million) ran a story based on the program. France's Antenne 2 ran excerpts from Ambassador Yeutter's remarks and in Canada, the Toronto Star (circulation 517,000) carried a major story on the WORLDNET.

Secretary Shultz' June 2 WORLDNET dialogue drew extensive coverage in Berlin with a major piece on Sender Freies Berlin's evening news program "Abendschau" and press stories in Der Tagespiegel and the Berliner Zeitung. Indian national television ran excerpts in both English and Hindi to an estimated 35 million viewers. In Japan, Tokyo's TV 12, TBS and the national network NHK all ran stories based on the Shultz interactive, while the top-ranked Tokyo Shimbun (circulation 1.4 million) carried 12 column inches on the program. The Singapore Broadcasting Corporation carried a 30-second excerpt in prime-time for some 600,000 viewers and the leading Italian dailies Corriere della Serra (circulation 510,000) and Il Messagero (circulation 270,000) covered the broadcast with lengthy stories. In the United Kingdom the Secretary's WORLDNET was covered by The Times, The Guardian, the Daily Telegraph and the Independent.

Treasury Secretary James Baker's June 3 WORLDNET appearance drew extensive press attention in Canada, where Mr. Baker's remarks elicited articles in Montreal's La Presse (188,000), Le Journal de Montreal (309,000), Le Devoir (30,000) and in Toronto's Globe and Mail (317,000) and Toronto Star (517,000). Similarly widespread coverage appeared in France, where Agence France Press, Le Matin, Liberation and La Tribune all covered the program. Japanese NHK television carried 5 minutes of the interview for an estimated audience of 15.5 million; while further coverage appeared in Holland's De Telegraph, and Britain's The Times, The Financial Times, the Daily Telegraph and the Independent.

VOICE OF AMERICA

VOA coverage of the Summit generated approximately 65 reports, beamed worldwide to an estimated 135 million audience. The Voice's White House correspondent travelled with the President to provide continuous coverage of his activities. In Venice, two special correspondents provided full coverage of all Summit sessions and economic issues while reporters from the Africa, American Republics and USSR Divisions reported aspects of the Summit that were of interest to their respective audiences.

Live Broadcasts:

- June 5: President Reagan's WORLDNET address was broadcast to Africa, Europe and the Middle East; rebroadcasts were made during prime-time to the Soviet Union and Western Europe on the eve of the Summit
- June 11: President Reagan's Venice news conference.
- June 15: President's address from the Oval Office.

Additional Programs:

- May 21: "Focus" feature on 40 years of the Western Alliance.
- May 22: "World Report" news show airs the first of four feature reports on the Economic Summit, based on Secretary Wallis' Wireless File interview.
- May 28: "Focus" feature on Summit 7 and economic prosperity.
- May 30: "Press Conference USA" interview with Agriculture Secretary Lyng.
- June 4: "Focus" program on the 40th Anniversary of the Marshall Plan.
- June 6: "Press Conference USA" interview with Treasury Secretary Baker.

BUREAU OF PROGRAMS

POLICY GUIDANCE:

In late March, the National Security Council accepted USIA's public diplomacy strategy for all public and media events related to the Summit and the President's trip. A senior USIA foreign service officer was named to head an Interagency Public Diplomacy Working Group (PDWG) with the major charge of assuring full amplification of White House themes.

The USIA plan developed a core theme stressing common interests, values, challenges and achievements between the US, Western Europe and like-minded nations. Our aim was to rebuild foreign public confidence in the Administration's leadership and to correct widespread misperceptions about the many initiatives that this Administration had put forward.

We proposed a series of public affairs initiatives by the President and senior Administration officials linked to a comprehensive list of public diplomacy opportunities. USIA Director Charles Wick and Deputy Director Marvin Stone urged cooperation and participation in Agency media programs from Secretary Shultz, National Security Advisor Carlucci, White House Press Secretary Fitzwater, Undersecretary of State for Economic Affairs Wallis and Assistant Secretary of State for Public Affairs Redman. Additional letters were sent to Secretaries of Treasury, Commerce, Agriculture and the US Trade Representative.

FOREIGN MEDIA REACTION:

The Foreign Media Reaction Staff produced and delivered 16 reports during the President's June 3-12 trip to Europe and to the Venice Summit. World media coverage of the Summit and President Reagan's visit to Berlin was extremely heavy and to ensure rapid reporting, a night and an early morning shift were established in Washington. In Venice, two officers coordinated delivery of international media opinion to the President and his party.

