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June 27, 1985

Dear Larry:

I thought you would be interested in the enclosed memorandum which reports on the successful placement of pre-departure interviews for the President and Mrs. Reagan on their recent trip to Europe. The Presidential couple's views were carried to more than 155 million households in Europe, Canada and Japan.

We feel the results were also impressive, not only in audience numbers reached, but in the direct placement of distortion-free material.

Lastly, the conclusions, as stated on the final two pages of the memorandum should be of interest to all of us concerned with projecting this Administration's image abroad.

We look forward to working together in the future on similar high-level trips abroad. In this respect, USIA offers its assistance to you on such projects.

With personal best wishes.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Principal Deputy Press Secretary  
The White House

MEMORANDUM FOR: The Director

THROUGH: P - Michael Schneider

FROM: P/F - Robert W. Garrity

SUBJECT: Results of TV and Print Interviews from  
President's Trip to Europe

SUMMARY

For a month prior to the President's trip to Europe, the Foreign Press Center worked with White House Deputy Press Secretary Bob Sims' office in arranging pre-departure interviews for the President and Mrs. Reagan with print and broadcast journalists from the six economic summit countries, plus Spain and Portugal. All of these efforts were coordinated with our embassies in the concerned countries, with the appropriate State and USIA desk officers and later with the President's Inter-Agency Public Diplomacy Team. The results are now in, and they show the Presidential couple's views were carried directly to more than 155 million households in Europe, Canada and Japan.

BACKGROUND

On April 25th, the President was interviewed by six print journalists from the economic summit countries. On April 29th, TV journalists from the same countries interviewed the President. Seven other sets of Q & As were answered in the President's name, along with five photo opportunities. Six Q & A's were answered in Mrs. Reagan's name. The result was that six foreign television networks carried the interview to some 151 million viewers and 17 foreign newspapers and four magazines printed stories on the Presidential couple for a combined circulation of 7.7 million.

GREAT BRITAIN: 24 million on TV; 1.3 million newspaper readers

The full thirty minutes of the President's interview with the six television journalists, satellited live to Britain by ITN for their Channel 4 prime-time news program on April 29th, reached an estimated 1 million viewers. Also, BBC picked it up on their 'Nine O'Clock News' with a viewership of approximately 10 million. ITN then followed on their 'News at Ten' program with a viewership approximating 12 million. Later that same night, BBC's 'News and Nightly Affairs' program ran a brief report on it with a viewership estimated at 1.2 million.

Earlier, on April 27th, the Daily Telegraph (circulation 1.3 million), front-paged Washington Bureau Chief Richard Beeston's account of the Presidential interview with the six summit country print journalists.

FRANCE: 40 million on TV; 600,000-plus newspaper readers

In France, an estimated audience of 40 million viewers heard veteran Washington Correspondent Gerard St. Paul on TF-1's broadcast of the interview with President Reagan satellited there on April 29 in time for the evening news.

A day earlier, the 150,000 readers of Liberation, were given the text of the print interview along with photos of the journalists in the Roosevelt Room with the President.

On April 27th, the Strasbourg newspaper, Dernieres Nouvelles d'Alsace, with a circulation of about 200,000 in France and 60,000 in Germany, ran the full text of a written Q & A with the President, little over a week before he would address the European Parliament there. The French press agency, AFP, then picked it up and circulated it to countless other newspapers in France and elsewhere around the world.

A few days later, Dernieres Nouvelles d'Alsace (with a combined circulation of another 260,000) ran a Q & A issued in Mrs. Reagan's name on drug-related issues.

WEST GERMANY: 20 million on TV; 1,520,000 newspaper readers

An estimated 20 million viewers in West Germany heard Washington Bureau Chief Fritz Pleitgen as the Presidential interview was satellited in its entirety by ARD for the April 20 Channel 1 broadcast. Excerpts were picked up by Channel 2 on its morning broadcast of the 30th, followed by newspaper accounts in several dailies, reaching an undetermined number of readers and viewers.

Two days before that, however, one of Germany's most influential newspapers, Die Welt, carried the full text of the print interview to its 210,000 readers with an exclusive byline from the paper's long-time, respected Washington Economic Correspondent Horst-Alexander Siebert.

Also, the nationally-circulated magazine, Bunte, carried Mrs. Reagan's Q & A on drugs to its 1.32 million readers.

JAPAN: 12 million on TV; 3 million newspaper readers

TBS, Japan's most influential commercial system, satellited the portion of the television news conference with the President that featured Washington Bureau Chief Toyohiro Akiyama's questions on U.S.-Japan trade imbalance issues and also the SDI program. NHK also used excerpts from the TBS feed highlighting the new round of trade talks. Estimated audience for the two broadcasts was 12 million.

Three days before that, Nihon Kezai (the Wall Street Journal of Japan), gave top, front-page play to Washington Correspondent Toshitaka Yoshida's coverage of the President's round-table discussion with the print journalists. The paper's circulation is about 3 million.

ITALY: 30 million on TV; 678,000 newspaper readers

Veteran U.S. Correspondent Sergio Telmon carried the Presidential interview as the lead item on his April 30 broadcast to RAI's 30 million viewers on the Channel 1 main newscast at 8 p.m.

Two days before that, U.S. Correspondent Mario Platero of Italy's economic daily, Il Sole 24-Ore, published the print interview with the President for its 140,000 readers.

Mrs. Regan's Q & A on drug issues was published in Gente magazine, circulation 538,000.

CANADA: 25 million on TV; 200,000 newspaper readers

CBC Correspondent Joe Schlesinger cut his trip to Indo-China short, and still suffering from a bout of pneumonia, returned to Washington for the presidential TV interview. His prime-time news broadcast blanketed Canada, reaching a potential audience of 25 million English and French-speaking viewers.

Before that, Fred Harrison, the Financial Post's Washington correspondent, wrote two stories on his interview with the President for his 200,000 Canadian readers.

SPAIN: 1.4 million newspaper readers, undetermined radio audience

Four Washington-based, Spanish newspaper correspondents and one in New York were allowed to submit written questions to be answered in the President's name. They were also given a brief photo opportunity with the President to personalize their articles. Each correspondent submitted separate questions and received answers specifically written for his own publication. The publications were: ABC newspapers, 140,000; La Vanguardia, 200,000; El Pais, 185,000; Diario 16, 60,000; and the Spanish news agency EFE, which disseminates its material to 102 newspapers and three radio stations. The EFE article was picked up in a number of provincial newspapers and on the radio stations, but the exact audience total is unknown.

Mrs. Reagan's Q & A was carried in two Spanish magazines: La Revista, 350,000 and Hola 500,000.

PORTUGAL: 90,000 newspaper readers

A written Q & A answered in the President's name was sent to the post for placement. It ran May 7 in Diario de Noticias, 50,000 circulation, the day before the President arrived in Lisbon.

Tempo magazine, 40,000 circulation, printed Mrs. Reagan's Q & A.

CONCLUSIONS:

The White House, the Agency and our embassies abroad were well-served by the time and effort put into the President's pre-departure interviews. His participation with the U.S.-based foreign journalists generated full and informed media coverage and so placed the trip's fundamental purposes front and center. Prime-time viewers and front page readers learned from the President directly in clear and accurately reported terms his aims and priorities for the trip.

