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WITHDRAWAL SHEET

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Collection Name MATLOCK, JACK: FILES

Withdrawer

JET 6/15/2005

File Folder SUMMIT 1986-U.S. ADVISORY COMMISSION ON PUBLIC DIPLOMACY

FOIA

2001-061

Box Number 55

ZUBOK

5507

ID	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
15088	LETTER	MEMBERS OF U.S. ADVISORY COMMISSION ON PUBLIC DIPLOMACY TO PRESIDENT REAGAN RE SUMMIT [16 - 17]	2	9/13/1985	B1
15085	MEMO	RAYMOND/KORENGOLD TO MCFARLANE RE PROPOSED REPLY TO DR. EDWIN FEULNER [18 - 18]	1	10/17/1985	B1
15086	MEMO	RAYMOND/KORENGOLD TO MCFARLANE RE PROPOSED REPLY TO DR. EDWIN FEULNER (SAME TEXT AS DOC #15085) [20 - 20]	1	ND	B1
15090	CABLE	140004Z FEB 86 [23 - 24]	2	2/14/1986	B1
15092	CABLE	140004Z FEB 86 (SAME TEXT AS DOC #15090) [25 - 26]	2	2/14/1986	B1
15093	CABLE	271655Z FEB 86 [36 - 37]	1	2/27/1986	B1

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

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B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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PENDING REVIEW IN ACCORDANCE WITH E.O. 13233

Ronald Reagan Library

Collection Name MATLOCK, JACK: FILES

Withdrawer

LOJ 3/28/2007

File Folder SUMMIT 1986-US ADVISORY COMMISSION ON PUBLIC DIPLOMACY

FOIA

F01-061

Box Number 55

ID	Doc Type	Document Description	No of Pages	Doc Date	
A	MEMO	RAYMOND AND MADEL TO POINDEXTER, NSC 8610186 [1-2]	2	2/4/1986	opened 05/14/2008 [signature]
B	MEMO	TOM C KOROLOGOS TO ROBERT MCFARLANE, RE SUMMITRY [11-14]	4	9/13/1985	"

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20508

~~J. MATLOCK~~
FILE
10186 (Add On)

February 4, 1986

INFORMATION

MEMORANDUM FOR JOHN M. POINDEXTER

FROM: JUDYT MANDEL *Jm*
WALTER RAYMOND *WR*

SUBJECT: Your Meeting with U.S. Advisory Commission on
Public Diplomacy

You will be meeting with five members of the Advisory Commission on Public Diplomacy, an independent, bipartisan group created by Congress, to oversee the U.S. international information, cultural and educational exchange programs. The members of the Commission want a wide-ranging discussion of our public diplomacy strategy for General Secretary Gorbachev's visit to the U.S., the role of USIA in developing that strategy, and the institutional arrangements for implementing that strategy.

Attached (Tab 1) are some general points to make with the Commission, but this will primarily be an opportunity to hear their views on how we might organize and proceed for the next Summit.

Some of the Commission members have strong views on the need for an aggressive public campaign to rebut Soviet propaganda initiatives. Tom Korologos wrote to Bud McFarlane in September of last year advocating a public diplomacy campaign similar to "good old-fashioned American-style political campaigning". Some of Korologos's suggestions i.e. Worldnet appearance by the President, Mrs. Reagan inviting Mrs. Gorbachev to tea, President reporting to a Joint Session of Congress, were adopted. However, his basic point about conducting an aggressive high visibility Public Diplomacy effort will undoubtedly come up again. Ed Fuelner also wrote to the President in September urging the US to use our two most effective resources: the President's communications skills, and the Worldnet interactive satellite facilities. Both figured prominently in our strategy. (Fuelner and Korologos letters attached at Tab 3.)

Finally, a key point that both Korologos and Fuelner make is that no matter how good our initiatives and proposals, their success depends on effective packaging. It would be useful to

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hear the Commission members' thoughts on how we might organize to ensure that packaging. In particular, you might want to explore with them the idea of a "two-track approach" in which outside supporters not fettered by diplomatic considerations might be helpful in promoting some of our themes. This is an idea Pat Buchanan raised during the CMC Public Diplomacy "game" session.

At Tab 2 are bios for the Commission members with whom you will be meeting, and some background material on the Commission, including their 1985 Report.

JFM
Jack Matlock concurs.

Attachments

Tab I Talking Points
Tab II Bios for Commission members
Tab III Fuelner and Korologos letters

John -

I recommend a 5 to 10 minute pre-brief. Judy + I could come by & discuss the session with you. Pls advise.

Walt

TALKING POINTS

- Welcome this opportunity to meet with you to discuss public diplomacy as we prepare for the next Reagan-Gorbachev meeting.

- We are in the process of formulating our strategy, so it is particularly timely to have your comments and recommendations. I am especially interested in your views of what we did well last time and what we might do better this time.

- The venue of this Summit presents a particular challenge:
 - o Soviet spokesmen will have great access to US media and opinion-makers including Congress. Ensuring realistic and balanced coverage as well as reciprocity will be difficult.
 - o Soviets have begun and will continue to publicly float initiatives designed to capture headlines rather than solve problems. Soviet arms control proposals of last month, their Cyprus regional initiative and rumors of the impending release of certain dissidents are good examples.
 - o Soviets are mounting an intense campaign to pressure the US into making concessions on arms control issues, particularly SDI, and positioning themselves

as the "peace advocates". Their objective is to place onus for lack of progress on US.

