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THE WHITE HOUSE
WASHINGTON

3/8/82

Armitage's report.

I. Team -
people who had expertise -
to impress

1. Reagan's commitment
2. Amer. people's " " "

they came prepared -
looked at 8 previous
missions -

decided not a heavy
frontal attack -
used Vietnamese history +
culture to show
understanding -

humanitarian nature

Hochiminh - nothing more precious ^{than} freedom

2.

THE WHITE HOUSE
WASHINGTON

July remains -

"clamor" afterwards
here - according to
them they were
disturbed; they said
we use issue as
political

CILZ visit -

no date yet -

State + Defense will
approach Vietnamese
this week as to
when

he used Jan Dodge's
words & feelings -
then prepared remarks -

got an agreement
in principle

1. JERCUSOP - ?
2. accepted invitation
to visit CILL
3. would hold
discussions w/
experts -
initiative to
conduct searches

partial remains -
we would welcome
them -

7 folders - ?

400 -

remains of these bodies

Gauwood - ? -

They are very
sensitive to the
media - will
be watching our
press

3.

THE WHITE HOUSE
WASHINGTON

Laos - ? -
denial

Public Info Program

Low Key approach -
public affairs -

1. visit was useful
conveyed our
humanitarian
concerns
2. want to encourage
vietnamese to
be responsive - to keep
road open -
3. gains were limited -
keep focus on issue

4.

THE WHITE HOUSE
WASHINGTON

Wilcox - U.N. -

UN has not been
active since 1974 + 1975 -
then passed resolution
on our behalf - 25-to-0
accounting for
remains, bodies,
did not specify Saig
Vietnam

1975 -
respect for human rights
in conflicts

1975 - precedent -
UN sponsored

Humanitarian
issue -
Amer. public is
most ~~aware~~ -
issue will not go
away -
necessity for
full accounting -

Commission to look
into MIAs in C^h-
Cyprus war -
has not been active
yet - all just talk

UN High Commissioner
for refugees -
has been helpful in
bringing back bodies -
they wish to avoid
politics -

they stress
humanitarian concerns

3

THE WHITE HOUSE
WASHINGTON

Also U.N. -
Human Rights Commission
Annual meeting in Geneva
Vietnam is not a
member -

Vietnamese attitude to U.S. is
negative

Useon - ?

Kampuchea - ?

Hanoi and ? - -

THE WHITE HOUSE
WASHINGTON

Implementation -
they are bringing
WH liaison into this -
our meeting on Thursday -

6157

any comments to
Barbara Hanney

Should we proceed w/
U.N.

1. High Comm. office
2. Human Rights Comm.

③ General Assembly

↓ resolution here
will be viewed as
too political weapons

↓ they will try this
for next year -
they meet in February

will have to be a
bland resolution - don't
expect it to have much
effect

THE WHITE HOUSE
WASHINGTON

DIA

(live) American from
Laos - ? - can be
returned?



NATIONAL LEAGUE OF FAMILIES
OF AMERICAN PRISONERS AND MISSING IN SOUTHEAST ASIA

1608 K STREET, N.W., WASHINGTON, D. C. 20006 (202) 223-6846

Date: April 28, 1982
From: Ann Griffiths
To: PW/MIA Interagency Group Members
Subject: UPDATE/GENERAL INFORMATION/PENDING MATTERS

Policy Change: The League Board of Directors adopted the following policy at their last meeting: "The Board of Directors of the National League of Families of American Prisoners and Missing in Southeast Asia affirms its policy relating to obtaining an honorable accounting for our men, military and civilian - that the U.S. should pursue any action necessary to repatriate all live Americans and ensure an honorable accounting for those missing and otherwise unaccounted for in Southeast Asia."

The revision is in line with current congressional support resolutions encouraging the President to take any action necessary to ensure the same objectives. The primary reason for the action was to urge consideration of all alternatives in seeking resolution of the issue, something long advocated by the League.

Public Awareness Overview: The enclosed "overview" provides a general outline of League plans for public awareness. It does not address specific media inquiries which may result from newsworthy situations or general projects, such as documentaries. Note: NBC Magazine is currently working on a segment for May 15th, approximately 15 minutes in length.

NSC Meeting: On March 31, I met with Judge William Clark, Advisor to the President for National Security Affairs. A request was made for a review of present policy and consideration of alternatives which might be more successful in achieving both strategic and POW/MIA objectives. Support for President Reagan's participation in the League's 13th annual meeting was also requested.

Hanoi Trip: The League board voted to send a delegation to Hanoi, Phnom Penh and Vientiane. A request to meet with Acting Ambassador Madame Dung was made today, the purpose of which is to propose League plans for such a trip. A cable was sent to Ha Van Lau, now Vice Foreign Minister for U.S. and U.N. Affairs, seeking his assistance in arranging the trip.

Status Requests: Status reports are requested on the following subjects, still pending from previous IAG meetings: 1) DOD distribution of some type of FACT book; 2) Clarification on action taken to ensure that factual, accurate statistical data is distributed to congressional offices and others seeking lists/information on the missing; 3) the final copy of the "accounting" paper, intended for delivery to the SRV and LDPR; 4) A correct copy of the GIST paper from State, requested due to inaccuracies contained in the issue recently provided; 5) Provision of disaster relief to Laos; 6) Efforts to update individual service lists of POW/MIA next-of-kin; 7) State effort to facilitate PRC/LOF meeting; 8) JCS effort to obtain suitable facilities for JCRC; and 9) Current public awareness activities of all IAG members.

Agenda Requests: The League requests discussion of two specific topics: 1) Public awareness use of DIA substantiated intelligence data on the 400+ remains being withheld by the SRV; and 2) Coordination of information/statements for release by all IAG members.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 8, 1982

TO: Morton

FROM: Kathy

RE: Interagency Group on POW/MIA Affairs

Our office is involved with this because they are now implementing a full scale public information program which is being coordinated by this inter-agency group so that people don't go off in all directions on this issue.