Based on this, and the many other pre-departure interview situations that the Foreign Press Center has worked on, we can conclude the following:

1. Foreign placement is in direct proportion to the level of the official being interviewed, his or her recognition value as a quotable source, and the immediacy of the topic to the journalist's audience. (Thus, on Presidential trips abroad, the President is the most newsworthy and quotable source, etc.)
2. Foreign journalists are maintained in the U.S. at great expense to their news organizations. Their byliners not only receive 'front-page' treatment, they carry the added verisimilitude of having been written by someone the reader or viewer trusts.
3. The selection of resident correspondents for high-level interviews helps to show the value to their editors that we place on day-after-day coverage of a permanent bureau. Resident correspondents are also more likely to understand English well, be acquainted with American viewpoints, and have the ability to correctly interpret answers. Also, since the resident correspondent must live with his, or her, reputation here, there is less likelihood of 'misunderstanding' the ground rules, or 'forgetting' a pre-interview agreement.
4. The best format for a high-level interview is either a written or oral Q & A of sufficient length and subject interest so that it will be used in its entirety and preclude the necessity of the journalist adding 'editorial comment' to 'fill out the space.' In this respect, photos are a help since they add space and tend to personalize even a written Q & A.
5. The placement of print and television stories in a country just before the principal's arrival sets the scene in that country for local coverage of the occasion, but also should help indicate to the accompanying American press the degree of enthusiasm there in support of the high-level visit. The best timing, of course, would be to embargo the pre-departure interviews so that they would appear in the media as the party arrives.

6. With this, as with other pre-departure interviews arranged by the Foreign Press Center, there is no program cost to USIA. Using this as an example, six foreign broadcast networks carried the material at the their own expense to more than 150 million viewers, and 17 publications did the same for nearly 8 million readers, at no cost to the U.S. Government but for staff time.



May 29, 1985

Dear Larry:

Thank you so much for your letter of May 23 concerning Steve Hayes.

I greatly appreciate receiving Steve's resume. His credentials are excellent. I am referring Steve's resume to Marvin Stone for his suggestions concerning job opportunities in the Agency. My staff will be in touch with Steve.

Thank you again for your thoughtful recommendation.

Kindest regards.

Sincerely,

Charles Z. Wick

The Honorable  
Larry Speakes  
Deputy Press Secretary  
to the President  
The White House





May 29, 1985

Dear Larry:

Attached for your information is an item on the Geneva arms talks which appeared in USIA's foreign media reaction report of May 29, 1985 (Tab A).

I was most pleased to read your statement concerning the second round of negotiations which was quoted in Britain's Guardian. You said: "We find the Soviet comments are an intriguing tactic for turning recalcitrance into a virtue. In the coming round, we will be flexible without rewarding the Soviets for their backtracking. We hope for more positive results than we saw in round one and we will be patient in our search for reductions in nuclear weapons..."

Your statement is brilliant. Congratulations on a superb job!

Kindest regards.

Sincerely,

Charles Z. Wick

The Honorable  
Larry Speakes  
Deputy Press Secretary  
to the President  
The White House

Wednesday, May 29, 1985

- 5 -

REAGAN SPEECH ON TAX REFORM

Italy

"Reagan Announces Fiscal Revolution"  
[Il Mattino (eel mah-TEE-noh)]

Naples' Il Mattino, in a report from New York by correspondent Lanfranco Vaccari, said, "Notwithstanding Reagan's populist efforts, the tax-reform project is likely to meet strong obstacles in Congress...For a President who built his political success on his ability to make good use of mass media...this is the most difficult test."

GENEVA ARMS TALKS

Britain

"Kremlin Backtracks at Geneva Talks,  
Says White House" (Guardian)

The liberal Guardian's Washington correspondent Michael White wrote this report: "On the eve of the second round of negotiations, which open tomorrow in Geneva...the consensus on both sides seems to be that the present stalemate is unlikely to be broken easily..."

Agreeing with Mr. Gorbachev's 'complaint--of 'fruitless talks'--White House spokesman Mr. Speakes said: 'We find the Soviet comments are an intriguing tactic for turning recalcitrance into a virtue. In the coming round, we will be flexible without rewarding the Soviets for their backtracking. We hope for more positive results than we saw in round one and we will be patient in our search for reductions in nuclear weapons...'"

Japan

"Slight Hope for Rapid Progress"  
[Tokyo Shimbun (toh-kee-oh sheem-boon)]

Today's liberal Tokyo Shimbun published a report from its Paris correspondent who said, "There is no optimism on the outlook for the second round. The prevailing view is that there is little hope for rapid progress at the negotiations as long as there is no change in the Reagan Administration's present policy of promoting the SDI plan."

USIA/P/M

THE WHITE HOUSE

WASHINGTON

May 23, 1985

Dear Charlie:

Steve Hayes, who is currently Assistant to the Commissioner and Director of Public Affairs of the Internal Revenue Service, is interested in looking for other opportunities within the Administration. He is particularly interested in a position at USIA.

Steve has an excellent background, and is an outstanding individual with exceptional professional ability. He can render valuable service to the President in the outstanding work being accomplished by USIA.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Wick  
Director  
United States Information Agency  
Washington, D.C.

## STEPHEN DOUGLAS HAYES

1911 Belle Haven Road  
Alexandria, Virginia 22307  
Office: (202) 566-4743

### AREAS OF SKILL AND EXPERIENCE:

#### Public Affairs/Press Relations

Currently serving as Assistant to the Commissioner and Director of Public Affairs, Internal Revenue Service. Additionally, served as Acting Deputy Assistant Secretary for Public Affairs at the U.S. Treasury Department. Experience includes service as senior press relations officer for all monetary policy, energy, and international activities involving the U.S. Treasury Department.

#### Management

Currently manage a staff of 22 and have oversight responsibility over 70 field public affairs officers. Wide experience with all major aspects of administration including budgeting, publications management, personnel and staff management.

#### Public Policy Formulation and Analysis

Heavily involved in tax reform and other economic issues. Tracked and analyzed political issues for a U.S. Senator; forged new human resource management policy and procedures for United States Navy; analyzed financial and economic trends in the Middle East

#### Writing and Editing

Served as senior speech writer and Press Spokesman for Treasury Secretary Regan. Wrote all international speeches and many economic policy speeches for Secretary Regan. Other experience includes professional journal articles, political and public policy commentary, press releases, and journalistic features.

### EMPLOYMENT HISTORY:

1984 to present:	Assistant to the Commissioner and Director of Public Affairs Internal Revenue Service
1981 - 1984	Speech Writer and Press Spokesman Office of the Secretary, U.S. Treasury Department
1979 - 1981	Chief, International Projects Group U.S.-Saudi Arabian Joint Economic Commission, U.S. Treasury Department
1974 - 1979	Program Development Officer U.S.-Saudi Arabian Joint Economic Commission, U.S. Treasury Department
1971 - 1974	Assistant Director, Overseas Diplomacy Program Human Resource Management Project, U.S. Navy
1970 - 1971	State Executive Secretary U.S. Senator William V. Roth
1967 - 1969	U.S. Naval Officer (stationed in Asia)

### EDUCATION:

M.A.	International Politics, Georgetown University	1976
B.A.	Philosophy/Political Science, Dartmouth College	1966

### HONORS:

U.S.-Saudi Arabian Joint Commission Exceptional Service Award; Treasury Department Certificate of Award; Sustained Superior Performance Awards — Treasury and Navy Departments; U.S. Navy Bronze Star, Vietnamese Staff Service Honor Medal, Navy Commendation Medal, and Meritorious Unit Commendation Medal.

### SELECTED WRITINGS:

"Style and the Public Good," *Common Sense* (Republican National Committee)  
"Politics and the Image of Business," *Alexandria Gazette*  
"Riyadh: A Study in Urban Dynamism," *ARAMCO World*  
"Joint Economic Commission as Instruments of U.S. Foreign Policy in the Middle East," *Middle East Journal*  
"Aspects: An Educational Neologism," *Dartmouth Alumni Magazine*  
Book Review: The Middle East in the Coming Decade, 1980s Project — Council on Foreign Relations, *Middle East Journal*

### PERSONAL

Married; one daughter. Health: Excellent. Age: 40

THE WHITE HOUSE

WASHINGTON

May 17, 1985

Dear Charlie:

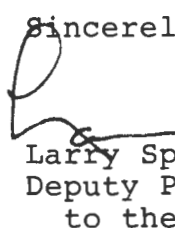
Thank you for sharing with me your concerns about responding more rapidly to Soviet propaganda and disinformation. We have made responding to their initiatives that a high priority at the White House, and I think your request to the Foreign Broadcast Information Service for a better alert procedure will help.