- I believe our own strategies should try to (1) take advantage of these propaganda initiatives to promote our own agenda and (2) redefine public perceptions of what Summitry is all about.
- Public opinion polls going back over last ten years show that Americans -- and many allied publics -- are more interested in the process of US-Soviet dialogue than in achieving cosmetic agreements. There is also strong sentiment favoring progress in arms control negotiations.
- Therefore, basic perceptions we should try to foster are:
 - we are working hard to build on the fresh start made at Geneva, and to bring about constructive deeds in all four areas of our agenda. We have succeeded in beginning a process of broader and deeper dialogue;
 - some tangible results evident, especially in lowering barriers to communications, building a basis for trust, and cooperation on pressing human problems;
 - but the deep-seated differences between us cannot be narrowed or resolved overnight. We have made good proposals, Soviets have also made proposals, and we are negotiating flexibly to build on common ground;
 - summits should give impetus to resolving difficult problems rather than rubber stamping cosmetic agreements.

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- Although some commentators initially gave Gorbachev the propaganda advantage, our own strategy of seeking to keep expectations realistic and broaden the US-Soviet agenda to include human rights, regional issues and people-to-people exchanges was quite successful. Measured by the joint statement and the domestic and European opinion polls, the US achieved its objectives, and the President consolidated and strengthened his position.

 - But we cannot be complacent. The challenge for the next round will be to keep expectations realistic, maintain the appearance of seriousness and commitment to constructive negotiations, and keep the focus on all four parts of our agenda, not just arms control.

 - Timing, tactics, and specific themes are still being worked out, but one lesson learned from the Soviet over-playing of their hand last time was that we should be wary of a media blitz which starts too early, and concentrate instead on a steady and consistent effort to gain public acceptance and support for our definition of success at the next Summit. European public reaction to the recent Soviet arms control proposals has been skeptical and wary for the most part, indicates that grandstanding can backfire, especially with more sophisticated audiences.

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- With respect to our public diplomacy structure we are still thinking about the best organizational arrangements, i.e. whether to bring in a public diplomacy coordinator as we did last time.

 - USIA and the IIC have a role in the process.
 - o Under the vigorous leadership of Marvin Stone, the IIC has the potential for reinvigoration;

 - o The IIC has made a significant contribution to our public diplomacy resources by ensuring the on-going collection and evaluation of foreign public opinion. It generates ideas and assumes the day to day tasking to the field in support of our public diplomacy themes.

 - I would like to hear your views on how we might do a more effective job, particularly in calling on "outsiders" to support our public diplomacy themes, suggestions on presenting our themes and initiatives more effectively.

United States Advisory Commission
on Public Diplomacy

Washington, D.C. 20547

Judy T.

1. pls discuss.
2. JL should be involved

January 30, 1986

Mr. Walt Raymond
Special Assistant to the
President for International
Communication and Information
Old Executive Office Building
Washington, D.C. 20506

Dear Walt:

This will confirm my understanding of the several conversations with you and Judy Mandel regarding the Commission's meeting with Admiral Poindexter.

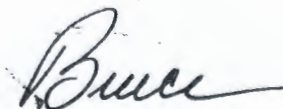
The Commission will plan to be at the Pennsylvania Avenue entrance of the White House a few minutes before 1:30 p.m. on Wednesday, February 5. The Commission's party will include Chairman Edwin J. Feulner, Jr., Commissioners Tom C. Korologos, Hershey Gold, Herbert Schmertz, and Richard Scaife, my deputy Michael Morgan and myself.

The Commission's letter to Admiral Poindexter of December 23 can serve as a point of departure for discussion. The Commissioners will be interested in Admiral Poindexter's views on a public diplomacy strategy for General Secretary Gorbachev's visit to the United States, USIA's value in advising on the public diplomacy impact of proposed policies, the role of the SPG's International Information Committee under his leadership, current relations between USIA and the NSC, and any other thoughts he may wish to share with them.

Biographic information on the Commission members, copies of the Commission's 1985 annual report, and its recent report on diplomatic security and public diplomacy are enclosed.

Your help and Judy's in setting this up are appreciated. Look forward to seeing you next week.

Sincerely,



Bruce Gregory
Staff Director

*United States Advisory Commission
on Public Diplomacy*

Washington, D.C. 20547

The U.S. Advisory Commission on Public Diplomacy is an independent, bipartisan citizens commission created by Congress to oversee the international information, cultural, and educational exchange programs of the United States Government.

The Commission is responsible for assessing the policies and programs of the U.S. Information Agency, including the Voice of America, the Worldnet television service, the Fulbright scholarship program and the Radio Marti program. The Commission's advisory responsibilities extend also to such USIA grant recipients as the National Endowment for Democracy, the East-West Center, and the National Council for International Visitors.

By law, the Commission's seven members are appointed by the President with the advice and consent of the Senate. They are selected from a broad cross section of educational, communications, cultural, scientific, technical, public service, labor, business, and professional backgrounds. Each member is appointed for a term of three years and may be reappointed. The Chairman of the Commission is designated by the President.

The Commission reports its findings and recommendations to the President, the Congress, the Secretary of State, the Director of USIA, and to the American people.