Twice-daily special files were sent by computer from Washington to the Summit site where it was retrieved and hand-delivered to key White House, Department of State and USIA officers. In spite of numerous logistical and technical problems that Venetian canals and lagoons posed, all but four of the reports were delivered ahead of the deadline.

Ranking White House officials, including spokesman Marlin Fitzwater and National Security Advisor Frank Carlucci, expressed their appreciation for these timely and useful documents. WORLDNET and VOA correspondents drew on Media Reaction Reports for their backgrounders on Summit issues. Mrs. Reagan was also an avid reader of these reports, which were telecopied to the First Lady's party in Sweden.

WIRELESS FILE:

USIA's Wireless File mounted a "full court press" for the Venice Summit, carrying a total of over 20 articles, 50 texts and transcripts and eight USIA interviews with senior Administration officials. In Venice, three File reporters provided exhaustive coverage of all economic and political aspects of the meetings; extensive pre-Summit material was transmitted to all USIS Posts including updated profiles of key officials on the US delegation; and all national networks as well as USIA's "America Today" were monitored for pertinent articles and transcripts. Two special Weekend Files were issued, one just prior to the Summit and one at its close. Some 25 feature stories on economics, agriculture, terrorism and AIDS were provided the Summit working group for potential use at the gathering.

In early May, the File began transmitting economics materials of particular interest for the Summit. Among the items:

- Ten stories on the Paris OECD meeting, including the final communique on balanced agricultural trade reform and remarks by US Trade Representative Yeutter ("Early GATT Progress Could Ease Tensions"), Secretary Baker ("US Renews Call for Japan/West Germany Stimulus and Major Economic Summit Initiative Likely"), Secretary Baldrige ("US Urges Coordinated Approach to Avoid Recession", "US Upbeat on Farm Accord at OECD") and Secretary Whitehead ("Capital Investment Needs of LDC's Cited").

- Interviews with Under Secretary of State for Economic Affairs Wallace, Agriculture Secretary Lyng and Council of Economic Advisors Chairman Sprinkel.

PUBLICATIONS:

The following publications were sent to Rome for use as backgrounders and press handouts:

- "Nuclear and Space Talks" flyer
- "National Security Strategy of the US"
- "Peace as our Goal: Presidential Addresses on the Geneva Summit and US-Soviet Relations"
- "The US Constitution"
- "Mobilizing Against Illegal Drugs"

USIA sent 350 copies of Economic Impact magazine issues 57 and 58 for background and press handout use. The issues contained articles relevant to Summit agenda items.

FOREIGN PRESS BRIEFINGS AND FACILITATION:

USIA's Washington Foreign Press Center provided correspondents from around the world a wealth of information on US policy positions for the many issues addressed by the seven leaders in Venice. Background and on-the-record briefings, Presidential interviews, transcripts and historical information all resulted from USIA's close and effective coordination with Agency Posts, Area offices, the press offices of the White House and the State Department and the staff of the Public Diplomacy Coordinator.

In pre-Summit newsmaking programs, the Foreign Press Center arranged for Presidential interviews by print, wire and television journalists that reached millions of readers, viewers and listeners around the globe.

Prominent print journalists from the six Summit nations interviewed President Reagan in the Oval Office on May 27. A similar session was set for six television bureaus. The

Foreign Press Center also arranged for the Italian and West German wire services to submit written questions to the President for written responses. All these interviews were front-page news around the world, especially after the White House made the transcripts available in Washington.

Based on previous estimates of potential audiences for the Presidential television interviews, both abroad and in the United States, it is fair to say that more than 150 million viewers saw President Reagan on their television sets. The television interview, as noted in The Washington Post dispatch from London, was prominently featured in newspaper articles and radio newscasts, read or heard by millions.

A summary of P/FW activities follows:

Presidential Print Interviews:

On May 26, President Reagan gave an interview to journalists representing Die Welt of West Germany, La Stampa of Italy, The Independent of the United Kingdom, Nihon Keizai of Japan, La Presse of Canada and Le Figaro of Paris. The White House released the transcript the next day.