The White House does not have the resources to take the lead in a comprehensive program for responding to Soviet propaganda, but we frequently need factual material to help refute Soviet disinformation promptly. In this regard, we rely heavily on interagency guidances provided via the State Department.

There are, of course, times when we have less to gain by highlighting Soviet propaganda than by ignoring it. I believe improvements in the current coordination mechanism should include a way to evaluate the pluses and minuses associated with drawing attention to a subject which the Soviets wish to exploit.

We look forward to contributing to a coordinated effort to attack this problem, and appreciate your efforts to get the ball rolling.

Sincerely,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Z. Wick  
Director, United States Information Agency  
Washington, D. C. 20547



April 25, 1985

Dear Larry:

I wanted to send you the following relevant quote from my press breakfast with the Godfrey Sperling group yesterday morning. This quote illustrates the context of the remarks cited in Lou Cannon's article in the Washington Post this morning. You should be aware that Lou Cannon was not present at the breakfast, nor was anyone else from the Post.

"This very sensitive issue about Bitburg, I think, is very unfortunate. I think the tragedy is that both Chancellor Kohl and President Reagan sought to provide symbols that would ratify, nurture, and reaffirm the unity, the looking forward, ahead, of two allies that for some 40 years have participated in the NATO shield against the alarming Soviet buildup of missiles, SS-20s that are directly aimed at Western Europe as well as their strategic weapons. So, this divisive outcry does not emanate from groups that are on the fringes of either end of the political spectrum. They emanate from a multiplicity of well-meaning, highly-motivated people. And so the tragedy is that instead of achieving what Chancellor Kohl and the President had sought -- something extremely positive -- there is this tremendous dilemma."

At all times, I was seeking to put the controversy surrounding the Bitburg visit in its proper context.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House

THE WHITE HOUSE

WASHINGTON

May 17, 1985

Dear Charlie:

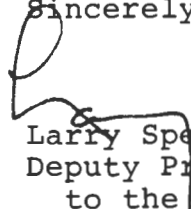
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Sincerely,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Z. Wick  
Director, United States Information Agency  
Washington, D. C. 20547

THE WHITE HOUSE  
WASHINGTON

May 16, 1985

Bob:

Look this over and talk to me about it.

Larry





~~CONFIDENTIAL~~

(3)

April 29, 1985

MEMORANDUM FOR: The Honorable  
Larry Speakes  
Assistant to the President and Principal  
Deputy Press Secretary

FROM: Charles Z. Wick  
Director

SUBJECT: Faster Response to Soviet Propaganda

I have been concerned ever since I became Director of USIA that we react too slowly to major Soviet propaganda and disinformation efforts. There has been some improvement -- USIA itself has devoted considerable attention to the problem -- but our performance remains less than perfect.

I have been seeking ways in which we could learn about and react more quickly to Soviet propaganda and disinformation. One way that comes to mind is to enlist the Foreign Broadcast Information Service (FBIS) in the process of promptly alerting foreign affairs agencies about media items that represent significant new propaganda or disinformation efforts. To that end, I have sent a letter to the Director of FBIS asking for his help (copy attached).

Assuming that FBIS's response will be positive, we need to develop a coordinated rapid response mechanism which would, among other things, use the State Department's noon press briefing as a major vehicle for refuting these stories. I would hope that we could get to the point where no more than 24 hours would elapse between detection and response. In order to do this, however, the major agencies involved -- the White House and NSC, State, DOD and USIA -- would need a better coordination mechanism than currently exists.

I would appreciate your thoughts on this. The idea is still in the formative stages and will have to be made concrete, but I firmly believe that the need exists.

~~CONFIDENTIAL~~

Classified by: Charles Z. Wick  
Declassify on: OADR

DECLASSIFIED TO  
Authority DOS Walker  
BY CN NARA DATE 3/19/18

**United States  
Information  
Agency**

Washington, D.C. 20547

Office of the Director



April 29, 1985

Dear Mr. Chandlee:

I very much appreciated the briefing you gave to me and my staff a few weeks ago. It only confirmed my belief that FBIS offers a valuable service to the foreign affairs and national security community.

In the time since the briefing, I have been looking for ways in which your products and services could be better factored into our public diplomacy programs. One thought that I would like to explore with you involves developing a faster response mechanism to Soviet disinformation and propaganda. Your agency has its fingers on the pulse of Soviet daily global media activities and--along with the Embassy in Moscow--is in the best position to identify false allegations and disinformation about important U.S. policies as well as stories which might endanger U.S. lives or property abroad by inflaming foreign publics.

What I have in mind is an alert mechanism which would call the attention of USIA, the White House and NSC, State, and DOD to stories and allegations which require rapid response. We would have to work out details of what would constitute such a story, but that can be done by our staffs at a later date if you believe the idea has merit.

The alert mechanism would require one or two steps beyond what you normally do in your daily reporting. The most important would be that editors who spot important stories contact your liaison office which would in turn call liaisons in the four agencies involved. I would also think that such a story should get priority treatment on the FBIS wire.

I doubt that we're talking about even one or two alerts a week, if that many. My concern is that we are too often caught behind the curve in preparing responses or rebuttals to major Soviet allegations and that we should try to speed up the process. Eventually, we get on top of most problem stories and disinformation but, by then, considerable damage may have been done.

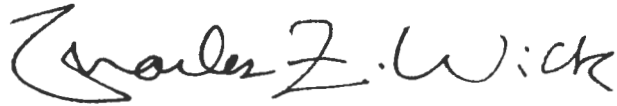
Mr. John D. Chandlee  
Director  
Foreign Broadcast Information Service  
P.O. Box 2604  
Washington, D.C. 20013

- 2 -

I would appreciate your thoughts. I will take the liberty of forwarding copies of this letter to Secretaries Shultz and Weinberger, and Mr. McFarlane at the National Security Council.

With best wishes.

Sincerely,

A handwritten signature in cursive script that reads "Charles Z. Wick". The signature is written in dark ink and is positioned above the typed name and title.

Charles Z. Wick  
Director



March 15, 1985

Dear Larry:

I would like to share with you a report that was recently prepared by the USIA-TV service on one of our newest television services -- the international Video Library program.

Capitalizing on the phenomenal expansion of home video viewing equipment around the world, the USIA has started a video tape library service at selected overseas posts designed to bring the best that America has to offer in the arts, sciences, education, politics, and entertainment directly into the homes of foreign audiences.

Early reports from the field indicate that this program -- begun just last year -- is already an enormous success, and the USIA is making plans for a rapid expansion of the service.

I am sure that you will share my enthusiasm for this exciting new means of telling America's story around the world.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House

## THE USIA VIDEO LIBRARY INITIATIVE

The United States Information Agency has just embarked on an exciting new initiative designed to help ensure that foreign audiences have a full and balanced picture of life in America -- the "Video Library" program. Recognizing the growing importance of home video viewing around the world, the USIA has begun to reorient its overseas posts to service the growing number of VCR playback units abroad, which sometimes reach 70% of the households in a given country. In most countries, we find that VCR owners are precisely those people who occupy the positions of greatest influence and authority, making them a critical audience for USIA materials.

The Video Library initiative began in 1984, with the choice of 10 posts to start the program on an experimental basis. Posts received "starter kits" -- 2 copies each of 80 titles chosen by our TV staff -- to get the program off the ground, and this was followed by the publication of a 231-title catalogue designed to give each post the opportunity to round out their collection to meet local interests. Our offerings contain everything from performing arts to international politics, from education to tourism.