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MEMBERSHIP OF THE U.S. ADVISORY COMMISSION ON PUBLIC DIPLOMACY

EDWIN J. FEULNER, JR. OF VIRGINIA, CHAIRMAN (REPUBLICAN)

Dr. Feulner is President of the Heritage Foundation, a Washington based, tax-exempt public policy research institution. He is also Chairman of the Institute for European Defense and Strategic Studies in London and serves on the boards of numerous other public policy groups. Dr. Feulner has served as a member of the U.S. Delegation to the United Nations Second Special Session on Disarmament, the President's Commission on White House Fellows, the Commission on Security and Economic Assistance and the Reform Observation Panel for UNESCO. He previously served as the Executive Director of the Republican Study Committee in the U.S. House of Representatives, as a Confidential Assistant to Secretary of Defense Melvin R. Laird and as Administrative Assistant to U.S. Congressmen Philip M. Crane [R-Ill.].

Dr. Feulner has served as Chairman of the Advisory Commission for three years. During that time, he has visited more than 30 USIA posts overseas at no expense to the U.S. Government.

e. robert (bob) wallach OF CALIFORNIA, VICE CHAIRMAN (DEMOCRAT)

Mr. wallach has been in private law practice in San Francisco since 1959, primarily in the area of civil litigation. He currently serves as Dean of the Hastings Center for Trial and Appellate Advocacy and as adjunct professor at the Hastings College of Law. He is a past president of the Bar Association of San Francisco. He is co-author of two texts and extensive articles relating to trial advocacy, professional ethics and improvements in the jury trial system.

PRISCILLA L. BUCKLEY OF CONNECTICUT (REPUBLICAN)

Ms. Buckley has been Managing Editor of National Review magazine since 1959. Prior to that she served as contributing editor and in-house reporter for the magazine. Before joining National Review, she served for several years as a correspondent for United Press International in Paris. Ms. Buckley was elected to the Board of Directors of National Review in 1980.

For additional information,
please write:

United States Advisory Commission
on Public Diplomacy

Room 600
301 4th St., S.W.
Washington, D.C. 20547


Bruce Gregory, Staff Director
(202) 485-2457

TOM C. KOROLOGOS
1850 K STREET, N. W., SUITE 850
WASHINGTON, D. C. 20006

→ Walt Raymond
What think?
Bud

September 13, 1985

PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE ROBERT C. MCFARLANE
FROM: TOM C. KOROLOGOS 
SUBJECT: Summitry

As you know, I sometimes write lengthy dispatches to you and others about certain events that I notice require some straight talk. As always they are written, hopefully, as constructive epistles and you can do with them what you want.

Today's subject is the Summit.

As a member of the Advisory Commission on Public Diplomacy, I have read NSDD 183. You probably wrote it, but I think it falls short and probably has been overtaken by events. I say this because I have also read something called: "Special Report, Foreign Media Reaction from the USIA" the first part of which reads:

"The overwhelming foreign media perception is that Mr. Gorbachev has scored a public relations triumph with his impressive new style, charm, offensive, and velvet glove making him a formidable opponent to President Reagan and putting Washington on the defensive."

NSDD 183 and this type of report are incompatible. NSDD won't allow you to cope with this balderdash because there is loose in the land a public distrust on the part of the President being able to pull the summit off.

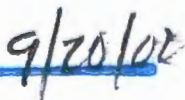
What to do about it? Some thoughts and ideas.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958, Sec. 1.3(a)

By NARA



Date



PERSONAL AND CONFIDENTIAL

The Honorable Robert C. McFarlane
September 13, 1985, Page 2

A. Under no circumstances take the typical and traditional corporate hunker-down mentality that this is going to go away and we should ignore the Gorbachev PR campaign. Too many Congressional delegations and media stars are going to go over to Moscow and return as Gorbachev's puppets and personal promoters all of which will keep the pot stirring.

B. Let's counter all of this by immediately leap-frogging the Soviets at their own game with some good old-fashioned American style political campaigning.

What happens in campaigns?

1. You prepare yourself for the other side's blockbuster gimmick shortly before the election (Summit). The "October surprise" as it were. I predict in the great tradition of Eisenhower's "Open Skies" proposal which caught the world's fancy in the 50s, Gorbachev will come up with some major, dramatic bombshell proposal that will capture the press and everyone's fancy both in Europe and in the U.S. and we will suffer accordingly. You and your analysts can speculate and guess as to what this major proposal and peace coup might be in Geneva, but you can bet that it's coming.

2. In a political campaign you counter the opposition with your own bombshell. Our commission has sent to the President (and to you) a proposal that he appear on Worldnet in Europe with European reporters asking him questions about the Summit. The point being: he who frames the issue ahead of time wins the debate. The President can use the Worldnet program on the eve of the Summit, woo the Europeans, calm down America and beat Gorbachev to the punch with our own proposals. Let's use two of our secret weapons: The President (Reagan) and high tech (Worldnet).

The contrast of the leader of a closed society resorting to a single interview in TIME MAGAZINE in contrast with the leader of the western world allowing himself to be questioned by the European media via Worldnet will not go unnoticed, especially when we call attention to it.

PERSONAL AND CONFIDENTIAL

The Honorable Robert C. McFarlane
September 13, 1985, Page 3

This is not unlike Nixon's return from China and the Congressional fears about what he did over there. What did we do? We took the President off the plane at Andrews, put him in a helicopter and landed him on top of the Congress that very night to report what happened.

||| ✓

Our specific proposal on Worldnet can take on various aspects and forms. It can be used to make pronouncements, it can be used to respond to questions, it can be used to exploit SDI and any number of things.

|||

Specifically on SDI, the Russians have been testing theirs for a long time. They're in a snit because we want to run a simple test of our own. (Poor babies!) The President has already proposed sharing SDI with them. How about taking it to the next step and inviting them to conduct joint science on SDI. Make this the President's "Open Skies."