Attached is a copy of the outline of the proposed approach. In summary, they wish to incorporate whenever possible the MIA issue in speeches and statements given by USG officials, including the President. They are working to promote resolutions and articles by veterans and service organizations and to increase coverage by private industry/government contractors in their publications and other media releases. They are working for nationwide support for National POW/MIA Recognition Day in July.

The above is what applies to our office to help with.

Attached also is the Department of State's draft of the official statement. If we have anything to add or subtract, we need to let them know by the end of the week.

The National League of Families is heading the public awareness effort and Ann Griffiths has prepared a media kit which will be sent to all Congressmen and Senators and major news publications.

Also, at the meeting this morning Deputy Assistant Secretary of Defense for East Asia and Pacific Affairs, Richard Armitage, reported on the recent POW/MIA Mission to Hanoi. He described the team he had assembled - all people with expertise on Vietnam - and how they had fully prepared themselves for this mission. They studied the previous eight missions and decided not to launch a heavy attack, but rather to stress Vietnamese history and culture and show understanding of the Vietnamese humanitarian nature. They showed the complete commitment of the Reagan Administration to this issue, and stressed the American people's commitment and concern of a humanitarian nature to this issue. They did not receive any agreement in writing from Hanoi, but Hanoi did agree in principle to visit the USG identification base in Honolulu and to hold discussions to initiate a joint search for remains.

POW/MIA's

The U.S. Government is strongly committed to obtaining the fullest possible accounting for Americans missing in Southeast Asia. Lack of cooperation from the governments of Vietnam and Laos has been the principal obstacle to determining the fate of these missing Americans. U.S. Government policy seeks to develop new avenues of approach that might lead to better cooperation; to investigate unfailingly and carefully all reports of possible live POW's in Vietnam and Laos; and to hold these governments to their humanitarian obligation to provide the fullest possible accounting of missing Americans and return of all recoverable remains.

Approximately 2500 Americans killed or missing as a consequence of the Vietnam War have not been fully accounted for. Of this number, approximately 1150 are known to have been killed in action, but their remains have not been recovered.

Between February and April 1973 the Hanoi government released 591 American prisoners. An additional 68 Americans stranded in Vietnam after April 1975 left in the course of the following year. To date, the Vietnamese have returned 77 sets of remains, and have provided a list of 47 names, 40 of which were Americans, of persons reported to have died in captivity in southern Vietnam. Between 1962 and 1975, 20 Americans who had been missing in Laos were returned. In August 1978, the Lao Government returned four sets of remains, two of which were later determined to be non-American. Political and military conditions in Kampuchea have precluded obtaining an accounting for the small number of Americans lost in that country.

The United States Government has repeatedly urged the Vietnamese and Lao Governments to meet their humanitarian obligation to provide the fullest possible accounting for Americans missing in their countries. Both governments assert that no Americans are held captive, but they have done very little to substantiate that assertion by providing information on missing Americans, including a number known to have been captured alive. It is clear that the Vietnamese and Lao Governments have considerably more information on missing Americans available to them than they given to us.

In all contacts with Vietnamese and Lao authorities we stress the importance of obtaining all possible information and return of recoverable remains. Further, we seek from refugee and other sources information that pertains to the fate of missing Americans. All reports

that Americans are being held in captivity in Vietnam and Laos are thoroughly investigated. Despite persistent efforts and careful research, however, the U.S. Government has as yet been unable to prove any reports that Americans are being held against their will in Vietnam and Laos.

Of the approximately 1375 reports received since 1975 pertaining to POW/MIA matters, 403 first-hand reports mention sightings of live Americans. The remainder concern crash or grave sites. Approximately one-third of the live sighting reports correlate to Americans who have previously been accounted for and are no longer in Southeast Asia. Unverified reports are under continuing investigation.

To impress on the Vietnamese the seriousness with which this Administration regards accounting for missing Americans, a POW/MIA Mission, led by Deputy Assistant Secretary of Defense Richard L. Armitage, visited Hanoi, February 23-24, 1982. The Vietnamese reiterated their position that there are no live POW's in Vietnam. During this visit the Vietnamese agreed in principle to continue technical discussions between our Joint Casualty Resolution Center and the Vietnamese Office for Seeking Missing Personnel, and to send a delegation of MIA experts to JCRC headquarters and the Central Identification Laboratory in Hawaii. No dates have been set for these visits. JCRC representatives visited Hanoi in October 1980 and May 1981, and a team of Vietnamese MIA specialists previously visited the JCRC and CIL in Hawaii in 1978.

Our Embassy in Vientiane makes repeated representations to the Lao Government on the importance of accounting for missing Americans. Although Lao Foreign Ministry officials assure us that they understand our concerns about missing Americans, they have not responded positively to our proposals for discussions between U.S. and Lao MIA experts or for cooperation in access to crash sites, including joint visits and possible removal of unexploded ordnance in the area of the crash sites.

The U.S. Government will continue to press the SRV and Lao Governments in order to obtain the fullest possible accounting and the return of all recoverable remains associated with Americans who are missing in Southeast Asia.

* * * * *

USG POW/MIA

Public Information Program

The objective of a public information program on POW/MIA affairs should be two-fold: first, to aid in the resolution of the problem through obtaining the cooperation of the Vietnamese and Lao governments in accounting for missing Americans; and, second, to increase U.S. public awareness of the dimensions of the POW/MIA issue.

The program must be factually based to be credible domestically and internationally. Should it appear to be merely a propaganda exercise, or principally recriminatory, it would undermine our efforts to convince the Vietnamese and Lao governments that this is a matter of serious substantive concern which we are determined to resolve. Only a factual, unemotional and non-rhetorical program can attract international support and bring international and domestic public pressure to bear on the governments of Vietnam and Laos.

The POW/MIA public awareness program must be a coordinated effort among all concerned agencies and organizations which deal in matters associated with POW/MIA's and be integrated with ongoing U.S. diplomatic initiatives/efforts.

