

Ronald Reagan Presidential Library

Digital Library Collections

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

Collection: Raymond, Walter: Files
Folder Title: US-Soviet Exchanges
[02/01/1986-02/15/1986]
Box: RAC 10

To see more digitized collections visit:

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

To see all Ronald Reagan Presidential Library Inventories, visit:

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

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

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

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

February 4, 1986

INFORMATION

MEMORANDUM FOR JOHN M. POINDEXTER

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

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

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

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

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

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

2

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

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

JFM

Jack Matlock concurs.

Attachments

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

John -

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

Walt

3

TALKING POINTS

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

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

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

4

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

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

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

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

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

- 6
- With respect to our public diplomacy structure we are still thinking about the best organizational arrangements, i.e. whether to bring in a public diplomacy coordinator as we did last time.
 - USIA and the IIC have a role in the process.
 - o Under the vigorous leadership of Marvin Stone, the IIC has the potential for reinvigoration;
 - o The IIC has made a significant contribution to our public diplomacy resources by ensuring the on-going collection and evaluation of foreign public opinion. It generates ideas and assumes the day to day tasking to the field in support of our public diplomacy themes.
 - I would like to hear your views on how we might do a more effective job, particularly in calling on "outsiders" to support our public diplomacy themes, suggestions on presenting our themes and initiatives more effectively.

United States Advisory Commission
on Public Diplomacy

Washington, D.C. 20547

7
Judy T.

1. Phs discuss.

2. JL should be involved

January 30, 1986

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

Dear Walt:

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

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

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

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

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

Sincerely,



Bruce Gregory
Staff Director

4

*United States Advisory Commission
on Public Diplomacy*

Washington, D.C. 20547

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

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

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

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

9

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

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

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

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

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

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

PRISCILLA L. BUCKLEY OF CONNECTICUT (REPUBLICAN)

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

For additional information,
please write:

United States Advisory Commission
on Public Diplomacy

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

Bruce Gregory, Staff Director
(202) 485-2457

DETERMINED TO BE
ADMINISTRATIVE MARKING
E.O. 12958, as amended, Sect. 3.3(c)
BY NARA *LM* DATE *6/17/85*

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

→ *Walt Rymogel*
What think?
Bud

September 13, 1985

~~PERSONAL AND CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE ROBERT C. McFARLANE
FROM: TOM C. KOROLOGOS *TK*
SUBJECT: Summitry

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

Today's subject is the Summit.

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

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

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

What to do about it? Some thoughts and ideas.

12

~~PERSONAL AND CONFIDENTIAL~~

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

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

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

What happens in campaigns?

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

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

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

13

PERSONAL AND CONFIDENTIAL

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

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

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

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

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

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

14

PERSONAL AND CONFIDENTIAL

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

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

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

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

End report.

THE WHITE HOUSE
WASHINGTON

7-ER 7992 15

Dear Tom:

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

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

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

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

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

Thanks again for your thoughts.

Sincerely,

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

United States Advisory Commission
on Public Diplomacy

Washington, D.C. 20547

~~CONFIDENTIAL~~

September 13, 1985

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

We are writing to you as members of the U.S. Advisory Commission on Public Diplomacy, a permanent, bipartisan body responsible for overseeing the international information and educational exchange programs of the United States Government.

As your November meeting with Soviet General Secretary Gorbachev approaches and the Soviet Union shows itself to be newly sophisticated in its propaganda, the members of this Commission strongly and unanimously urge that you dramatically wrest the offensive from the Soviets. We recommend that you do so through the use of two proven tools: your own powerful communications abilities, and USIA's revolutionary Worldnet television network.

We view the impact of the Gorbachev interview in Time magazine, particularly in Western Europe, with great concern. It is ironic and disturbing that a nation which totally controls information within its own borders can so easily play to western journalistic attraction to style over substance. Much of the world's media is allowing Mr. Gorbachev's personal manner and relative accessibility to overshadow the inaccuracy of his statements, his flawed interpretations of U.S.-Soviet relations, and the legitimate issues that will be dealt with in Geneva.

We see this not as a temporary shift in Soviet tactics, but as the beginning of a new Soviet propaganda strategy that will increasingly test our abilities as a nation to respond.