SDI is a good story that can be exploited. For hell's sake, the President ran against Mondale on it and carried it off. Let's do the same against Gorbachev. Facts on how high the Russians can shoot down satellites need to come out. Can they knock out HBO and cable TV? (That will send shivers down the backs of America!) Can they knock out the networks? Let's release dramatic and heretofore secret information about how good their SDI is and how far behind ours is. How about some schematics and/or photos of what they can do and a comparison of where we are.

3. In addition to preparing for the Summit and part of the same scenario we need to do some backgrounding and research on our opponent. Publish his record, just like we do in campaigns. How about someone digging into Gorbachev's past and let's see some profiles planted on just who the guy is. Does anyone know he was one of Andropov's henchmen in the KGB? As Henry put it, "He wasn't a 'choir boy' to become Chairman of the Politburo." How did he get there? How about some friendly columns analyzing his life and times? What was his war record? A hero or a draft-dodger? These ran once -- let's do it again.

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~~PERSONAL AND CONFIDENTIAL~~

The Honorable Robert C. McFarlane
September 13, 1985, Page 4

4. Also, like in a campaign, we need to use the candidate's wife to our advantage. How about Mrs. Reagan inviting Mrs. Gorbachev to a tea in Geneva to meet the wives of the strap-hangers and camp followers. This should be done before Mrs. Gorbachev invites Nancy!

5. Also, in a campaign you need some good old-fashioned pols around who have been through it before. Call in Timmons, John Sears, Jim Baker, Nofziger, Rollins, Laxalt, me, Scowcroft and even Kissinger (but don't get caught by the right-wingers). We're the p.r. oriented, political junkies who can't stand not to be running against somebody. Your Matlock types are brilliant Sovietologists and must play an integral part in your strategy. On this one, however, you need some outsiders who are Americanologists. You need some media flax, some p.r. types, to worry along with you. You can have all the brilliant foreign policy initiatives in the world in Geneva and pre-Geneva. But they're worthless until they're packaged correctly. National security requires selling the programs to America as well as watching your pockets don't get picked by the Russians.

The low expectation strategy probably was feasible in the beginning of all this. With the latest media blitz by Gorbachev, it has to be put aside.

End report.

PENDING REVIEW

**This document is pending review in accordance with E.O. 13233
Please refer to sheet in front of folder for a description of the document**

B

THE WHITE HOUSE
WASHINGTON

7-22 7992 15

Dear Tom:

Thanks for your letter-cum-memo regarding public diplomacy and the President's meeting in Geneva. I read it with considerable interest and will certainly bear your suggestions in mind as we go into the home stretch.

A number of your suggestions have already taken form: Mrs. Reagan has invited Mrs. Gorbachev to tea and Mrs. Gorbachev has accepted. Consideration is being given to the President's making a major address via Worldnet (I ask you to treat this confidentially, since the details have not been worked out).

I couldn't agree more that we have a big job in explaining our case, both here at home and to foreign audiences. The USIA media reaction report which you quoted makes this point. Those impressions of Gorbachev -- "impressive new style," "charm offensive" and "velvet glove" -- are direct quotes from the European press. I was pleased to see that the report points up not only foreign reaction to Gorbachev's style but also a healthy insistence that the new style be backed up by deeds as well.

As for our own approach, the impression that we want to convey is that the President is preparing carefully and thoughtfully for this very important meeting and that we are eschewing gimmickry or propaganda. We have a big plus in this -- it conforms to reality. This is indeed the way the President is approaching the meeting and is the guidance he has given to us.

We have a good team and I feel that we will acquit ourselves well.

Thanks again for your thoughts.

Sincerely,

Mr. Tom C. Korologos
1850 K Street, N. W.
Suite 850
Washington, D.C. 20006

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THE WHITE HOUSE

WASHINGTON

October 28, 1985

Dear Ed,

I have read with interest the Advisory Commission's letter of September 13 to the President advocating an appearance by him on USIA's WORLDNET prior to his meetings in Geneva in November with Soviet General Secretary Gorbachev. I agree that WORLDNET is a "national asset" that should be fully utilized.

We are constantly alert to the various possibilities we have to make our approach to the Geneva meetings clear to governments and peoples throughout the world. While we are not sure of the press conference format the Commission recommends, the idea of a Presidential appearance on WORLDNET is one that we are considering seriously.

I can assure you and your fellow Commission members that your recommendation is greatly appreciated.

Sincerely,



Robert C. McFarlane

Dr. Edwin J. Feulner, Jr.
Chairman
United States Advisory Commission on
Public Diplomacy
Washington, D.C. 20547

THE WHITE HOUSE

WASHINGTON

Ed.
Dear ~~Dr. Feulner~~:

how add with them &
I ~~am replying to~~ the Advisory Commission's letter of September 13 to President Reagan advocating an appearance by him on USIA's WORLDNET prior to his meeting in Geneva in November with Soviet General Secretary Gorbachev. *I agree that WORLDNET is a "national asset" that should be well studied.*

~~My staff at the NSC and I~~ are constantly alert to the various possibilities we have to make our approach to the Geneva meeting clear to governments and peoples throughout the world. While we are not sure of the press conference format the Commission recommends, the idea of a Presidential appearance on WORLDNET is one that we are ~~very aware of and are~~ considering seriously, ~~as you can see from the attached schedule.~~

We are still working on a public diplomacy implementation plan that will emphasize the main themes we want to stress in a steady, well coordinated manner. The preliminary draft of the President's schedule will give you some of the flavor. I would appreciate your keeping this information in the strictest confidence.