Posts reported on the resulting press play:

USIS ROME: "Top front-page treatment by centrist La Stampa, whose US correspondent Ennio Caretto was chosen as the Italian representative. Italian radio newscasts commented positively on the President's statement regarding prospects for a US-Soviet summit this year."

USIS LONDON: "The President's interview with The Independent was carried on the front-page with the banner headline, 'Labor Win Would Not Harm US Ties, says Reagan.'" Peter Pringle's report, filed from Washington, was one of two related stories in today's papers.

USIS PARIS: "President Reagan's interview gets front-page and full page two coverage in Figaro. Interview is described on radio news programs as effort to reassure US allies. Interview is illustrated with photographs of President both on front page and page two."

USIS OTTAWA: "Influential Montreal daily La Presse gave front-page coverage in May 27 edition to interview with President Reagan by Washington correspondent Jean-Francois Lisee.... Group photo accompanies story.... Paper also carried two inside stories dealing with interview."

USIS TOKYO: Yasuhiro Tase of Nihon Keizai, one of the six newspaper reporters from the Economic Summit nations who interviewed President Reagan, said in a front-page dispatch that this marks "the first time that the President has personally stated that a further decline of the dollar is not desirable."

USIS BONN: The interview made the front page of Die Welt. Correspondent Fritz Wirth asked the President "if now was not the time to bring up the issues of human rights in the dialogue with the Soviet Union," the President said "he would naturally comment on the Berlin Wall during his visit in Berlin."

Presidential Television Interviews:

The television interviews took place May 27. The six bureaus were NHK of Japan, ARD of West Germany, ITN of the United Kingdom, CTV of Canada, Antenne 2 of France, and RAI of Italy.

USIS LONDON: "The President's remarks during a wide-ranging interview ... received substantive coverage in both 'serious' and 'popular' newspapers this morning." The Post commented that "it was not surprising that the President's so-called 'intervention' in the British election campaign should receive such substantive coverage on the front pages of today's papers as well as considerable inside play."

USIS OTTAWA: "Craig Oliver's piece on the Presidential interview was the third item on CTV's May 27 evening newscasts and was repeated several times during "Canada AM," CTV's morning news and current affairs program. Clips of the interview were also used on CBC and Global Television. Washington-based Canadian Press correspondent Juliet O'Neill filed an article on the interview which was carried by several major dailies May 28."

USIS ROME: "President Reagan's interview led the main evening newscast on moderate Channel One Television. Giuseppe Lugato, TG-1's US correspondent, was shown as he introduced the other five journalists to President Reagan and opened the round of questions as the representatives of the Summit's host country. The interview lasted about three minutes."

USIS TOKYO: Naotake Mochida, "who was among the television correspondents interviewing the President, said on publicly-financed NHK-TV that 'the President stated that no further decline of the dollar is expected.'"

Presidential Wire Service Interviews

Riccardo Bennozo of the Italian news agency ANSA and Herbert Winkler of the West Germany news agency DPA submitted written questions to the White House on May 15. On June 2, responses were given to the two bureau chiefs for immediate use. DPA has 30 offices in West Germany and correspondents and clients in more than 80 countries. ANSA is used by more than 80 newspapers and all the magazines and radio stations in Italy. It has 24 bureaus in Europe, ten in Africa, 12 in Asia, 18 in Latin America and four in North America.

USIS BONN: Conservative Die Welt, which published the DPA interview with President Reagan, said "Before his departure for the Venice Summit, Ronald Reagan reaffirmed the U.S. position toward Berlin and expressed hope that the Berlin Wall will fall."

USIS MONTEVIDEO: "Full text of President's ANSA interview appeared in El Pais (Conservative, Blanco Party daily, circulation 35,000), and La Manana (Conservative, minority faction of Colorado Party, circulation 12,000).

Facilitative Assistance:

-- extensive pre-Summit briefings in Washington for senior economic writers.

- Facilitation for Saburo Itoh, senior economic writer for Asahi Shimbun, resulted in front-page coverage of his interviews with Dr. Beryl Sprinkel, Chairman of the President's Council of Economic Advisers and to Representative Richard Gephardt. Fifteen important interviews were arranged for Itoh in Washington.
- US tour for 12 journalists from Economic Community member countries.