In contrast, we believe you should highlight American openness and candor through a free-wheeling, no-holds-barred press conference with European journalists on USIA's Worldnet television network prior to the summit. Such a move would go far to frame the substance of public debate in terms reflective of American interests.

~~CONFIDENTIAL~~

DECLASSIFIED

Authority DOS/NSC WAIVERS
BY LM NARA DATE 6/17/25

17

~~CONFIDENTIAL~~

-2-

Worldnet under Charlie Wick's leadership has become an extraordinarily effective international communications resource. By appearing on Worldnet you will allow the American system of openness and access to counter the Soviet propaganda initiative.

You appointed the members of this Commission to assess the activities of USIA and report to you our findings and recommendations. We take this opportunity to urge you to use the Agency's television capability to meet the Soviet use of style and distortion with style and substance.

Sincerely,



Edwin J. Feulner, Jr. (R)
Chairman
Virginia



Tom C. Korologos (R)
Virginia



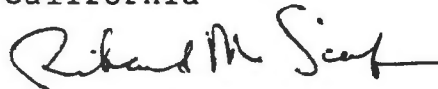
Priscilla Buckley (R)
New York




Mr. Hershey Gold (D)
California



e. robert (bob) wallach (D)
Vice Chairman
California



Richard M. Scaife (R)
Pennsylvania



Herbert Schmertz (D)
New York

cc: The Honorable
Charles Z. Wick
Director
U.S. Information Agency

Classified by: Dr. Edwin J. Feulner, Jr.
Declassification Date: OADR

~~CONFIDENTIAL~~

~~SECRET~~

October 17, 1985

MEMORANDUM FOR ROBERT C. MCFARLANE

SIGNED

FROM: WALTER RAYMOND/ROBERT KORENGOLD ✓
SUBJECT: Proposed Reply to Dr. Edwin J. Feulner, Jr.

Attached under Tab I is a reply letter for you to sign and send to Dr. Edwin J. Feulner, Jr., Chairman, United States Advisory Commission on Public Diplomacy. The Commission's letter recommending a Presidential press conference on WORLDNET prior to the meeting with Soviet General Secretary Gorbachev in Geneva is under Tab II.

The idea of a Presidential address beamed to the world -- although not a press conference -- via the global facilities of WORLDNET and shortly before the Geneva meeting is an excellent idea. It would be an unprecedented and eye-catching gesture, certain to get worldwide attention and would virtually guarantee the kind of "President Seeks Constructive Meeting in Geneva" headlines we desire.

At this stage, however, before we have reached our own consensus on just how and when we should take advantage of the opportunity WORLDNET affords, your letter to the Commission should remain positive in tone but noncommittal.

We have been advised that George Shultz and Charlie Wick have received similar letters. We will send copies of your letter to State and USIA so our responses to Feulner are consistent.

RECOMMENDATION:

That you sign the letter (Tab I) to Ed Feulner.

Approve KS

Disapprove _____

Jack Matlock, Karna Small, Ed Djerejian, Johnathan Miller concur. JCM

Attachments:

Tab I Letter to Dr. Feulner
Tab II Letter from Dr. Feulner

~~SECRET~~
Declassify OADR

DECLASSIFIED
Sec.3.4(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2006
BY NARA LM, DATE 6/17/25

19
THE WHITE HOUSE

WASHINGTON

October 28, 1985

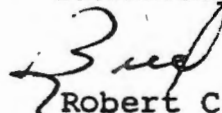
Dear Ed,

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

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

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

Sincerely,



Robert C. McFarlane

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

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20506

7319

~~SECRET~~

MEMORANDUM FOR ROBERT C. MCFARLANE

FROM: WALTER ^{NR}RAYMOND/ROBERT KORENGOLD
SUBJECT: Proposed Reply to Dr. Edwin J. Feulner, Jr.