I can assure you and your fellow Commission members that your proposal will be given serious consideration.

Sincerely,

Attachment
List of Activities

Revise. I don't want to send in the schedule.

Dr. Edwin J. Feulner, Jr.
Chairman
United States Advisory Commission on
Public Diplomacy
Washington, D.C. 20547

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

7319

INCOMING

DATE RECEIVED: SEPTEMBER 13, 1985

NAME OF CORRESPONDENT: THE HONORABLE EDWIN J. FEULNER JR.

SUBJECT: UNOPENED

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION		DISPOSITION	
		ACT CODE	DATE YY/MM/DD	TYPE RESP	C D
ALFRED KINGON		ORG	85/09/16		/ /
<i>Robert M. Farlane</i>	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
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COMMENTS: CLASSIFIED MATERIAL

ADDITIONAL CORRESPONDENTS: MEDIA: S INDIVIDUAL CODES: _____

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

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*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        *COMPLTFD = DATE OF *
*I-INFO COPY/NO ACT NFC*                       *      OUTGOING    *
*R-DIRECT REPLY W/COPY *                       *                   *
*S-FOR-SIGNATURE       *                       *                   *
*X-INTERIM REPLY       *                       *                   *
*****

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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.

FILE

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20506

~~MATLOCK~~UNCLASSIFIED

February 19, 1986

ACTION

MEMORANDUM FOR RODNEY B. MCDANIEL

THROUGH:

KARNA SMALL

FROM:

JACK MATLOCK

SUBJECT:

USIA Conference in London, March 3-4, 1986

As I mentioned in a separate memorandum, USIA is planning, at our suggestion, a conference of Public Affairs officers from posts in Europe March 3-4 to discuss our public diplomacy strategy for handling the run-up to the Washington summit, and more broadly the means of presenting to European publics our approach to U.S.-Soviet relations.

Misperceptions of U.S. policy toward the Soviet Union, and a misunderstanding of the nature of the Soviet threat, lie behind the troubling, if minority, sentiment in many West European countries which tends to treat the U.S. and the USSR as moral equivalents. Such sentiment acts as a constraining factor even on friendly governments. It is clearly one of our most important objectives in dealing with the West European allies to present our perceptions and policies on these issues in the most persuasive manner possible. Thus the rationale for the conference.

I will be chairing the conference and Judy Mandel and Steve Steiner will be attending to deal with their respective areas of expertise. I believe, however, that Karna Small can make a major contribution to its success, since she is in a position to deal with specific techniques of media relations. Therefore, if she can make the time to come, I would hope that her travel could be approved for the conference.

USIA and State will be defraying the travel costs for the rest of us. I would urge that, if Karna is able to attend, that you authorize her travel on NSC funding.

RECOMMENDATION:

That you approve Karna Small's travel to London for the USIA Conference in London, March 3-4, 1986.

Approve

AM

Disapprove

—

To: J. Matlock 28

From:

Judge Mansel



Talking Points for use with Roz Ridgway re:
Public Diplomacy Conference in Europe

- I asked USIA after the Geneva Summit to set up a conference in Europe to discuss our public diplomacy effort on US-Soviet relations, and think through the public diplomacy issues for the next meeting. The objective is to develop an effective public diplomacy strategy tailored to European concerns.
- Participants ideally would be PAOs and Pol counselors or officers from the NATO countries and Moscow.
- Budgetary limitations make it impossible for USIA to pay for all participants.
- Participation of political counselors or political officers from Europe is essential to thoughtful discussion, policy relevant recommendations.
- Understand you are feeling the pinch of Gramm-Rudman, and that funds for conferences and travel are tight.
- Nevertheless, hope you can work out funding to allow participation by political officers, either EUR funding or post travel funds.

Judy + Mandel - FILE
See notes. The description of my topic shows how much they need to discuss how to understand & think about our policy. A number of people should be to give PAO's sense of how

NATIONAL SECURITY COUNCIL

Judy + Mandel:

I had understood that USIA planned to publish an update of the attached pamphlet (three Yehwa at least). Have they done so? It will be most important to have copies on hand at the conference - Jack

TF Matlock to convey US policy effectively / d
Raymond Steiner plan a strategy for their individual countries to undermine the "moral equivalency" sentiment.
J Mandel proposed PD Conference to elicit suggestions as to how Washington can best support their efforts. Much of this seems to be lost in a traditional briefing by topic approach.