Early reports from the field on this project are extremely encouraging. Our post in Kuala Lumpur has just reported that, in the first complete month of operation, the video library not only fulfilled its earlier promise, but delivered some unexpected benefits to the library as a whole: new membership applications were up 115% over December, while daily library visitors were up 41% and book loans were up 53%. The most popular video titles in Malaysia? VCRs on Education, a series of "American Short Story" dramatizations, and the highly praised PBS series "In Performance at the White House." Moreover, journalists and academics -- a particularly critical audience for USIA -- have shown a strong interest in our VCR offerings on political subjects.

Similarly enthusiastic reports have been received from our other posts -- from Lagos to Caracas, Bridgetown to Riyadh -- that are participating in the first stage of the Video Library experiment. Based on the initial successes of this program, we're rapidly moving ahead to produce a larger, 1000-title catalogue and expand the program to the rest of our overseas posts.

The rapid growth of home ownership of videotape players may well be one of the most significant developments in the world of communications in this decade. Through the development of the Video Library program, the USIA is taking advantage of this technology to bring America's message to the world more effectively than ever before.



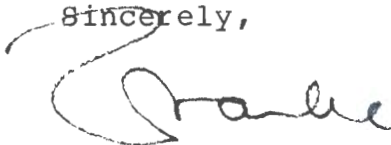
January 29, 1985

Dear Larry:

Thank you for your January 17 note concerning the RTL-Brussels request for a Presidential interview.

I appreciate your attention to the request and, of course, understand the limitations involved in granting interviews on such short notice.

Sincerely,



Charles Z. Wick

The Honorable  
Larry Speakes  
Deputy Press Secretary  
to the President  
The White House

THE WHITE HOUSE

WASHINGTON

January 22, 1985

Dear Charlie:

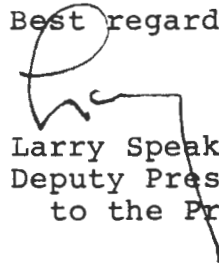
As we enter the new term, several of the staff of the Office of the Press Secretary, after having been in four years of "front-line duty", will be looking for other opportunities. One of these is Sandy Sidey, an assistant in the Press Office. Sandy is the daughter of Hugh Sidey, the TIME Magazine columnist.

Sandy is interested in working for USIA in Paris. I believe she is uniquely qualified for a position with USIA there since she lived in Paris for seven months as a student, and has a working knowledge of French. And, as you know, the people who work in the White House Press Office are accustomed to dealing with important people on critical issues day in and day out. I feel the experience she has had here would be of great value to your Paris operation.

Sandy approaches her job with professionalism and dedication -- and above all an even-handed, congenial attitude. I would give her the highest recommendation, as she is one of the brightest, most energetic persons on our press office staff. In short, she has what it takes to represent our country abroad and give the best possible impression of America.

If you turn up anything in your Paris office that would suit Sandy's qualifications, I would appreciate your letting me know.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Wick  
Director  
United States Information Agency  
Washington, D.C.

THE WHITE HOUSE

WASHINGTON

January 22, 1985

Dear Charlie:

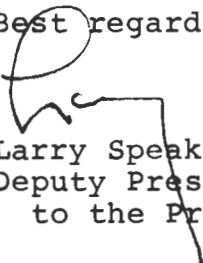
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Sandy is interested in working for USIA in Paris. I believe she is uniquely qualified for a position with USIA there since she lived in Paris for seven months as a student, and has a working knowledge of French. And, as you know, the people who work in the White House Press Office are accustomed to dealing with important people on critical issues day in and day out. I feel the experience she has had here would be of great value to your Paris operation.

Sandy approaches her job with professionalism and dedication -- and above all an even-handed, congenial attitude. I would give her the highest recommendation, as she is one of the brightest, most energetic persons on our press office staff. In short, she has what it takes to represent our country abroad and give the best possible impression of America.

If you turn up anything in your Paris office that would suit Sandy's qualifications, I would appreciate your letting me know.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Wick  
Director  
United States Information Agency  
Washington, D.C.



THE WHITE HOUSE

WASHINGTON

January 17, 1985

Dear Charlie:

Mike Deaver asked that I respond to your memorandum concerning an interview with President Reagan for RTL-Brussels following the President's meeting with Prime Minister Martens. Unfortunately, it was not possible to arrange the interview because of the President's crowded schedule.

We had a request directly from RTL, and they know the situation. However, I hope you can pass to Mr. De Keyser our appreciation for his interest in interviewing the President.

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Speakes', with a long horizontal stroke extending to the right.

Larry Speakes  
Deputy Press Secretary  
to the President


The Honorable Charles Z. Wick  
Director, United States Information Agency  
Washington, D.C. 20547



January 11, 1985

MEMORANDUM FOR:       The Honorable  
                          Michael K. Deaver  
                          Deputy Chief of Staff  
                          and Assistant to the President  
                          The White House

                          The Honorable  
                          Larry Speakes ✓  
                          Deputy Press Secretary  
                          to the President  
                          The White House

FROM:                   Charles Z. Wick 

SUBJECT:               Request for Presidential Interview

Attached is a copy of a telex sent to me by Mr. De Keyser, Editor-in-Chief of RTL-Brussels, a large television station based in Luxembourg. RTL is providing major coverage for the meetings between President Reagan and the Belgian Prime Minister and is seeking a brief (approximately two minutes) post-meeting interview by their Washington correspondent, Andre Willems, with the President .

Although it is not the official television for Belgium, RTL has very large audiences in Belgium, France Luxembourg, and Germany. As Mr. De Keyser explains in his telex, RTL is the only totally commercial television station in continental Europe.

In speaking to Mr. De Keyser I emphasized the difficulties posed by such a late request, but agreed to pass his request to the White House. Mr. De Keyser has been helpful to USIA in the past, particularly with regard to expansion of our Worldnet service to Europe.

I appreciate your attention to this matter, particularly on such short notice.

cc: Mr. Robert Simms  
      Special Assistant to the  
      President and Deputy Press  
      Secretary for Foreign Affairs  
      The White House

DIRECTOR

TLX.: 100910/87.

35-ATTN : CHARLES WICK

AS WE DISCUSSED ON THE PHONE OUR TELEVISION STATION. (RTL-BRUSSELS) WILL BE COVERING THE FORTHCOMING MEETINGS BETWEEN BELGIUM'S PRIME MINISTER WILFRIED MAERTENS AND PRESIDENT REAGAN TO BE HELD ON JAN 14 AND 15.

AS YOU CAN IMAGINE THIS MEETING WILL BE FOLLOWED CLOSELY IN BELGIUM AND IS CONSIDERED VERY IMPORTANT, PRIMARILY CONCERNING THE DEPLOYMENT OF THE 'EUROMISSILES' ON BELGIAN SOIL.

FOR THIS REASON WE WISH TO REQUEST A VERY SHORT INTERVIEW WITH PRESIDENT REAGAN RTL IS THE ONLY 100% COMMERCIAL TELEVISION STATION IN CONTINENTAL EUROPE, WITH A VERY HIGH AUDIENCE-RATING. THE INTERVIEW WOULD BE TRANSMITTED ON THE NEWS IN BELGIUM, LUXEMBURG, FRANCE, AND GERMANY.

THE INTERVIEW WOULD NOT EXCEED THE FOLLOWING THREE QUESTIONS :

1 - EUROPEANS HAVE EXPRESSED CONCERN OVER THAT FACT THAT EUROPE WAS NOT PRESENT IN GENEVA THIS WEEK. IN EAST-WEST NEGOTIATIONS, IS THE AMERICAN DELEGATION ONLY THE REPRESENTATIVE OF THE UNITED STATES OR DOES IT ALSO REPRESENTS EUROPEAN INTEREST?

2 - EUROPE HAS BEEN EXPERIENCING A WAVE OF INSECURITY CONCERNING THE POSSIBILITY OF A CONFLICT ON ITS TERRITORY. CAN EUROPE STILL COUNT ON THE U.S. ( IN VIEW OF THE DEVELOPMENT OF A IDS ) ?