Proposed Approach:

- 1) Incorporate MIA issue in speeches and statements by highest level USG officials. State, Defense and NSC officials with POW/MIA responsibilities should endeavor to include the issue often, as appropriate, in speeches given by their principals, including the President and Secretaries of State and Defense.
- 2) Press statements and interviews on MIA issue by high and working-level USG officials. We should attempt to arrange regular interviews by a policy-level official.
- 3) Congressional staffers will ensure continuing Congressional attention to POW/MIA matters.
- 4) Issuance of GIST paper by Department of State (draft attached).
- 5) Raise the issue of POW/MIA accounting with the UN Human Rights Commission and other appropriate UN bodies.

6) Resolutions and articles by patriotic service organizations in their publications and other media releases.

7) USG should work to increase coverage of the POW/MIA Issue by private industry/government contractors in their industry publications.

8) Support for National POW/MIA Recognition Day.

AGENDA

INTERAGENCY GROUP ON POW/MIA AFFAIRS
March 8, 1982

- East Asia - Pacific
affairs*
1. Report on PW/MIA Mission to Hanoi--DASD Armitage
 2. Implementation of Public Information Program
 - Follow-up to Armitage Mission
 - Involvement of UN Agencies --State/IO, Acting DASD Wilcox
 - Reports on Implementation
 3. DIA Briefing

Adding
Bob Moseley - former charge d'affaires Vietnam
Joe Wilcox - State
Kathy Christiansen - OPL - WH

THE WHITE HOUSE
WASHINGTON

POW/MIA meeting
Re: Public Awareness
March 4, 1982
Department of State
Desay Anderson's office

GIST paper - will
be changed; Ann +
Barbara have been
working on this -

Armitage's visit to
Hanoi ^{shows} - importance that
Reagan adm. places on
issue

What each agency has done

THE WHITE HOUSE
WASHINGTON

State

include in speeches the
issue -

Anderson - Face to Face

O'Donohue - M.H. -
Holmes -

U.N. - in Asia -
has mentioned it

Defense

John Fee - went w/
Armitage to Hanoi -
he says if we push too
hard, the Vietnamese
will pull back + not
give us anything - he
says the League

THE WHITE HOUSE
WASHINGTON

Cannot implement its
program -
OK to educate
but can't implement
too quickly -
wait in near-term -
to see what the reaction
is to recent trip -
don't jab them hard

Ann -
increasing public
awareness - need to
be channelled

THE WHITE HOUSE
WASHINGTON

? there is a letter -
w/ enclosure to be
sent to Pres. Reagan
from some Rep.
Conservative, FR letter -

Defense
says Vietnamese
cancelled a meeting
to be held last fall
because of 'a strong
League letter'

THE WHITE HOUSE
WASHINGTON

? Time magazine
article returning
negative

Defense gives
press constantly on
a routine basis -

info on POW/MIA -
according to Ann, they have
to give factual info - not

JCRC - ? answered
a personal,
Joint Casualty
Resource Center - Specific
PR data

State says they base for greater
are giving background
remains -

THE WHITE HOUSE
WASHINGTON

ABC wants to do an
hour long documentary
on POW/MIA issue.

Ann needs coordination
between all agencies -

(State PR)

has been to UOA +
to summit

has publicized
the issue

(ICA) ←

American opinion
to go overseas

THE WHITE HOUSE
WASHINGTON

Defense does not have
PR; but media
area - they do not put
out info but respond
to questions
get w/ to talk lead
then Defense will
continue

SILL

- ?

US Central
Identification
Laboratory -
official identifier

THE WHITE HOUSE
WASHINGTON

Check w/ speech writer
as to anything

done

MEMORANDUM

NATIONAL SECURITY COUNCIL

January 29, 1982

MEMORANDUM FOR KATHY CHRISTIANSEN

FROM: DICK CHILDRESS *Qx 3576*
SUBJECT: POW/MIA Issue

At the last inter-agency group meeting, it was agreed to launch a public awareness campaign on POW/MIAs. One part of this program is to integrate POW/MIA matters into speeches given by high-level officials to include the President and Vice President.

I have attached the outline of the program and our agreed-upon policy toward the issue of POW/MIAs. Could you please make these available to the appropriate personnel in the speechwriting chain in order to sensitize them to the requirement? We, of course, need to evaluate appropriateness in terms of current policy actions on-going at the time. I would be happy to work with the speechwriters on that side of the equation.

Also attached is a current listing of the members with addresses and telephone numbers of the inter-agency group, many of whom you will meet at our next meeting. I look forward to working closely with you and appreciate your support.

Attachments

One further clarification was distributed in the "Department of Defense Policy on PW/MIA Accounting," though uncoordinated within the IAG. To quote the July 8, 1981, document, the Defense Department is involved in "active participation as a member of the ad hoc PW/MIA interagency group to coordinate and formulate initiatives designed to promote progress in PW/MIA accounting."

INTERAGENCY GROUP MEMBERS

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CONGRESS

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(Tel: 225-3044)
Mr. David Frank
Subcommittee on Asian & Pacific Affairs
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LEAGUE OF FAMILIES

Ann Griffiths
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(Tel: 223-6846)

Kathy Christianson - 2657
Pres. PA

USG PW/MIA

Public Information Program

The objective of a public information program on PW/MIA affairs should be two-fold: first, to aid in the resolution of the problem through obtaining the cooperation of the Vietnamese and Lao governments in accounting for missing Americans; and, second, to increase U.S. public awareness of the dimensions of the PW/MIA issue.

The program must be factually based to be credible domestically and internationally. Should it appear to be merely a propaganda exercise, or principally recriminatory, it would undermine our efforts to convince the Vietnamese and Lao governments that this is a matter of serious substantive concern which we are determined to resolve. Only a factual, unemotional and nonrhetorical program can attract broad international support and bring worldwide public pressure to bear on the governments of Vietnam and Laos.