Attached under Tab I is a reply letter for you to sign and send to Dr. Edwin J. Feulner, Jr., Chairman, United States Advisory Commission on Public Diplomacy. ~~A list of proposed Presidential Activities to be included with the Feulner letter is under Tab A, and a Commission letter recommending a Presidential press conference on WORLDNET prior to the meeting with Soviet General Secretary Gorbachev in Geneva is under Tab I~~

The idea of a Presidential address ^{DESMED} to the world -- although not a press conference -- via the global facilities of WORLDNET and shortly before the Geneva meeting is an excellent idea. It would be an unprecedented and eye-catching gesture, certain to get worldwide attention and would virtually guarantee the kind of "President Seeks Constructive Meeting in Geneva" headlines we desire.

At this stage, however, before we have reached our own consensus on just how and when we should take advantage of the opportunity WORLDNET affords, your letter to the Commission should remain positive in tone but noncommittal.

We have been advised that George Shultz and Charley Wick have received similar letters. We will send copies of your letter to State and USIA so our responses to Feulner are consistent.

Concur: Johnathan S. Miller *JS*

RECOMMENDATION:

That you sign the letter (Tab I) with attachment (Tab A) to Ed Feulner.

Approve _____

Disapprove _____

Jack *KS* Matlock, Karina Small, Ed *ED* Djerejian concur.

Attachments:

Tab I Letter to Dr. Feulner
Tab A ~~List of Proposed Presidential Activities~~
Tab II Letter from Dr. Feulner

~~SECRET~~

Declassify OADR

DECLASSIFIED

Sec. 3.4(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2006
BY NARA *LM*, DATE *6/17/25*

21

THE WHITE HOUSE
WASHINGTON

Dear ~~Dr. Feulner~~ *Ed*;

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

9
~~My staff at the NSC and I~~ are constantly alert to the various possibilities we have to make our approach to the Geneva meeting clear to governments and peoples throughout the world. While we are not sure of the press conference format the Commission recommends, the idea of a Presidential appearance on WORLDNET is one that we are ~~very aware of and are~~ considering seriously, as ~~you can see from the attached schedule.~~

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

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

Sincerely,

Attachment
List of Activities

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

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

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

7319

INCOMING

DATE RECEIVED: SEPTEMBER 13, 1985

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

SUBJECT: UNOPENED

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

COMMENTS: CLASSIFIED MATERIAL

ADDITIONAL CORRESPONDENTS: MEDIA:S INDIVIDUAL CODES: _____

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

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

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

United States Advisory Commission
on Public Diplomacy

Washington, D.C. 20547

23
Judy T.

1. Pls discuss.

2. JL should be involved

January 30, 1986

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

Dear Walt:

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

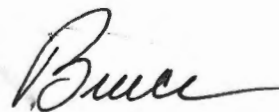
The Commission will plan to be at the Pennsylvania Avenue entrance of the White House a few minutes before 1:30 p.m. on Wednesday, February 5. The Commission's party will include Chairman Edwin J. Feulner, Jr., Commissioners Tom C. Korologos, Hershey Gold, Herbert Schmertz, and Richard Scaife, my deputy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

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

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

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

Sincerely,



Bruce Gregory
Staff Director

24

*United States Advisory Commission
on Public Diplomacy*

Washington, D.C. 20547

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

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

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

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

25

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

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

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

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

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

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

PRISCILLA L. BUCKLEY OF CONNECTICUT (REPUBLICAN)

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

TOM C. KOROLOGOS OF VIRGINIA (REPUBLICAN)

Mr. Korologos is Vice President and Director of Legislative Affairs of Timmons and Company, Inc., a Washington D.C. consulting firm representing corporate and association clients in the area of government relations. He served Presidents Nixon and Ford as Deputy Assistant to the President for Senate Relations following eight years as Administrative Assistant to U.S. Senator Wallace F. Bennett. He is Chairman of the Board of Trustees of the American College of Greece in Athens, Greece. He was Director of Congressional Relations for the Reagan-Bush transition team, and Director of Congressional Relations for the National Bipartisan Commission on Central America. Mr. Korologos began his career as a journalist with the Long Island Press, the New York Herald Tribune and the Salt Lake Tribune.