PPS - If Saffrony does SDI, it will be important to have Steiner there to weigh in - Jack

Also to elicit suggestions as to how Washington can best support their efforts. Much of this seems to be lost in a traditional briefing by topic approach.
Jack

East/West Relations Public Diplomacy Conference
(Tentative Schedule)

March 3, 1986

- 9:00-9:15 Welcome and Introduction.
- 9:15-10:15 The Administration's objectives for East/West Relations over the next two to three years. How the Administration intends to use the 'Summit' tool to further US policy goals. (Amb. Matlock).
- 10:15-10:30 Coffee.
- 10:30-11:30 Discussion -- SDI (led by DOD Representative, DAS Frank Gaffney).
- 11:30-12:30 Discussion -- Arms Control: Impact of Gorbachev's January 15 Proposals on negotiations at the Geneva NST Talks. Prospects for substantive progress. (Possibly led by Ambassador Kampelman or Ambassador Zimmerman from the Geneva negotiating team and DAS Gaffney from DOD).
- 12:30-14:00 Lunch (free).
- 14:00-15:00 Discussion -- Regional Issues. (Amb. Matlock, State EUR DAS Palmer).
- 15:00-15:30 Discussion -- Human Rights: CSCE, Bern Human Contacts Meeting, prospects for Vienna CSCE Review Conference. (Amb. Matlock, DAS Palmer).
- 15:30-15:45 Coffee.
- 15:45-16:30 Discussion -- Bilateral Issues: Exchanges, trade, air safety, etc. (Amb. Matlock, DAS Palmer, Mr. Kordek).
- 18:00-20:00 Possible reception hosted by London PAO Korengold for conference participants and British East/West experts.

- Simons ?
- Palmer
- Paris ?
U.S. policy toward the Soviet Union: interests, Allied to publish, and relations to achieve better understanding in Europe of U.S. policy.
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Strategy for

OUTRAGEOUS! Shows how much they need a discussion of these matters !!

MARCH 4, 1986

- 9:00-9:30 USIA Research Report summarizing European attitudes on East/West issues post-Geneva (P/R).
- 9:30-11:00 Country Reports: How the Geneva Meeting and US Policy has been perceived in Europe. (EU PAOs -- and Embassy political counselors, if they participate).
- 11:00-11:15 Coffee.
- 11:15-12:15 Indications of how the USSR may be preparing for the next 'Summit' meeting in the US - in substantive and propaganda terms. (DCM Moscow Combs).
- 12:15-13:45 Lunch (free).
- 13:45-15:00 Discussion: Summit Public Diplomacy Strategy for Europe (Amb. Matlock, DAS Palmer, Mr. Kordek).
- 15:00-15:30 Coffee.
- 15:30-17:00 Conclusions and Recommendations. (Amb. Matlock, DAS Palmer, Mr. Kordek).

UNCLASSIFIED

WHITE HOUSE SITUATION ROOM

PAGE #1 LONDON 3869
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4. PAO IS HOSTING COMMUNITY BREAKFAST SUNDAY
MORNING, MARCH 2, AT PAO RESIDENCE, 139 GLOUCESTER
ROAD, SW7 (TWO BLOCKS FROM GLOUCESTER ROAD TUBE
STATION AND EN ROUTE BETWEEN THE AIRPORT AND THE
CUMBERLAND HOTEL) FOR PARTICIPANTS AWAITING ACCESS
TO THEIR ROOMS THAT DAY. FOR PLANNING, WOULD
APPRECIATE AN ALERT IF YOU PLAN TO STOP BY.

KORENGOLD
BT

- TO USIA WASHDC IMMEDIATE 0807
- AMEMBASSY OTTAWA IMMEDIATE 0931
- AMEMBASSY REYKJAVIK IMMEDIATE 2294
- AMEMBASSY OSLO IMMEDIATE 7168
- AMEMBASSY COPENHAGEN IMMEDIATE 0361
- AMEMBASSY BRUSSELS IMMEDIATE 4153
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USIA

USIA FOR EU/KORDEK; STATE FOR EUR/SOV LPASCOE;
NSC FOR MATLOCK/MANDEL/STEINER; DEFENSE FOR
OSD/ISP SKOCH

EO 12356: M/A

SUBJECT: CONFERENCE ON U.S. PUBLIC DIPLOMACY IN
EUROPE, MARCH 3-4 IN LONDON

REF: USIA 10398-C

1. BECAUSE A NUMBER OF YOU WILL BE COMING EARLY
OR STAYING AFTER THE MARCH 3-4 PUBLIC DIPLOMACY
CONFERENCE, AND MAY WANT TO TAKE ADVANTAGE OF
LONDON'S THEATER OFFERINGS, WE HAVE MADE ARRANGEMENTS
WITH THOMAS COOK, WHO ARE LOCATED IN THE EMBASSY,
AT 499-9000, EXT. 2707, TO ACCEPT DIRECT TELEPHONED
REQUESTS FROM PARTICIPANTS DESIRING THEATER TICKETS.
BOOKINGS CAN BE DONE BY PROVISION OF CREDIT CARD
NUMBER, ADDRESS, AND EXPIRY DATE.

2. USIS LONDON REGRETS, HOWEVER, THAT IT CANNOT,
IN MOST CASES, PROVIDE TRANSPORT TO AND FROM THE
AIRPORT. LOCAL TRANSPORTATION IS READILY AVAILABLE
BY TAXI. THE TUBE (WITH A TRANSFER) OR THE AIRBUS
HAVE STOPS AT MARBLE ARCH, WHICH IS QUITE NEAR TO
THE CUMBERLAND HOTEL, WHERE MOST CONFERENCE
PARTICIPANTS WILL BE STAYING.