3. A QUESTION WHICH IS TODAY IN EVERYONE'S MIND IN BELGIUM :  
TO WHAT EXTENT, IF ANY, DO THE TALKS IN GENEVA MODIFY THE FUTURE  
DEPLOYMENT OF MISSILES IN BELGIUM.

THESE QUESTIONS ARE ONLY TOUGH OUTLINES THE AREAS WE FEL MOST INTERES  
(REPEAT) MOST INTEREST OUR VIEWER. WE ARE OPEN TO ANY SUGGESTIONS  
OR REQUIREMENTS YOU MAY HAVE.

IT WOULD NOT ONLY BE AN HONOR FOR OUR STATION TO BE ACCORDED THIS INT  
INTERVIEW, WE FEEL THAT THE PEOPLE OF BELGIUM WOULD GREATLY  
APRECIATE THIS GESTURE OF INTEREST FROM THE PRESIDENT OF THE  
UNITED STATES.

J.C. DE KEYSER  
EDITOR IN CHIEF,  
RTL TELEVISION  
BRUSSELS  
BELGIUM.

END.

WLL RCVD PLSE



November 14, 1984

MEMORANDUM FOR:           The Honorable  
                                  Larry M. Speakes  
                                  Assistant to the President and  
                                  Principal Deputy Press Secretary  
                                  The White House

FROM:                        Charles Z. Wick *CW*

SUBJECT:                    USIA Television Activities  
                                  in Election Coverage

I thought you would like to know that USIS posts in 36 countries around the world (including the People's Republic of China and Yugoslavia) received "live" feeds of election night coverage by the American broadcasting networks, thanks to the facilitating arrangements made by USIA's WORLDNET. At each embassy hundreds of invited guests, including top government and media representatives, watched the election coverage live.

Some of the posts saw coverage of ABC News, the uplink feed of which was provided to us by ABC at no charge. Some other posts received free coverage provided by NBC News, through assistance given us by the European Broadcasting Union, coordinated by WORLDNET. Lists of the posts involved are attached. (Tab A)

Finally, the USIA itself provided a converted signal from Hong Kong to the Indian Ocean Satellite, in order that Islamabad, Lagos, and Cairo could receive coverage unavailable from any other source.

Entrepreneurial initiatives by USIA made a major contribution to our efforts with American companies, overseas chapters of the Chamber of Commerce, and foreign PTTs giving aid to our posts in helping pay for the considerable downlink satelliting charges. It is too soon to know a precise figure of the amounts contributed, but I can assure you that they were considerable.

#### Interactive WORLDNET Post-Election Analyses

Following the election night "live" coverages, the USIA Television schedule of WORLDNET post-election programming was both ambitious and unprecedented. These programs were teleconferences between journalists invited to our embassies and prominent political analysts speaking from our studios in Washington.

Beginning at 3 a.m. EST, at the Television studios in Washington, various combinations of expert observers and journalists from every conceivable political point of view (including David Gergen and Tom Braden) were involved in answering questions via satellite from journalists invited to USIS posts around the world, helping them understand and interpret the trends and significant events of the American election process.

Attached is the schedule of these satellite broadcasts, which were five in number, involving journalists located in 16 countries in Europe, Africa, the Far East, and Latin America. (Tab B) Also attached is early post reaction to these programs. (Tab C)

### Presidential Campaign Debates

During the fall presidential campaign, USIA's WORLDNET became a subscribing member of the American network "pool" and provided "live" satellite coverage of the complete Presidential and Vice Presidential campaign debates from Kentucky, Pennsylvania, and Missouri. In all, USIS posts in 22 different countries received this coverage. In each of these countries, television networks played substantial portions or the entire debate live on their respective networks. WORLDNET satellited the second Presidential campaign debate to Beijing to the Great Wall of China Hotel where 230 invited guests watched the live transmission at a breakfast. Posts receiving the debates are listed in Tab D.

Once again, entrepreneurial spirit succeeded in aiding our posts to secure the downleg transmission of these satellited programs, with American firms, PTTs and Chambers of Commerce helping defray the costs of such pick-ups.

### SATELLITE FILE Coverage

Finally, from the beginning of the primary election season in February, the USIA's weekly SATELLITE FILE news magazine, seen on TV in over 90 countries worldwide, has included at least one story on the American political process each week. Most recently, those posts desiring it have been able to secure from USIA TV a videotape recording of the campaign biographies of the principal candidates for President and Vice President.



November 2, 1984

Dear Larry:

Regarding the attached National Journal article ("Circumventing Advice and Consent"), my thought for a response would be:

Neither "intention to nominate" nor "nomination"  
is a recess appointment.

The confirmation process is being strictly observed in both Gene Pell's case and Sam Courtney's.

Sincerely,

Charles Z. Wick

(Dictated but not signed in Mr. Wick's  
absence from the office)

The Honorable  
Larry M. Speakes  
Deputy Assistant to the President  
and Principal Deputy Press Secretary  
The White House

## Circumventing Advice and Consent

As the 98th Congress wound down, the White House sent to the Senate dozens of nominations for senior posts, all too late for confirmation before the Senate adjourned. Nevertheless, President Reagan has already succeeded in placing some of these choices in charge of the offices for which they were belatedly nominated. At the Housing and Urban Development Department, Reagan nominated **Alfred C. Moran** to succeed the late **Stephen J. Bollinger** as assistant secretary for community planning and development. Bollinger died on June 18, and his general deputy, **Jack R. Stokvis**, had been acting assistant secretary. But since Labor Day, Moran, who was HUD regional administrator in Chicago, has been handling the responsibilities of the job, while holding the title of special assistant to HUD's Secretary. The Chicago regional administrator's post was filled on an acting basis by **Judith Y. Brachman**, Columbus (Ohio) area office manager. . . . At the Interior Department, Reagan was too late in nominating **John D. Ward** to be director of the Office of Surface Mining Reclamation and Enforcement. But Ward has filled the job on an acting basis since August when he was also appointed to succeed **J. Steven Griles** as deputy director. Griles was named deputy assistant Interior secretary for land and minerals management. The director's post was vacated in March, and deputy Interior undersecretary **J. Lisle Reed** served as acting director until Ward, who had been director of the Colorado division of mines, was named. . . . At the U.S. Information Agency, **Charles E. Courtney**, European affairs director, was nominated to be associate director for programs, a job he has held on an acting basis since July, succeeding **W. Scott Thompson**, who left in February following disagreements with former deputy director **Leslie Lenkowsky**. Lenkowsky had received a recess appointment by Reagan, but his confirmation was blocked. Thompson later joined the American Security Foundation, a conservative Washington think tank. Also at USIA, Reagan nominated **Ernest Eugene Pell** to be associate director for broadcasting, in charge of the Voice of America. Pell, who has been deputy director of the VOA since 1983, was named acting associate director in August, succeeding **Kenneth Y. Tomlinson**, who returned to *Reader's Digest* magazine to be its managing editor.