HERSHEY GOLD OF CALIFORNIA (DEMOCRAT)

Mr. Gold is Chairman of the Board of Super Yarn Mart in Los Angeles and a general partner of Shenandoah Property. He is also Chairman of the California Congressional Recognition Program of Claremont Mc Kenna College. Mr. Gold is a member of the California State Job Training Coordinating Council, the Board of Directors of Shaare Zedek Medical Center in Jerusalem, the Advisory Committee for California Secretary of State March Fong Eu, and the Board of Directors of the Great Western Council Boy Scouts of America.

RICHARD M. SCAIFE OF PENNSYLVANIA (REPUBLICAN)

Mr. Scaife is Publisher of The Tribune Review Publishing Company in Pittsburgh, Pennsylvania. He has served as Chairman and Publisher of the Sierra Publishing Company in Sacramento, California. Mr. Scaife is also Director of First Boston, Inc. in New York and Chairman of Calvary Inc. in Pittsburgh, Pennsylvania. Prior to joining the Commission, he served as a member of President Reagan's Commission on Broadcasting to Cuba.

HERBERT SCHMERTZ OF NEW YORK (DEMOCRAT)

Mr. Schmertz is a Director of Mobil Corporation and a Director and Vice President of Mobil Oil Corporation. Mr. Schmertz joined Mobil in 1966 as manager of the corporate labor relations department and became manager of corporate planning coordination in 1968. Since 1969 he has been Vice President for Public Affairs. He was elected to the Board of Directors of Mobil Oil Corporation in 1976 and to the Board of Mobil Corporation in 1979. Prior to joining the Commission, Mr. Schmertz served as a member of President Reagan's Commission on Broadcasting to Cuba.

76

For additional information,
please write:

United States Advisory Commission
on Public Diplomacy

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

Bruce Gregory, Staff Director
(202) 485-2457

For additional information,
please write:

United States Advisory Commission
on Public Diplomacy

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

Bruce Gregory, Staff Director
(202) 485-2457

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

→ Walt Raymangel
What think?
Bud

DETERMINED TO BE
ADMINISTRATIVE MARKING
E.O. 12958, as amended, Sect. 3.3(c)
BY NARA LM DATE 6/17/25

September 13, 1985

~~PERSONAL AND CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE ROBERT C. McFARLANE
FROM: TOM C. KOROLOGOS *TK*
SUBJECT: Summitry

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

Today's subject is the Summit.

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

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

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

What to do about it? Some thoughts and ideas.

~~PERSONAL AND CONFIDENTIAL~~

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

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

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

What happens in campaigns?

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

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

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

~~PERSONAL AND CONFIDENTIAL~~

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

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

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

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

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

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

~~PERSONAL AND CONFIDENTIAL~~

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

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

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

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

End report.

THE WHITE HOUSE
WASHINGTON

7-22 7992 37

Dear Tom:

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

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

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

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

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

Thanks again for your thoughts.

Sincerely,

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

United States Advisory Commission
on Public Diplomacy

Washington, D.C. 20547

~~CONFIDENTIAL~~

September 13, 1985

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

We are writing to you as members of the U.S. Advisory Commission on Public Diplomacy, a permanent, bipartisan body responsible for overseeing the international information and educational exchange programs of the United States Government.

As your November meeting with Soviet General Secretary Gorbachev approaches and the Soviet Union shows itself to be newly sophisticated in its propaganda, the members of this Commission strongly and unanimously urge that you dramatically wrest the offensive from the Soviets. We recommend that you do so through the use of two proven tools: your own powerful communications abilities, and USIA's revolutionary Worldnet television network.

We view the impact of the Gorbachev interview in Time magazine, particularly in Western Europe, with great concern. It is ironic and disturbing that a nation which totally controls information within its own borders can so easily play to western journalistic attraction to style over substance. Much of the world's media is allowing Mr. Gorbachev's personal manner and relative accessibility to overshadow the inaccuracy of his statements, his flawed interpretations of U.S.-Soviet relations, and the legitimate issues that will be dealt with in Geneva.

We see this not as a temporary shift in Soviet tactics, but as the beginning of a new Soviet propaganda strategy that will increasingly test our abilities as a nation to respond.

In contrast, we believe you should highlight American openness and candor through a free-wheeling, no-holds-barred press conference with European journalists on USIA's Worldnet television network prior to the summit. Such a move would go far to frame the substance of public debate in terms reflective of American interests.