The PW/MIA public awareness program must be a coordinated effort among all concerned agencies and organizations which deal in matters associated with PW/MIAs and be integrated with ongoing U.S. diplomatic initiatives/efforts.

DRAFT

Proposed Approach:

1) Incorporate MIA issue in speeches and statements by highest level USG officials. State, Defense and NSC officials with PW/MIA responsibilities should endeavor to include the issue often, as appropriate, in speeches given by their principals, including the President and Secretaries of State and Defense.

2) Press statements and interviews on MIA issue by high and working-level USG officials. We should attempt to arrange an interview a month by a policy-level official.

3) Congressional staffers will endeavor to schedule regular hearings and encourage resolutions at appropriate times.

4) Issuance of GIST paper by Department of State (draft attached).

5) State/Defense ^{Compilation} "White Paper."

6) Raise the issue of PW/MIA accounting with the UN Human Rights Commission and other appropriate UN bodies.

7) Resolutions and articles by patriotic service organizations in their publications and other media releases.

8) Coverage of the PW/MIA issue by private industry/government contractors in their industry publications.

9) National PW/MIA Recognition Day.

Elements to be included are:

1) Factual information on the numbers of persons who are unaccounted for, and the categories included, such as KIA/BNR. *or who may be living?*

2) Factual information on sighting and related reports and the results of investigations to date.

3) Explanation of efforts to obtain an accounting made by USG, Congressional representatives, and private organizations such as the League.

4) Regularly redefine statements of current USG policy on MIAs.

5) Identification of the policies of the governments of Vietnam and Laos as the real obstacles to obtaining the fullest possible accounting for MIAs.

*Comments to Babson
by end of week.*

GIST

POW/MIAs

The U.S. Government is strongly committed to obtaining the fullest possible accounting for Americans missing in Southeast Asia. Lack of cooperation from the governments of Vietnam and Laos has been the principal obstacle to determining the fate of these missing Americans. U.S. Government policy seeks to develop new avenues of approach that might lead to better cooperation; to investigate unflinchingly and carefully all reports of possible live POWs in Vietnam and Laos; and to hold these governments to their humanitarian obligation to provide the fullest possible accounting of missing Americans and return of all recoverable remains.

Approximately 2500 Americans killed or missing as a consequence of the Vietnam War have not been fully accounted for. Of this number, approximately 1150 are known to have been killed in action, but their remains have not been recovered.

Between February and April 1973 the Hanoi government released 591 American prisoners. An additional 68 Americans stranded in Vietnam after April 1975 left in the course of the following year. To date, the Vietnamese have returned 75 sets of remains, and have provided a list of 47 names, 40 of which were Americans, of persons reported to have died in captivity in southern Vietnam. Between 1962 and 1975, 20 Americans who had been missing in Laos were returned. In August 1978, the Lao Government returned four sets of remains, two of which were later de-

terminated to be non-American. Political and military conditions in Kampuchea have precluded obtaining an accounting for the small number of Americans lost in that country.

The United States Government has repeatedly urged the Vietnamese and Lao Governments to meet their humanitarian obligation to provide the fullest possible accounting for Americans missing in their countries. Both governments assert that no Americans are held captive, but they have done very little to substantiate that assertion by providing information on missing Americans, including a number known to have been captured alive. It is clear that the Vietnamese and Lao Governments have considerably more information on missing Americans available to them than they have given to us.

In all contacts with Vietnamese and Lao authorities we have stressed the importance of obtaining all possible information and return of recoverable remains. Further, we have sought from refugee and other sources information that pertains to the fate of missing Americans. All reports that Americans are being held in captivity in Vietnam and Laos are thoroughly investigated. Despite persistent efforts and careful research, however, the U.S. Government has been unable to prove any of these reports that Americans are being held against their will in Vietnam and Laos.

Of the approximately 1100 reports received since 1975 pertaining to POW/MIA matters, 327 mention live sightings of U.S.

servicemen. The remainder concern crash or grave sites. Approximately half of the live sighting reports correlate to Americans who have previously been accounted for and are no longer in Southeast Asia. Unverified reports are under continuing investigation.

As part of U.S. Government efforts to elicit information and cooperation from the Vietnamese Government, representatives of our Joint Casualty Resolution Center visited Hanoi in October 1980 to discuss the technical aspects of determining the fate of missing Americans. During a second visit on May 27-30, 1981, the Vietnamese announced that they would turn over to us remains believed to be those of three Americans. These remains were delivered to us on July 7 and have since been identified as Commander Ronald W. Dodge (USN), Lieutenant Stephen O. Musselman (USN) and Captain Richard H. Van Dyke (USAF). Although this is a disappointingly small gesture, we hoped that it might signal a resumption of the accounting process and renewed efforts by Hanoi to provide information on missing Americans.

Our Embassy in Vientiane has made repeated representations to the Lao Government on the importance of accounting for missing Americans. Although Lao Foreign Ministry officials assure us that they understand our concerns about missing Americans, they have not responded positively to our proposals for actions which might be taken to further the accounting process. These proposals include:

-- setting up a counterpart organization to work with our Embassy in Vientiane and the Joint Casualty Resolution Center (JCRC) on MIA matters;

-- permitting a JCRC team to visit Laos;

-- inviting a Lao team to visit JCRC headquarters and the Central Identification Laboratory in Hawaii;

-- cooperation in access to crash sites, including joint visits and possible removal of unexploded ordnance in the area of the crash sites.

EA/VLK:BSHarvey:mm
1/18/82:X23132

Cleared: EA/VLK:LDAnderson

PUBLICITY TIPS

Publicity is essential to your fund raising and educational efforts. An important first step in a year-round publicity program is to establish a community "media bible." This tool will save you precious time and aggravation and is well worth the initial efforts to make it possible. A "media bible" is a listing of all media in your local area with pertinent information about their target audience, public service announcement requirements and personnel.