Pre-Summit Briefings:

The Washington Foreign Press Center arranged 11 pre-Summit briefings: eight on economic issues; one on general political issues; one on AIDS; and one on Gulf and other Middle East issues. Attendance at the briefings was high and discussions lively. Print correspondents from the Summit countries incorporated information from the briefings into situation reports on the Summit. Television networks from the Summit countries used excerpts from several Press Center briefings on their news programs.

Economic Briefings:

- May 13 (on-the-record): Bruce Smart, Under Secretary of Commerce for International Trade. Topic: Trade imbalances, US fiscal deficit, agriculture, Third World debt and related issues. Attendance: 40 correspondents, including Canadian Broadcasting Corporation (2.5 million viewers), NHK - the Japan Broadcasting Corporation (30 million), ZDF - West German Television (9.5 million), Kyodo News Service (serving all Japanese newspapers), DPA - the West German Press Agency, ANSA - the Italian News Agency, Associated Press World Service, Yomiuri Shimbun (Japan, 9 million), Financial Times (UK, 176,000).

- May 14 (on-the-record): Robert Ortner, Under Secretary of Commerce for Economic Affairs. Topic: Latest US foreign trade figures, US Economy. Attendance: 25 correspondents, including Kyodo News Service (Japan), Tokyo Shimbun (Japan, 803,000), Frankfurter Allgemeine Zeitung (FRG, 478,000), United Daily News (Taiwan, 1.3 million), Danish Broadcasting (2.5 million viewers).

- May 27 (on-the-record): Ambassador Clayton Yeutter, US Trade Representative. Topic: US trade legislation, international agricultural trade issues, domestic growth rates in Summit countries, coordination of monetary policy, Third World debt and sanctions on Japanese semi-conductors. Attendance: 100 correspondents, including Associated Press World Service, Reuters, Kyodo News Service of Japan, Jiji Press (serving all Japanese newspapers), Yonhap News Agency of Korea, New Zealand Press Association, Inter Press Service of Italy, EFE Spanish News Agency, DPA - the West German News Agency, the London Times (UK, 425,000) and Yomiuri Shimbun (Japan, 9 million). Sixteen television networks from Australia, Canada, Japan, Korea, Italy, Sweden, Austria and Mexico requested and were given tapes of the briefing. USIA WORLDNET's "America Today" also used the tape."

- May 28 (on-the-record): David Mulford, Assistant Secretary of the Treasury for International Affairs. Topic: Strength of the dollar, Third World debt, the Baker Plan, aid to developing countries, reorganization of the World Bank. Attendance: 80 correspondents, including Agence France Presse, Reuters, Kyodo News Service of Japan, Inter Press Service of Italy, Central News Agency of Taiwan, Yomiuri Shimbun (Japan, 9 million), Asahi Shimbun (Japan, 7.4 million), the London Times (425,000), the Financial Times (176,000). USIA WORLDNET's "America Today" and six television networks from Canada, Japan, Italy and Austria used tapes of the briefing.

- May 28 (on-the-record): W. Allen Wallis, Under Secretary of State for Economic Affairs. Topic: Ambassador Wallis, President Reagan's "sherpa" for the Summit, explained how summit meetings are planned and organized and reviewed issues facing Summit economic policy makers and political leaders. Attendance: 40 correspondents, including Frankfurter Allgemeine Zeitung (FRG, 478,000), Asahi Shimbun (Japan, 7.4 million), Milliyet (Turkey, 324,000) and the Melbourne Herald (Australia, 294,000). Four Japanese networks conducted one-on-one interviews with Ambassador Wallis following the briefing. "America Today" and television networks from Canada, Japan and Italy received tapes of the briefing.
- May 29 (on-the-record): G. Paul Balabanis, Special Assistant to Ambassador Wallis for North-South Relations and Multilateral Development Bank. Topic: Third World debt issues that might be raised at the Summit. Attendance: 12 correspondents from Italy, Finland, Brazil, and Arab and African countries.
- June 2 (on-the-record): Dr. Beryl Sprinkel, Chairman of the President's Council of Economic Advisors. Topic: State of the US economy. Attendance: 25 foreign media representatives including Reuters, Xinhua News Agency (China), Notimex Mexican News Agency, the Central News Agency of Taiwan, and Nihon Keizai Shimbun (Japan, 1.3 million). Tapes of the briefing were distributed to British, Japanese and Mexican television networks and to "America Today."
- June 5 (on-the-record): Richard Lyng, Secretary of Agriculture. Topic: Agricultural trade reform, the GATT and other issues. Attendance: 30 correspondents, including Agence France Press, Reuters, NHK Japan Broadcasting (30 million audience), Kyodo News Service of Japan and Australian Broadcasting (2 million audience).