## Fodder for Future Recess Appointments?

At the Defense Department, Reagan nominated **John W. Shannon**, currently deputy Army undersecretary, to be assistant Army secretary for installations and logistics, a new position. **Pat Hillier**, former assistant Army secretary for installations, logistics and financial management, was confirmed for the new job of assistant secretary for financial



Carver

management early in 1983 and his former post was split into two assistant secretary-level jobs. Hillier continues to serve as acting assistant secretary for installations and logistics. Reagan succeeded in getting confirmed his choice for assistant Air Force secretary for financial management, a job that had been vacant since **Russell D. Hale** left in February to become senior defense adviser at the Washington Forum, an investment consulting firm. Sworn in to succeed him was **Richard E. Carver**, Peoria

(Ill.) mayor since 1972 who was also president of his own lumber business in Peoria and is a lieutenant colonel in the Air Force Reserve. A Republican Party loyalist from the district of House Minority Leader **Robert H. Michel**, Carver had tried and failed to get other Administration posts, especially a HUD assistant secretaryship, before getting this job. . . . The troubled Synthetic Fuels Corp. has been without a quorum on its board of directors and essentially out of business since April. On Oct. 11, too late for Senate action, Reagan finally sent up the nomination of **Greenwich (Conn.)** engineering consultant **Eric Reichl** to be a member of the board. Reichl was president of **Conoco Coal Development Co.** from 1974-78; the White House had announced its intention to make the nomination on April 18, but the controversies surrounding the corporation, which caused three board members to step down, probably also persuaded the White House not to seek confirmation hearings on Reichl. The White House also made two other nominations on Oct. 10 to the board, both of them strong opponents of the synfuels program's emphasis on production over research: conservative Rep. **Tom Corcoran** of Illinois, who this year unsuccessfully attempted to wrest the Republican Senate nomination from Sen. **Charles H. Percy**, and **Paul W. MacAvoy**, dean of the University of Rochester Graduate School of Management, who was a member of President Ford's Council of Economic Advisers. The White House is expected to grant recess appointments to the three nominees, with Corcoran possibly named chairman. . . . Reagan nominated **Melvin T. Brunetti**, a member of the Carson City (Nev.) law firm of Allison, Brunetti, MacKenzie, Hartman, Soumbeniotis & Russell Ltd., to be a judge on the U.S. Court of Appeals for the 9th Circuit. He would succeed **Herbert Y. C. Choy**, who took senior status in early October. . . . The President also sent up several nominations to advisory commissions too late for action by the Senate. Among the nominations, **Frank H. Conway** was nominated for reappointment to the Foreign Claims Settlement Commission for a term expiring in 1987. Conway has been serving as a member of the commission since 1981. Reagan also nominated **Richard H. Hughes** to be a member of the board of directors of the Export-Import Bank of the United States for a term expiring next January. Hughes, who would succeed **James E. Young**, is chairman and chief executive officer of **Hinderliter Industries Inc.**, a Tulsa, (Okla.) maker of construction materials and metal products. Reagan nominated **Karen Pryor**, an independent New York-based consultant on marine mammals and animal behavior to both private and government agencies, to be a member of the Marine Mammal Commission for a term expiring in May 1986. Pryor would succeed **Donald K. MacCallum**. Reagan nominated **Tom C. Korologos** for reappointment to the U.S. Advisory Commission on Public Diplomacy for a term expiring July 1987. Korologos has been executive vice president and director of legislative affairs of **Timmons and Co.**, a Washington business consulting firm, since 1975. He served as deputy assistant to the President for Senate relations from 1970-74 under Presidents Nixon and Ford.



Corcoran



Korologos





October 26, 1984

Dear Larry:

Another first for WORLDNET! The People's Republic of China and Yugoslavia helped WORLDNET break new ground by receiving, along with seventeen other countries, WORLDNET's live and complete transmission of the Foreign Policy Debate on October 21. Several countries carried the full 90-minute debates live on network TV, reaching tens of millions of viewers.

USIA TV's WORLDNET service transmitted all three candidates' debates live to a total of 22 countries. The Foreign Policy Debate was seen as it took place by a high-level audience of 220 Chinese guests invited by our Embassy in Beijing. In Yugoslavia portions of the debate were broadcast on a delayed basis nationwide by TV Belgrade and TV Novi Sad.

The following morning, the debate was fed to Francophone and Anglophone Africa in two separate programs. Each feed was followed by a half-hour interactive discussion program.

Richard M. Scammon, Director of the Elections Research Center, was the guest for the interactive in English and answered questions posed by journalists in Nairobi, London and Lagos. Dr. I. William Zartman of the Johns Hopkins School of Advanced International Studies (SAIS) answered questions in a program done entirely in French with journalists participating in Kinshasa, Dakar, Abidjan and Paris.

I thought you would be interested in the enclosed unprecedented media reaction reports on these five WORLDNET programs.

Best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House



October 17, 1984

Dear Larry:

I am enclosing an exciting report I received from our worldwide Television Service on the expansion of USIA-TV's co-productions this year. We have tripled the output of co-productions with some of the largest TV networks in the world, achieving prime time documentary placement of unprecedented proportions. Since we co-produce with TV networks themselves, usage is guaranteed. The programs cover a wide spectrum of subjects: national security, politics, culture, the arts, science, technology, the economy, and American society.

As you can see by the attachment, we have participated in 29 of these co-productions this year, including ones with Hungary and Yugoslavia, among others. Our co-production with China during the Los Angeles Olympics was seen by 500 million TV viewers, according to CCTV, which was "effusive" in its praise of USIA-TV, according to Embassy Beijing. I have included cable from Beijing in the attachment to this letter.

I am sure you will share my enthusiasm for the creative job our people are doing.

Best regards.

Sincerely,

A handwritten signature in dark ink, appearing to read 'C. Wick'. The signature is fluid and cursive, with a large initial 'C'.

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House

THE WHITE HOUSE

WASHINGTON


Dear Mr. Wick:

I would like to call your attention to the fine efforts of Bob Garrity, Mike Schneider, and Jim Pope in connection with the President's recent visit to the United Nations. The trip was one of the smoothest we have had -- due in no small part to the fine work of your USIA team.

Messrs. Garrity and Pope were extremely helpful with arrangements in New York, and Mike Schneider was a key to our cooperative efforts with your headquarters here. I'm sure others deserve great praise, and hope you will thank everyone for me.

We can always count on top-notch support from the USIA team.

Sincerely,



Larry Speakes  
Deputy Press Secretary  
to the President

The Honorable Charles Z. Wick  
Director  
United States Information Agency  
Washington, D. C. 20457



July 23, 1984

Dear Larry:

I am pleased to be able to tell you that USIA's office of African affairs has obtained nearly one million dollars in private sector funds for African pre-Olympic training and outfitting. Among the programs was the Converse Olympic donation program which provided \$40,000 (manufacturer's cost) in outfits to selected African Olympic teams.

Under this program, Converse will provide outfits for teams attending the Lake Placid and Atlanta pre-Olympic training camps.

Donations in the field were made through USIA and presentations made by U.S. ambassadors and public affairs officers. Media coverage of the program in Africa has been very positive, and I believe the United States has derived considerable good will among Africans from the project.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and Principal  
Deputy Press Secretary  
The White House

**United States  
Information  
Agency**

Washington, D.C. 20547

Office of the Director



July 20, 1984

Dear Larry:

Enclosed are the complete media reaction reports from our Latin American posts to the July 5 ARNET 7 (Latin American) program featuring Peter Ueberroth. I think you will find these as positive and encouraging as the earlier reactions to his previous appearances on our WORLDNET programs.

Best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House



July 23, 1984

Dear Larry:

Enclosed is a copy of a special Agency pamphlet on the President's China trip entitled "An Evolving Relationship: The People's Republic of China and the United States."

The pamphlet reinforces America's commitment to friendship and cooperation with the People's Republic of China by highlighting the exchange of visits between the President and Premier Zhao. It includes a policy review, excerpts from several Presidential addresses in China, a chronology of U.S.-P.R.C. relations, and a selection of photos documenting the exchange of visits.

A total of 30,000 Chinese-language copies has been shipped to China, and 11,500 English-language copies have been distributed by USIS posts around the world.

Because Public Law 80-402, the basic enabling legislation of the U.S. Information Agency, prohibits domestic dissemination of USIA program materials, this complimentary copy is sent for your personal and private use only.

Best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House



July 16, 1984

Dear Larry:

It is my pleasure to send to you the first annual report of the United States Information Agency's Private Sector Committees.