Your "bible" can be set up on index cards or in a loose-leaf notebook, depending on the system you prefer. Call each radio and television station and every weekly and daily newspaper in your area. The switchboard can provide the information you need which includes:

TELEVISION AND RADIO STATIONS

Correct mailing address (and street address, if different)

Affiliation (network, news services)

Type of programming (news, talk shows, type music)

General Manager

Program Manager

News Director

Public Service Director

Type of PSA's preferred:

For TV - film, videotape, live copy? 10, 20, 30 or 60 seconds in length?

For radio - record, tape or live copy? Length?

Public Affairs programming (host, producer, how far in advance they schedule)

BROADCAST MEDIA

The television industry is obligated to provide public service time. Stations pride themselves on being alert to community needs and on their record of service to the community in the public interest. However, competition for limited public service time is tremendous and no station is under an obligation to grant time to any specific group. In order to obtain productive public service time, you must work effectively with your local stations to provide them with appealing materials they can use with a minimum of effort on their part.

WORKING WITH RADIO AND TELEVISION STATIONS:

When placing news releases, work with the station's news director. To request a program or spot announcement, etc., deal directly with the program or public service director. It is best not to contact anyone else unless you are requested to do so by the station. Before you arrange an appointment with the program or public service director, become familiar with the station so that you are well informed about its programming.

Broadcasters face a tremendous demand for free public service time. An appeal or message that calls for specific action - such as contributing to a fund campaign, serving as a volunteer, or participating in an event - gets more attention than a generalized approach. To enhance your chances of getting public service time, make certain that your message is important and interesting, has widespread appeal, and is presented in the best possible form.

It is best to select one person from your group or organization to contact stations. Two or more people contacting a station can lead to confusion or conflict.

The business-like approach is best to media. It is usually not wise to try to obtain publicity by pressure of friendship or business connections. Avoid asking when your spots are going to be run. It is impossible for the station to know before daily schedules are completed by the traffic department. If you want film, tape or slides returned to you, label all materials with your name and address and provide an address label, but don't count on it! Your film may get chewed up in the film projector and your slide may be misplaced among the masses of materials handled by a station!

NEWSPAPERS

There are several kinds of newspapers to approach for public awareness efforts: large daily papers that are read in your community, even though they may be published in a nearby city; small town/community daily newspapers; weekly newspapers of general interest; neighborhood weeklies; and special interest newspapers that appeal to particular market groups.

WORKING WITH NEWSPAPERS: Newspapers cannot report ALL the events that interest all their readers. There is too much going on in any one community on a given day and space is limited. An editor spends much of his working day selecting the news he believes will interest the most people and will sell the most newspapers. Your story will merit an editor's attention only if he deems it newsworthy to his readers.

The best approach is to build a frank and cooperative working relationship with the editor. Learn his standards for news, his deadlines, and how he wants you to present your information. DO NOT flood newspapers with information. Use them only when you have a good news story or information of a public awareness campaign that is upcoming.

Working with the press is a two-way street. There will be times when the press will come to you for information. Encourage this; be cooperative, friendly and frank. When a newspaper assigns a staff reporter to cover a story firsthand, he or she should be provided with other background material to help write a more complete story. Include the points you want to cover in a concise, factual manner.

TYPES OF STORIES

News stories: News is perishable. Often you can give a prepared story before the event takes place. Tomorrow's news today is far better than today's news tomorrow. Try to keep in mind what is a straight, hard news story and what is not: For example, a local returned POW commenting on the returned remains of an MIA is NEWS.

Check with your station's public service director about deadlines. As a general rule, you need to submit copy, slides, film or tape for a public service announcement at least two weeks before you want the announcement to begin running.

Use simple, descriptive words that form pictures. Write in a conversational, more informal style than for newspaper use.

If a name or word is difficult to pronounce, give the phonetic spelling.

For the sake of clarity, never abbreviate or hyphenate words in a script.

Time your copy by reading it aloud at a normal pace. If your word count is off, the public service director will check and can edit to make the pace of the copy right for the station's announcer.

At the top of each item, put the name of your organization, address, phone number and the name of the person to contact for more information. For public service announcements, indicate the dates the announcement should begin and end.

Provide a biographical sketch of any person to be interviewed, along with six or eight points that could be covered in the interview.

Provide one slide or photo for a 10 second spot; two for a 30 second spot. In general, stations prefer sound-on-film and not slides and copy for 60 second spots.

If you plan to prepare slides for the station, check with the public service director about "bleed" areas on slides. (In transmitting slides, a portion bleeds off the screen and is not seen by the viewer at home.) Stations will not use slides that exceed this bleed area.

Meeting deadlines is important, as TV and radio stations work on constant deadlines.

Always make an appointment with the person you need to see at a station. You will be most effective if you take the person specific and workable facts, not just vague ideas.

One hour before a television station's newscast airs, the news department personnel are very busy putting together last minute details for the program. It is not wise to call the news department at this time.

Check with your local PBS radio and TV stations. Many Public Broadcasting System stations cannot accept fund raising PSA's because they are involved in their own fund raising efforts.

All broadcast stations are fully aware of their Federal Communications Commission obligations regarding public service and public affairs time. They do not like to be reminded of this obligation, even in a casual way!

The same man supporting an upcoming rally is not.

Human interest features: Your local POW supporting a POW/MIA rally could be a good human interest feature story. The fact that a man who was once a POW, and possibly MIA for awhile, who is supporting efforts to obtain an accounting, is interesting to most people. The story should be written as a story about the man, giving facts about the rally and your organization as a part of the story, along with current statistics about the MIA situation. This is an instance where the newspaper may want to assign a staff reporter to write the story.

Community event story: These stories are usually on the "women's" or "society" pages. They are generally an announcement of an upcoming event being staged in your community. In daily papers they will usually be kept very short and factual. Weeklies will usually run the entire release sent to them to help fill up space about an event happening in their area that is important to their readers.