Briefings on Summit-Related Issues:

- May 28 (background): William Bodde, Jr., Deputy Assistant Secretary of State for European and Canadian Affairs. Topic: Political considerations at the Venice Summit, East-West relations, terrorism, the Iran-Iraq War, South Africa and AIDS. Attendance: 30 correspondents, including Frankfurter Allgemeine Zeitung, (FRG, 478,000), La Repubblica (Italy, 353,000), the Daily Telegraph (UK, 1.2 million) and Asahi Shimbun (Japan, 7.4 million).

- May 29 (on-the-record): Dr. Gary Noble, AIDS Coordinator for the US Public Health Service. Topic: The June 1-5 International AIDS Conference in Washington, DC. Attendance: 40 correspondents, including Kyodo News Service of Japan, Canadian Television News (2 million viewers), and Fuji Broadcasting (Japan, 6 million). Tapes of the briefing were given to USIA's "America Today" and to Canadian, Japanese and Mexican networks. During the AIDS conference, the Foreign Press Center arranged interviews with US AIDS experts for correspondents of major print and broadcast media from Europe, Canada, South America and Africa.

- June 2 (scheduled monthly backgrounder): Arthur Berger, Department of State Public Affairs Advisor for the Bureau of Near Eastern and South Asian Affairs. Topic: Persian Gulf issues, US policy on negotiations to end the Iran-Iraq war and on reflagging of Kuwaiti ships. Attendance: 40 correspondents, including AP World Service, BBC External Services, Fuji Television (Japan, 6 million audience), Nihon Keizai Shimbun (Japan, 1.3 million), Frankfurter Rundschau (FRG, 406,000), the Middle East News Agency, The Moroccan News Agency, the Tunisian News Agency and three Israeli newspapers.

OFFICE OF RESEARCH

The Office of Research's programs supporting the Venice Summit pursued three objectives:

- To assess popular perceptions regarding the specific initiatives of the Summit agenda.
- To reveal the public attitudes that constrain or compel actions by Summit participants.
- To detect public diplomacy opportunities from the general landscape of public opinion.

USIA commissioned in-depth surveys of public opinion in each of the six nations joining the US in Venice. These surveys followed extensive consultations in order to determine the interests and concerns of other elements of the US government, in particular the Office of the Under Secretary of State for Economic Affairs and the National Security Council's Venice Summit Working Group.

The surveys yielded a detailed account of popular priorities across a broad range of economic and security issues, published in "Public Opinion on Venice Summit Issues." Special reports were also published on US Japanese trade relations ("Opening Up Own Market a Low Priority for Japanese Public") which was released prior to Prime Minister Nakasone's visit to Washington and on terrorism ("Allies Still Fearful of Terrorism -- Anti-Terrorist Coordination is West European Priority for Venice Summit Action").

In addition to these publications, the Office of Research provided the Under Secretary's office and the NSC working group with special analyses of the public diplomacy implications of these survey results.

NSC/S PROFILE

UNCLASSIFIED

ID 8704840

RECEIVED 24 JUN 87 17

TO PRESIDENT

FROM WICK, C

DOCDATE 19 JUN 87

WICK, C

19 JUN 87

KEYWORDS: USIA

VENICE SUMMIT

EUROPE WEST

SUBJECT: USIA PUBLIC DIPLOMACY RPT RE VENICE ECONOMIC SUMMIT & PRES TRIP TO EUROPE

ACTION: PREPARE MEMO FOR CARLUCCI

DUE: 26 JUN 87 STATUS *C* FILES WH

FOR ACTION

FOR CONCURRENCE

FOR INFO

BEMIS

TICE

DANZANSKY

STEINER

BATJER

SOMMER

DEAN

HOWARD

COMMENTS

REF#

LOG

NSCIFID

(IB)

ACTION OFFICER (S) ASSIGNED ACTION REQUIRED DUE COPIES TO

C 5/20

no action required per Bemis. believe no response is

necessary, as Gen. Powell

on 6/22 wrote to USIA

Deputy Director Stone

concerning USIA participation

at Venice Summit.

DISPATCH

W/ATTCH FILE

(C)

AS