3. BE FOREWARNED ALSO THAT, UNLESS BOOKING IS
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HOTEL ROOMS PROBABLY WILL NOT BE AVAILABLE UNTIL

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UNCLAS LONDON 03869

USIA

USIA FOR EU/KORDEK; STATE FOR EUR/SOV LPASCOE;
NSC FOR MATLOCK/MANDEL/STEINER; DEFENSE FOR
OSD/ISP SKOCH

EO 12356: N/A

SUBJECT: CONFERENCE ON U.S. PUBLIC DIPLOMACY IN
EUROPE, MARCH 3-4 IN LONDON

REF: USIA 10398-C

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KORENGOLD
BT

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PAGE 01
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USIA

LONDON FOR USIS; STATE FOR EUR/SOV: LPASCOE;

NSC FOR MATLOCK, STEINER, MANDEL

EO 12356 N/A

SUBJECT: CONFERENCE ON U. S. PUBLIC DIPLOMACY, MARCH 3-4 IN LONDON
REFERENCE: USIA 10398 (C)

1. WASHINGTON/LONDON ITINERARY FOR CONFERENCE PARTICIPANTS AMBASSADOR JACK MATLOCK, STEVEN STEINER AND JUDYT MANDEL OF THE NSC AND LYNN PASCOE OF STATE/EUR/SOV IS AS FOLLOWS:
MARCH 1 LV DULLES AT 6: 45 PM VIA PA 106
MARCH 2 ARR LONDON (HEATHROW) AT 6: 45 AM

2. STEINER AND MANDEL WILL RETURN TO WASHINGTON ON MARCH 5. THEIR LONDON/WASHINGTON ITINERARY FOLLOWS:
MARCH 5 DEP LONDON (HEATHROW) AT 1: 45 PM VIA PA 107
MARCH 5 ARR DULLES AT 5: 10 PM.

3. AMBASSADOR MATLOCK WILL RETURN TO WASHINGTON ON MARCH 6. HIS LONDON/WASHINGTON ITINERARY FOLLOWS:
MARCH 6 LV LONDON (HEATHROW) AT 1: 45 PM VIA PA 107
MARCH 6 ARR DULLES AT 5: 10 PM.

4. REQUEST A SINGLE ROOM FOR AMBASSADOR MATLOCK AT THE CUMBERLAND HOTEL FOR THE NIGHTS OF MARCH 2, 3, 4, 5.

5. REQUEST SINGLE ROOMS FOR STEINER, MANDEL AND PASCOE AT THE CUMBERLAND HOTEL FOR THE NIGHTS OF MARCH 2, 3, 4.

6. WILL ADVISE CONCERNING PASCOE'S ONWARD TRAVEL VIA SEPTEL. (EU)
WICK
BT

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PAGE 01
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LONDON 4377

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Matlock

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UNCLAS SECTION 01 OF 02 LONDON 04377

USIA

NSC FOR AMBASSADOR MATLOCK FROM PAO KORENGOLD;
USIA FOR EU/KORDEK, REMICK

EO 12356: N/A

SUBJECT: SCHEDULE OF AMBASSADOR MATLOCK

SUNDAY, MARCH 2

0645 ARRIVE HEATHROW VIA PA 106 FROM
-- WASHINGTON. MET BY PAO
KORENGOLD AND TAKEN WITH OTHERS OF WASHINGTON
PARTY TO PAO RESIDENCE FOR BREAKFAST AND
LODGING UNTIL HOTEL ROOMS BECOME AVAILABLE IN
EARLY AFTERNOON.

-- AFTERNOON AND EVENING FREE.

MONDAY, MARCH 3

0900-1200 PUBLIC DIPLOMACY CONFERENCE AT
- EMBASSY.

1200-1330 LUNCH (OPEN).

1330-1630 PUBLIC DIPLOMACY CONFERENCE AT

- EMBASSY.

1800-2000 RECEPTION FOR CONFERENCE
-- PARTICIPANTS AND BRITISH
EAST-WEST EXPERTS IN MEDIA, POLITICS, AND
ACADEMIA AT EMBASSY.

2000 DINNER WITH JOURNALISTS AND
-- OFFICIALS AT BOB KLEIMAN'S,
14 BRYANSTONE SQUARE (TEL:723-8963)

TUESDAY, MARCH 4

0900-1215 PUBLIC DIPLOMACY CONFERENCE AT
EMBASSY.

1215-1345 LUNCH (OPEN).

1345-1700 PUBLIC DIPLOMACY CONFERENCE AT
EMBASSY.

1800-1845 DRINKS WITH LORD BETHELL, AUTHOR
--ON SOVIET AFFAIRS, RECIPIENT OF
JUST-PUBLISHED SAKHAROV LETTERS.

-- EVENING FREE.

WEDNESDAY, MARCH 5

0950 MEETING WITH CHRISTOPHER
-- MALLABY, DEPUTY SECRETARY, AT
CABINET OFFICE.

1030 COURTESY CALL ON TIMOTHY RENTON,
-- FOREIGN AND COMMONWEALTH OFFICE
MINISTER OF STATE

1100 MEETING WITH FCO POLITICAL
-- DIRECTOR AND DEPUTY UNDER
SECRETARY DEREK THOMAS AND OTHERS.

1300 LUNCH FOR SELECTED JOURNALISTS
-- AND ACADEMICS HOSTED BY CHARGE
D'AFFAIRES RAYMOND SEITZ.

1600 THE ROAD BEYOND GENEVA -- LEAD
-- ROUND TABLE DISCUSSION AT ROYAL
INSTITUTE FOR INTERNATIONAL AFFAIRS.

1800 RETURN TO HOTEL.

2000 DINNER AT PAO KORENGOLD'S
-- RESIDENCE.

THURSDAY, MARCH 6

1115 DEPART HOTEL FOR HEATHROW.

1345 DEPART VIA PA 107 FOR WASHINGTON.

** END OF CABLE **

**** SECTION BREAK ****

UNCLAS SECTION 02 OF 02 LONDON 04377

USIA

NSC FOR AMBASSADOR MATLOCK FROM PAO KORENGOLD;
USIA FOR EU/KORDEK, REMICK

EO 12356: N/A

SUBJECT: SCHEDULE OF AMBASSADOR MATLOCK

CONTROL OFFICER FOR FCO AND CABINET OFFICE
VISITS IS HUGH NEIGHBOR, TELEPHONE 499-9000
EXTENSION 2143, OR HOME 286-7145.