Editorials: Many papers (especially weeklies) will use suggestions for editorials. You can send them a completely written suggested editorial with plenty of background material. If they don't use your suggestion, NEVER call and complain. You may find they will not use any additional material you send them. If they do use your idea, ALWAYS write a letter to the editor thanking them for their support on such an important issue.

Sports: If sports figures in your area are involved in helping your organization with a project there is a good possibility of having a story on the sports pages. Sports editors like to have human interest type stories on sports personalities. Contact the sports editor to determine his interest. He may assign someone to write the story for you.

WEEKLY NEWSPAPERS: Weeklies print relatively little national or international news. They depend on local news to fill their pages and they prefer stories about local people. Weekly papers do not usually have a large staff. This makes it doubly important that your story be complete and on time. Releases for the weeklies may have to be in as much as a week ahead of those for the daily papers in order to meet their publication date. Check their deadlines,

NEIGHBORHOOD WEEKLY SECTIONS: A growing number of big city dailies publish a once-a-week neighborhood section. If there is a local correspondent, add this person to your contact list.

POINTS TO REMEMBER

Prepare your release on one side of an 8½ x 11 inch sheet of white bond paper. Do not use onion skin paper.

Double space, leaving three inches at the top of the page and at least one inch margins.

Send original or GOOD quality photocopies. Carbon copies are not suitable.

Sending a story covering an event to more than one editor on any one newspaper is not advisable.

Sending the same story to both morning and evening editions of the same newspaper is not advisable. Vary the story with different photos, approaches and quotes.

Be accurate. Double check names, titles, dates and spelling.

Avoid the tendency to editorialize. Stick to the facts.

Be prepared to supply additional information.

Finally, even the best story can be crowded out when bigger news breaks. Understanding when your story doesn't run wins friends. Complaints don't!

EXPAND YOUR STORY

TO EXPAND YOUR PUBLIC INFORMATION STORY, REACH OUT TO UTILIZE ALL THE VARIOUS SEGMENTS OF YOUR MEDIA SOURCES. FOR EXAMPLE, A PUBLIC AWARENESS EVENT COULD BE PLACED...

IN PRINT:

- Daily newspapers.....Announcement of the event, human interest feature story
- Weekly newspapers.....Announcement of the event with more detail on who is involved in THAT community
- Wire services.....If the story has statewide interest, send a photo with caption
- High School/College papers.....If any youth involvement or educational value
- Editorial page support.....If warranted, especially in weeklies
- Letter to the editor.....As a thank you to community, reporting on results (number of letters written, petitions signed, etc.)
- Magazines and Newsletters.....Are any members of professional society of civic club or Chamber of Commerce involved? If so, they may run story.
- Employee publications.....Editors of internal company publications will often feature or recognize civic activities of employees

BROADCAST:

- Television and Radio talk shows.....Interviews with event leaders, local POW/MIA family members, distinguished veterans involved, etc.
- Public Service Announcements.....Written copy, slides, film and videotape
- News - Radio & TV.....If strong news angle exists
- Disc Jockey Programs.....Involve the DJ as a guest of the event. Get him to plug it on the air during his show
- Radio community bulletin board.....Announcements the week preceding the event and day of the event

WINDOWS, STORES, DISPLAYS

- Bulletins and Posters.....In libraries, stores, banks, meeting halls, schools, etc.
- Marquees.....Get shopping malls to put a message about the event on their marquee

SAMPLE MEDIA ADVISORY
Should be sent to newspapers,
wire services, TV and radio
stations at least three days
prior to the event.

MEDIA ADVISORY

Contact: (Name & phone number)

- What: Give description of event, the importance/reason.
- When: List date and time - be sure to note a.m. or p.m.
- Where: Give exact location, including room name or number.
Provide street address, telephone number and directions
if location is not well known.
- Who: Include a listing of notable persons involved in the
activity or expected to attend. Be sure to include
titles.
- Visuals: Particularly for television and still photographers,
provide details of events that would make interesting
film footage or photos.
- If there is a program for the event, include one with
the advisory.
- If there are logistical difficulties in handling
press (particularly TV - lack of electrical outlets,
limited space, etc.), list the name of a person to
call for advance arrangements, and to provide assistance
at the event.

PUBLIC AWARENESS OVERVIEW

A good public awareness campaign must be based upon a well-rounded, full service approach - i. e. media, special events and continuing public awareness campaigns. With a good base, public awareness should be a building process and become easier as time and efforts progress.

MEDIA For a number of years it was difficult to obtain media coverage of the POW/MIA issue. Since the return of the hostages from Iran and the current attention to the needs of the Vietnam veteran, the media is more receptive. However, care must be taken to look at the needs of local media outlets and give them a story in a form that will be beneficial. "Keep the audience in mind."

LEAGUE ACTIVITIES The basic theme the League is using for media materials and public awareness campaigns is - tell the world that Americans are missing in Southeast Asia and some are still held captive.

BILLBOARDS - Twenty-four sheet billboards have been printed. These boards will be offered for sale at cost (approximately \$13 each), along with a set of guidelines for working with billboard companies in local areas to get board space donated. The only other cost involved should be installation of the board. The boards can be ordered through the League office.

MAGAZINE ADS - Magazine slicks are being printed and will be distributed to magazines across the country as soon as possible. These slicks can also be used as "filler" material for local newspapers and can be ordered through the League office.

PUBLIC SERVICE ANNOUNCEMENTS - The League hopes to have a public service videotape for television ready soon. Such will be available for placement on local stations, and will be sent to as many stations as possible directly from the office. Currently there are no plans to produce recorded radio spots, however, scripts for radio will be written and made available.

MEDIA TIPS - The packet of media material contains some tips on working with the press. Refer to these at your leisure and feel free to reproduce them.

WHAT YOU CAN DO You and your membership can supplement and boost our efforts, so that we are all trying to achieve the same end - an accounting of our men - and are supporting each other so we have more power.