This report tells the story of more than 140 dedicated Americans who make up USIA's 10 voluntary Private Sector Committees. These men and women represent a dramatic cluster of the principal forces driving American society today. They depict a cross-section of opinion from academia, business, organized labor, government, civic and not-for-profit organizations. Their commitment is to extend the operating resources available to USIA by providing advice and review as well as tangible support for the Agency's programs.

As private citizens, the members of the Private Sector Committees have formed an important partnership with the Federal Government to help keep our country great. We feel very fortunate to have the benefit of their wise counsel and we salute them for their strong support of the mission of this Agency.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and Principal  
Deputy Press Secretary  
The White House



July 11, 1984

Dear Larry:

I thought that you would like to see the enclosed transcript of a television commentary as delivered on KABC-TV in Hollywood by Bruce Herschensohn on June 26. It is nice to see some good news for a change.

Best wishes.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House



BRUCE HERSCHENSOHN COMMENTARY  
KABC-TV NEWS: POLITICAL ANALYST  
JUNE 26, 1984 6:00 P.M.

THE CRITICISM AGAINST CHARLES WICK WON'T STOP AND THAT'S BECAUSE HE'S AN EASY TARGET, NO MATTER WHAT HE DOES--OR DOESN'T DO. FIRST, BEING A CLOSE FRIEND OF THE PRESIDENT, HE'S VERY VISIBLE. AND SECOND, AND MOST IMPORTANT, AS DIRECTOR OF THE UNITED STATES INFORMATION AGENCY, HIS WORK...IS INVISIBLE IN THIS COUNTRY.

ASK ANYONE ON THE STREET IF CHARLES WICK HAS DONE A GOOD OR A BAD JOB AS DIRECTOR OF THE U.S.I.A. AND THEY WOULD PROBABLY SHRUG BECAUSE HIS JOB PERFORMANCE HAS BEEN GIVEN VIRTUALLY NO PRESS ATTENTION AT ALL. BUT GO OVERSEAS WHERE THE EVIDENCE OF HIS WORK IS HARBORED, AND HIS WORK HAS NOT ONLY BEEN GOOD; IT'S BEEN ONE OF THE BEST CHAPTERS IN THE 31-YEAR HISTORY OF THE UNITED STATES INFORMATION AGENCY...AN AGENCY ENGAGED IN THE WAR OF IDEAS; WITHOUT MOST OF THE UNITED STATES KNOWING THAT IT'S GOING ON.

WITH A FRACTION OF THE BUDGET OF THE SOVIET UNION'S PROPAGANDA MINISTRY, CHARLES WICK HAS PUT US AHEAD OF THE SOVIET UNION IN THE USE OF A TELEVISION TECHNOLOGY...TO COUNTER SOVIET PROPAGANDA. THROUGH A SYSTEM HE CALLS "WORLD-NET," HE INAUGURATED A CLOSED-CIRCUIT TELEVISION NETWORK ALLOWING FOREIGN JOURNALISTS WITHIN THEIR OWN COUNTRIES, TO QUESTION U.S. POLICYMAKERS HERE IN THE U.S., IN ONE-HOUR TELEVISION INTERVIEWS. THE FIRST PROGRAM GAVE FOREIGN JOURNALISTS A CHANCE TO QUESTION AMBASSADOR JEANE KIRKPATRICK. LATER IT WAS PRESIDENT REAGAN AND HENRY KISSINGER, AND SECRETARY SHULTZ AND VICE-PRESIDENT BUSH. THESE PROGRAMS GO ON TWICE A WEEK NOW...AND NEXT YEAR, IF HE GETS HIS WAY...ONCE A DAY. NOTHING LIKE IT HAS BEEN DONE BEFORE AND IT GIVES AN IMMEDIATE PERSONAL, UNREHEARSED OPPORTUNITY TO FOREIGN JOURNALISTS TO TALK TO U.S. POLICY-MAKERS AND OPINION-LEADERS. EVEN THE VERY LEFT-WING NEWSPAPER IN ITALY, "MANIFESTO," RAVED ABOUT THE OPPORTUNITY TO QUESTION U.S. OFFICIALS IN THAT WAY.

FURTHER, WICK'S TELEVISION PRODUCTION, "LET POLAND BE POLAND," SET A RECORD IN WORLD LEADERS COMING TOGETHER EXPRESSLY FOR AN INTERNATIONAL TELEVISION AUDIENCE TO GIVE ONE UNITED OPINION ABOUT THAT SOVIET SATELLITE'S GOVERNMENT. FIFTEEN WORLD LEADERS CAME TOGETHER WITHIN THAT PRESENTATION AND IT WAS SEEN IN OVER 50 COUNTRIES.

IN TERMS OF PUBLICATIONS, A MONTHLY MAGAZINE ON SOVIET PROPAGANDA IS NOW SENT TO OUR OWN OFFICERS ABROAD, ALONG WITH REBUTTAL TO SPECIFIC SOVIET DISINFORMATION. IT GIVES THEM ANSWERS.

AS FAR AS RADIO IS CONCERNED, THE "VOICE OF AMERICA" HAS BEEN UPGRADED IN TERMS OF BOTH FACILITIES AND LISTENERSHIP...INCLUDING RELIGIOUS PROGRAMMING INTO THE SOVIET UNION.

THERE'S A LOT MORE AND I'M SAYING ALL THIS FOR ONE REASON: SCANDAL IS THE MEAT OF THE WASHINGTON PRESS CORPS...THEY LOVE IT. THIS KIND OF STUFF THAT I'M TALKING ABOUT IS A BORE TO THEM. BUT IT'S THIS...KIND OF..."STUFF" THAT MAKES A REAL IMPACT ON WORLD-AUDIENCES...AND THE UNITED STATES SHOULD HEAR ABOUT IT. AND I BELIEVE THAT THE UNITED STATES HAS GREAT REASON TO BE THANKFUL THAT CHARLES WICK IS THE DIRECTOR OF THE UNITED STATES INFORMATION AGENCY, BECAUSE THE WAR OF IDEAS IS GOING ON EVERY DAY AND TODAY'S IMPACT WILL AFFECT OUR PLACE IN THE WORLD...AND OUR INFLUENCE...FOR A LONG TIME TO COME.



July 6, 1984

Dear Larry:

I have attached a copy of USIA's latest publication on Afghanistan, which is part of our continuing public diplomacy effort to focus international attention on the facts and implications of the Soviet occupation.

"Afghanistan: The Struggle in Its Fifth Year" is the third of a series of USIA pamphlets covering Afghan resistance to Soviet aggression. It features an article by a former Afghan government official now living in the U.S.; a reprint from Foreign Affairs by a French doctor who has worked in Afghanistan; excerpts from a December 1983 State Department report; and a chronology of events from 1978 to May 1984.

A total of 28,300 copies has been printed and distributed worldwide through our overseas posts in four languages: English, French, Spanish and Arabic.

Best regards.

Sincerely,

Charles Z. Wick  
Director

Attachment: "Afghanistan:  
The Struggle in Its Fifth Year"

The Honorable  
Larry Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House

**United States  
Information  
Agency**

Washington, D.C. 20547

Office of the Director



July 10, 1984

Dear Larry:

I thought you would find interesting the enclosed transcripts of our most recent WORLDNET programs featuring General John W. Vessey, Jr., Chairman of the Joint Chiefs of Staff, Michael H. Armacost, Under Secretary of State for Political Affairs and Peter Ueberroth, President, Los Angeles Olympic Organizing Committee.

Also enclosed is a media reaction report on Under Secretary Armacost's program. We will send you similar media reaction on Mr. Ueberroth's program once we have a complete report.

Best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House



July 10, 1984

Dear Larry:

On November 11, 1961, Director Edward R. Murrow sent a cable notifying posts around the world of a new series called "Science Report" offered by USIA/TV. This series program ran unbroken until May 1, 1979, a period of 18 years and seven months, when it was cancelled as part of a budget exercise to save the government the \$19,000 per episode cost.