CONTROL FOR REMAINDER OF PROGRAM IS PAO
ROBERT KORENGOLD, EMBASSY EXTENSION 2611 OFFICE
OR 2474 HOME.

KORENGOLD

** END OF CABLE **



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PAGE 01 LONDON 4806 DTG: 061209Z MAR 86 PSN: 058589
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NSC WASHDC

UNCLAS LONDON 04806

USIA

USIA FOR EU/KORDEX, REMICK; NSC FOR AMBASSADOR
MATLOCK

EO 12356: N/A

SUBJECT: PUBLIC DIPLOMACY ACTIVITIES OF
AMBASSADOR MATLOCK

1. AS AN ADJUNCT TO HIS PARTICIPATION IN THE MARCH 3-4 USIA/NSC CONFERENCE ON U.S. PUBLIC DIPLOMACY IN EUROPE, AMBASSADOR JACK MATLOCK, SPECIAL ASSISTANT TO THE PRESIDENT AND SENIOR DIRECTOR OF EUROPEAN AND SOVIET AFFAIRS, NSC, CONDUCTED A NUMBER OF HIGHLY USEFUL PUBLIC DIPLOMACY ACTIVITIES FOR USIS LONDON. HE MET WITH A CONSIDERABLE NUMBER OF KEY GOVERNMENT OFFICIALS, ACADEMICS, AND JOURNALISTS DEALING WITH EAST-WEST AFFAIRS, OUTLINING IN EACH INSTANCE U.S. EFFORTS TO IMPROVE SOVIET-AMERICAN RELATIONS IN THE NEAR AND LONG TERM. HIS DETAILED SCHEDULE WAS AS FOLLOWS:

TUESDAY PM: DRINKS AND DISCUSSION WITH LORD BETHELL, EUROPEAN PARLIAMENT POLITICAL COMMITTEE RAPORTEUR, ON EUROPEAN PARLIAMENTARY REPORT ON U.S./EUROPEAN COMMUNITY POLITICAL RELATIONS.

WEDNESDAY AM: MEETINGS WITH CABINET OFFICE DEPUTY SECRETARY CHRISTOPHER MALLABY; TIMOTHY RENTON, FCO MINISTER OF STATE; DEREK THOMAS, FCO POLITICAL DIRECTOR AND DEPUTY UNDER SECRETARY.

LUNCH: HOSTED BY DCM RAY SEITZ. GUESTS INCLUDED NICHOLAS ASHFORD, DIPLOMATIC CORRESPONDENT, THE TIMES; MICHAEL BRUNSON, DIPLOMATIC EDITOR, INDEPENDENT TELEVISION NEWS; PROFESSOR LAWRENCE FREEDMAN, KING'S COLLEGE; NIK GOWING, FOREIGN AFFAIRS

-- CORRESPONDENT, CHANNEL 4 NEWS;
-- SIR CURTIS KEEBLE, FORMER UK
-- AMBASSADOR TO MOSCOW DURING AMB.
-- MATLOCK'S TIME; MALCOLM
-- MAC INTOSH, CABINET OFFICER,
-- EAST EUROPE EXPERT; DR. ROBERT
-- O'NEILL, DIRECTOR, INTERNATIONAL
-- INSTITUTE FOR STRATEGIC STUDIES.

WEDNESDAY PM: ROUND TABLE MEETING ON U.S./USSR RELATIONS AT CHATHAM HOUSE. PARTICIPANTS INCLUDED NICHOLAS ASHFORD (ABOVE); ADMIRAL SIR JAMES EBERLE, DIRECTOR, CHATHAM HOUSE; ROBERT KLEIMAN, RESEARCH FELLOW; DAVID KORN, RESEARCH FELLOW; KEITH KYLE, MEETINGS SECRETARY; WILLIAM WALLACE, DEPUTY DIRECTOR AND DIRECTOR OF STUDIES; JOHN ROPER, EDITOR, INTERNATIONAL AFFAIRS; PAULINE NEVILLE-JONES, FOREIGN OFFICE;

DINNER: HOSTED BY PAO ROBERT KORENGOLD. GUESTS INCLUDED MELVIN LASKY, EDITOR, ENCOUNTER MAGAZINE; MARK FRANKLAND, COLUMNIST ON SOVIET AFFAIRS FOR THE OBSERVER; DAVID BUCHAN, EAST EUROPEAN AFFAIRS CORRESPONDENT, FINANCIAL TIMES; ALFRED CAHEN, SECRETARY-GENERAL, WEST EUROPEAN UNION.

2. POST IS EXTREMELY GRATEFUL TO AMBASSADOR MATLOCK FOR HIS WHOLEHEARTED COOPERATION IN POST PROGRAM. WE WOULD BE HAPPY TO HAVE HIM RETURN AT ANY TIME.
KORENGOLD
BT