NATIONAL PUBLICATIONS - Devote as much space as possible to the issue in your national publications. If requested, the League will supply material for you. Run League slicks or create your own. Request that your members participate in POW/MIA projects such as petition and letter writing campaigns.

LOCAL CHAPTERS, POSTS, ETC - Local members can creatively use their hometown newspapers. Advance plans should be made for good feature articles with a LOCAL angle. Here are some suggestions:

- Holidays such as Memorial Day, Flag Day, National POW/MIA Recognition Day, Fourth of July, Veterans Day, etc.
- Any of your members POW in any war?
- Story on oldest veteran in your group and his comments on POW/MIA issue.
- Any distinguished medal holder in your membership?
- Any area POW/MIA families?
- Include the number of missing individuals from the state.

SPECIFIC PUBLIC AWARENESS PROJECTS The National League is attempting to provide more and more varied programs for public awareness in an effort to better fit the needs of groups and individuals who wish to help. Listed below are some of the programs available.

BUMPER STICKERS - The League and a number of other POW/MIA organizations have bumper stickers available. Post and chapters of groups should attempt to get each of their members to display a sticker on their automobiles. As a project, individuals and groups can contact local cab companies, car rental companies, manufacturers, etc., with the request that each of their company vehicles carry a sticker.

RIBBON CAMPAIGNS - Several communities and organizations have initiated ribbon campaigns, urging persons to wear various colored ribbons to signify the POW/MIAs. Such programs are excellent to draw public attention and are encouraged.

LEAGUE ADOPTION PROGRAM - For a donation of \$5.00 a month or more, an individual or organization can "adopt" a POW/MIA. They are asked to pray frequently for their adopted man and his family, write letters to Congress on his behalf and tell others about him. Specifically, Posts or chapters can honor their adopted man with a "vacant" chair, appropriately identified as a reminder. This

project serves not only the awareness function, but fund raising as well.

SPEAKER'S BUREAU - Available in the media packet are guidelines for setting up a local speaker's bureau and a suggested speech outline.

LETTER WRITING CAMPAIGNS - Everyone is constantly encouraged to write letters to Congress, the Vietnamese, the President and other government officials. These efforts must continue if public support for the issue is to be maintained.

POW/MIA PRAYER - Encourage posts, chapters of organizations, state legislatures, city and county governments to open their sessions with an appropriate POW/MIA prayer.

OTHER ACTIVITY SUGGESTIONS Any public awareness campaign undertaken will help gain additional support. Some suggestions for your membership include.

- Distribute bumper stickers
- Start Speaker's Bureau
- Hold letter writing campaigns
- Pass resolutions in support at all levels of your organization. Make every effort to publicize such resolutions.
- If you have a local POW/MIA, hold an accounting vigil on the anniversary of his capture/disappearance date.
- Recruit local garden clubs to plant red, white and blue flowers in a symbolic shape (flag, POW-MIA, etc.).
- Hold a POW dinner serving typical prison foods. Publicity for such can be obtained from local radio, TV and print. Don't forget to contact the editor of the food section of your newspaper.



NATIONAL LEAGUE OF FAMILIES
OF AMERICAN PRISONERS AND MISSING IN SOUTHEAST ASIA

1608 K STREET, N.W., WASHINGTON, D. C. 20006 (202) 223-6846

INTERAGENCY GROUP

The POW/MIA Interagency Group (IAG) was established in January 1980, and is comprised of representatives of the Office of the Secretary of Defense/International Security Affairs, the Joint Chiefs of Staff, the Defense Intelligence Agency, the Department of State, the National Security Council, the White House Office of Public Liaison, the House Foreign Affairs Committee and the National League of Families.

Deputy Assistant Secretary of State for East Asian and Pacific Affairs Dan O'Donahue, is the current chairman. The vice chairman is Rear Admiral Donald S. Jones, USN, Director for East Asia and Pacific Region, International Security Affairs, Department of Defense. Lt. Colonel John Fer, USAF, Principal Advisor to the Secretary of Defense for POW/MIA Affairs, serves as the group's secretary.

The purpose of the IAG is -

- ... to review and assess current events and policies
- ... to consider future direction/policy to resolve the POW/MIA problem

The purpose was explicitly outlined by the individual who was chiefly responsible for establishing the IAG, General Richard L. Lawson, USAF, in a June 28, 1980, speech to the National League of Families. In discussing the IAG, General Lawson stated, "Our objective at this time is to develop and articulate a current policy aimed toward obtaining Vietnamese cooperation. The JCS took the lead in this regard and just yesterday approved a proposed POW/MIA policy position, developed in consultation with the Executive Director, for use as a basis for interagency addressal of U.S. government POW/MIA policy. This will be a continuing effort until a fully coordinated policy is agreed upon. We are beginning to examine alternative approaches and have begun consideration of how best to negotiate with the Vietnamese in pursuit of our objective.

"As we look to the future, I see a continued effort to get irrefutable evidence on live U.S. prisoners. I would also expect to see development of a range of options for how we might best utilize the accumulating data."

EA/VLIC

Revised: January 13, 1982

EA PRESS GUIDANCE

VIETNAM: US-SRV RELATIONS

Q. Has there been an easing in relations between the United States and Vietnam in the past year as evidenced by initiation of an orderly departure program and easing of regulations on sending gift parcels?

A. There has been no change in US relations with Vietnam during the past year. Our support of ASEAN on the need for Vietnamese withdrawal from Kampuchea remains firm. Normalization of our relations with Vietnam cannot occur as long as the Vietnamese occupation of its neighbor continues.

We do continue to discuss with the Vietnamese humanitarian issues such as the orderly departure program and MIA's. Unfortunately, the Vietnamese have responded only minimally to our continuing efforts to achieve the fullest possible accounting for our MIA's. Concerning the Orderly Departure Program, a systematic program of departure for the US began in December 1980, but was suspended by the SRV in January 1981. The program was resumed in September and October, and we hope that this humanitarian program of family reunification can continue.