In February, 1983, another cable was sent to posts around the world, announcing the science series would again be sent on a regular basis under the new title of "Science World." To date there are 84 posts, including Beijing, subscribing to this service. Our estimated worldwide audience exceeds 80 million regular viewers, representing the largest regular TV audience for any USIA/TV product, and this audience shows no signs of diminishing.

"Science World" highlights the on-going advances being made in all fields of scientific achievement: from agriculture to the spin-offs of the NASA space program; medicine to computer science; from artificial organ implanting to innovative weather forecasting. A monthly, fifteen-minute program produced in English, Spanish, French, Arabic and Portuguese with a music and effects track, "Science World" has many other languages added during overseas distribution. The program fulfills a need frequently expressed by our overseas audience in the areas of science and technology.

The big difference this time was that we were able to obtain private sector participation in the production. The private sector was solicited, requesting material that could be included in the presentation. Their response to that overture was gratifying. Companies like Dupont, Bell Labs, Sperry Corporation, IBM Corporation, Kodak, Dow-Chemical, McDonald Douglas, and Otis Elevator, to mention a few, have sent material that was used in the series.

The Honorable  
Larry M. Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House

Episodes now cost less than \$4,000 each, saving the government over \$180,000 based on the per episode costs of the two series.

And the new series, "Science World," was awarded five Cine Golden Eagles in its first year.

I hope you will share our obvious pride in the series.

Best regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Z. Wick". The signature is fluid and cursive, with a large initial "C" and "W".

Charles Z. Wick  
Director



June 29, 1984

Dear Larry:

I thought you would be interested to see the impressive media usage and reaction to our June 15 WORLDNET, featuring Peter Ueberroth, President, Los Angeles Olympic Organizing Committee, and Los Angeles Mayor Tom Bradley.

Attached is the transcript and media summary of this WORLDNET telecast to Africa (AFNET) and posts in Europe (EURONET). Journalists in Nigeria, Ivory Coast, Kenya, Zaire, Italy and France conducted a live interview of our WORLDNET guests via satellite.

I will continue to send transcripts of WORLDNET programs to you on a regular basis.

Best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President and  
Principal Deputy Press Secretary  
The White House



June 21, 1984

Dear Larry:

Attached for your information is a letter of June 12 which I received from Yoshiki Hidaka, Washington Bureau Chief for NHK-Japan Broadcasting Corporation (Tab A).

As you can see, the President's European interview was a great success in Japan. Approximately 60 million Japanese watched broadcasts of the President's remarks.

Best wishes.

Sincerely,

Charles Z. Wick

The Honorable  
Larry Speakes  
Deputy Assistant to the  
President and Principal Deputy  
Press Secretary  
The White House

# NHK--JAPAN BROADCASTING CORPORATION

WASHINGTON BUREAU

444 NORTH CAPITOL STREET, N.W. • SUITE 601A • WASHINGTON, D C 20001 • (202) 393-1076

545-001

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June 12, 1984

Mr. Charles Z. Wick, Director  
United States Information Agency  
400 C Street S.W.  
Washington, D.C. 20547

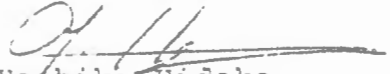
Dear Mr. Wick,

Thank-you for your assistance in arranging the President's European interview. It was a great success in Japan, receiving a total rating of about 51.3%. This means that approximately 60 million Japanese watched broadcasts of the President's remarks.

NHK aired the interview three times: (1) a portion on the morning show (app. 36% rating), (2) a portion on the evening news (app. 13% rating), and (3) the total on the 11:00 pm news (app. 2.3% rating). As you know, NHK is the only Japanese network that broadcasts nationwide, so that we are uniquely able to reach an enormous audience in Japan. We appreciate the opportunity to participate in the President's interview, and to convey his remarks abroad.

I hope you enjoyed your recent visit to Japan, and I look forward to seeing you again soon.

Sincerely yours,

  
Yoshiki Hidaka  
Bureau Chief


YH/kp





June 19, 1984

MEMORANDUM FOR: The Honorable  
Larry Speakes  
Deputy Press Spokesman  
The White House

FROM: Charles Z. Wick   
Director

SUBJECT: Coverage of the President's June 14  
News Conference

USIA's coverage of the President's twenty-fifth news conference began with a live broadcast worldwide in English on the Voice of America. The full transcript was cabled to our posts worldwide that evening along with a summary article. Our Television and Film Service taped the news conference off the air and segments are available for our overseas posts.

The news conference was the lead item in VOA hourly news, and VOA language services broadcast news items and correspondent reports on the evening of June 14, followed by more extensive reporting on June 15, including backgrounder reports, press reviews and reaction. Also on June 15, extensive excerpts of the news conference were sent by Wireless File in English and Spanish to Latin America. A summary article in French was sent to African, Near East, and South Asian posts.

Initial foreign media reaction to the news conference was included in our "Morning Digest of Foreign Media Reaction" on June 15. More extensive weekend reaction has been covered in the June 18 Morning Digest.

Major aspects of the news conference were also discussed on the June 17 "Issues in the News" program on VOA.



June 15, 1984

Dear Larry:

Just a note to express my heartfelt appreciation for your letter of June 10.

I am sharing your kind remarks with all those who provided assistance during the President's trip to Great Britain, Ireland, France and his participation in the Economic Summit. I also received copies of the thank you letters you sent to these individuals. You are a classy guy!

Thanks again for your thoughtfulness.

Best wishes.

Sincerely,

A handwritten signature in cursive script, which appears to read 'C. Wick', is positioned below the word 'Sincerely,'.

Charles Z. Wick

The Honorable  
Larry Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House

**United States  
Information  
Agency**

Washington, D.C. 20547

Office of the Director



May 25, 1984

Dear Larry:

I thought you might be interested in seeing the enclosed article by Associated Press writer John Barbour about the work of our Film Acquisition Committee.

Leo Jaffe, Chairman of the Committee, is doing an outstanding job acquiring products for our overseas posts. We are extremely grateful for the valuable assistance he and the Committee members are providing.

With best regards.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry M. Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House

*M. J. Wick  
5/25/84*



May 30, 1984

Dear Larry:

Just a note to express my heartfelt appreciation for your very thoughtful letter concerning the performance of USIA in connection with the President's travel to the People's Republic of China.

After all the press the Agency has been receiving lately, your letter is an inspiration. Again, many thanks.

Best wishes.

Sincerely,

Charles Z. Wick

(Dictated but not signed by Mr. Wick  
in his absence from the office.)

The Honorable  
Larry Speakes  
Assistant to the President  
and Principal Deputy Press Secretary  
The White House



May 25, 1984

Dear Larry:

For possible resource material for the President on Central America, I wanted to call your attention to the following excerpt from recent remarks by Ambassador David Abshire which we carried on the Friday, May 4, Wireless File:

Japan, too, has maximum interests in reducing the nuclear risks which is done in such large part through NATO. From the very beginning of the post-war era, there has been an inter-relationship between Asia and Europe because deterrence of the Soviet Union is global requirement. President Truman's Secretary of State made a speech in 1950 that did not include South Korea in our defense parameters. Yet when communist North Korea suddenly attacked the South, Truman and Acheson feared that our lack of response might encourage a Soviet move by West Berlin in Western Europe.

Today the dynamics of deterrence operate both regionally and globally. NATO Europe remains greatly dependent for much of its oil on the Middle East. Over 50% of the reinforcements and resupply of NATO Europe in a major crisis would come through the Caribbean. Prevention of communist hegemony or radicalization in either of these areas is clearly important to NATO's future.

This could be used as resource material to demonstrate how Harry Truman recognized the threat to our best interests as far away as South Korea. Here we have a threat on our doorstep in Central America.

I hope you find this useful.

Best wishes.

Sincerely,

Charles Z. Wick  
Director

The Honorable  
Larry Speakes  
Deputy Press Secretary  
The White House