There has been a general embargo on trade with Vietnam since 1975. There has been no relaxation of the embargo provisions. In 1978 the Commerce Department issued a general license to permit the sending of humanitarian gift parcels to Vietnam. As the number of Vietnamese settled in the U.S. has increased, so has the number of gift parcels sent to relatives in Vietnam.

Drafted: EA/VLK:BSHarvey:mm
1/7/82:X23132

Cleared: EA/VLK:RFBurghardt
EA/P:JMenard
RP/OAR:JSchill (Phone)
EA:DAO'Donohue

SUGGESTIONS FOR STARTING A SPEAKER'S BUREAU

Contact the Chamber of Commerce in your area for a list of clubs and organizations, or look in the yellow pages under "Associations" and make your own list.

Write to the program director of all available clubs in your area. These people are usually frantic to get speakers for all of their meetings. A sample letter text is below.

Line up family members, former POW's, concerned citizens, etc., in your area who are willing to speak on the issue and who are articulate and dynamic enough to command an audience's attention.

Draft suggested topics for discussion and distribute to the people participating in the speaker's bureau. A sample speech outline is included in the media packet.

Dear Program Chairman,

The purpose of this letter is to acquaint you with the availability of our speaker's bureau, in the hope this information will be of use to you in planning your organization's future programs.

We are an organization of relatives of men who remain unaccounted for in Southeast Asia due to the Vietnam War. With the help of thousands of concerned citizens around the nation, we are working to draw public attention to the some 2,500 POW/MIAs who remain missing in Vietnam, Laos and Cambodia. Hundreds of these men were known to have been captured, yet the communist governments of those nations refuse to provide data as to their fate. Recent reports by Indo-chinese refugees and other intelligence sources indicate the very real probability that some of these men remain captives.

We would be most interested in providing you with a knowledgeable speaker on this humanitarian issue for an upcoming meeting of your organization. I believe a program of this nature would be most enlightening and informative for your members.

Enclosed please find additional literature which will bring you up to date on the POW/MIA situation and give you further background on our organization. Please feel free to contact me if you desire additional information or wish to schedule a speaker. I look forward to hearing from you.

Sincerely,

DRAFT

PW/MIA INTERAGENCY GROUP MEETING

19 JAN 82

1. On 19 January 1982, a meeting of the PW/MIA Interagency Group (IAG) was held at the Department of State. Attendees included:

DAS Daniel A. O'Donohue, Chairman

RAdm Donald S. Jones, OSD/ISA

Col Raymond Deitch, USA, OJCS(J-5)

Col Lee R. Elwell, USMC, OJCS(J-5)

L. Desaix Anderson, State

Barbara Harvey, State

Lt Col John Fer, OSD/ISA

Lt Col Jack Kennedy, DIA

Major Bob Kimmit, USA, NSC staff

Broadus Bailey, Senate Foreign Relation Comm staff

David Frank, HFAC/Subcom on Asian and Pacific Affairs staff

Ann Mills Griffiths, National League of Families

2. The meeting was called to order by DAS O'Donohue at 1030 hrs.
3. Lt Col Kennedy gave a brief update of DIA efforts in following up on reports pertaining to alleged firsthand live sightings of possible American PWs in Indochina. There have been nearly 400 such reports to date.
4. DAS O'Donohue reviewed the demarche he and DASD Armitage made to the Vietnamese UN Ambassador in November 1981 and recommended that, despite the long delay in responding, the Vietnamese should not be "forced" into answering "no" by approaching them at this

time. He pointed out that the fact a negative reply has not been received from the Vietnamese could be an encouraging sign.

5. DAS O'Donohue stated that the Lao had no interest in explosive ordnance disposal in conjunction with joint access to crash sites. He added that a modest medical assistance offer before the Lao with the hope that they will take the opportunity to cooperate in accounting. The medical assistance offer was a discrete one-time offer.

6. Adm Jones voiced the necessity to re-focus the thrust of JCRC visits to Vietnam and propose another meeting.

7. The subject of the Vietnam Veterans of America (VVA) trip to the SRV was discussed and DAS O'Donohue commented that the VVA approach was not systematic while US-SRV government-to-government dialogue remained the correct channel to resolve the accounting issue. It was decided to pass six PW/MIA case folders to the Vietnamese in Bangkok.

8. The PW/MIA public awareness program was discussed and Ann Griffiths commented that the White House Public Liaison Group should be invited to attend IAG meetings. A draft USG public awareness paper was discussed and submitted to the IAG for comments. Adm Jones suggested a "report card" system as a public awareness mechanism to measure the success of the effort. Jim Menard (State), Barbara Harvey and Lt Col Fer were appointed to work out the details of such a mechanism.

9. Ann Griffiths suggested that the SecDef testify at the 27 January Asian and Pacific Subcom PW/MIA hearing even if the

SecState is unable to do so. DAS O'Donohue commented that DAS Holdridge would probably testify in Secretary Haig's place. Ann Griffiths stated she believed testimony by the SecDef would give a good deal of visibility to the PW/MIA issue particularly because the PW/MIAs are for the most part military personnel. DAS O'Donohue asserted that the question was not one of visibility for one agency or another but what was new information/developments. David Frank submitted that in his opinion the purpose of any hearing was not new information/developments but to reflect how much interest there was in the PW/MIA issue.

10. Barbara Harvey submitted the State gist paper and requested comments by 22 January.

11. Ann Griffiths announced that a Bill establishing 9 July as National PW/MIA Recognition Day has been introduced in the Congress. She added that the League's 13th Annual meeting will be held in Washington 8-11 July 1982.

12. Major Kimmitt introduced Lt Col Dick Childress, who would be his replacement on the IAG.

13. No date was set for the next IAG meeting.

14. The meeting was adjourned at 1130 hrs.

John Fer
Lt Col, USAF
Principal Advisor,
PW/MIA Affairs