~~CONFIDENTIAL~~

DECLASSIFIED

Authority DOS/NSC WAIVERS
BY LM NARA DATE 6/17/85

34

~~CONFIDENTIAL~~

-2-

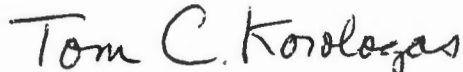
Worldnet under Charlie Wick's leadership has become an extraordinarily effective international communications resource. By appearing on Worldnet you will allow the American system of openness and access to counter the Soviet propaganda initiative.

You appointed the members of this Commission to assess the activities of USIA and report to you our findings and recommendations. We take this opportunity to urge you to use the Agency's television capability to meet the Soviet use of style and distortion with style and substance.

Sincerely,



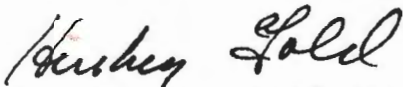
Edwin J. Feulner, Jr. (R)
Chairman
Virginia



Tom C. Korologos (R)
Virginia



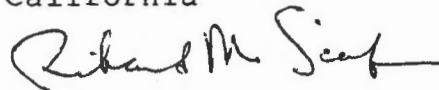
Priscilla Buckley (R)
New York



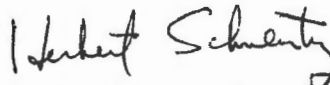
Mr. Hershey Gold (D)
California



e. robert (bob) wallach (D)
Vice Chairman
California



Richard M. Scaife (R)
Pennsylvania



Herbert Schmertz (D)
New York

cc: The Honorable
Charles Z. Wick
Director
U.S. Information Agency

Classified by: Dr. Edwin J. Feulner, Jr.
Declassification Date: OADR

~~CONFIDENTIAL~~

35
7-RR

~~SECRET~~

October 17, 1985

MEMORANDUM FOR ROBERT C. MCFARLANE

SIGNED

FROM: WALTER RAYMOND/ROBERT KORENGOLD ✓

SUBJECT: Proposed Reply to Dr. Edwin J. Feulner, Jr.

Attached under Tab I is a reply letter for you to sign and send to Dr. Edwin J. Feulner, Jr., Chairman, United States Advisory Commission on Public Diplomacy. The Commission's letter recommending a Presidential press conference on WORLDNET prior to the meeting with Soviet General Secretary Gorbachev in Geneva is under Tab II.

The idea of a Presidential address beamed to the world -- although not a press conference -- via the global facilities of WORLDNET and shortly before the Geneva meeting is an excellent idea. It would be an unprecedented and eye-catching gesture, certain to get worldwide attention and would virtually guarantee the kind of "President Seeks Constructive Meeting in Geneva" headlines we desire.

At this stage, however, before we have reached our own consensus on just how and when we should take advantage of the opportunity WORLDNET affords, your letter to the Commission should remain positive in tone but noncommittal.

We have been advised that George Shultz and Charlie Wick have received similar letters. We will send copies of your letter to State and USIA so our responses to Feulner are consistent.

RECOMMENDATION:

That you sign the letter (Tab I) to Ed Feulner.

Approve KS

Disapprove _____

Jack Matlock, Karna Small, Ed Djerejian, Johnathan Miller Concur. JCM

Attachments:

Tab I Letter to Dr. Feulner
Tab II Letter from Dr. Feulner

~~SECRET~~

Declassify OADR

DECLASSIFIED

Sec. 34(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2008
BY NARA LM DATE 6/17/25

36

THE WHITE HOUSE

WASHINGTON

October 28, 1985

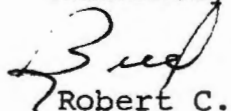
Dear Ed,

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

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

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

Sincerely,



Robert C. McFarlane

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

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20506

7319

~~SECRET~~

MEMORANDUM FOR ROBERT C. MCFARLANE

FROM: WALTER RAYMOND/ROBERT KORENGOLD

SUBJECT: Proposed Reply to Dr. Edwin J. Feulner, Jr.

Attached under Tab I is a reply letter for you to sign and send to Dr. Edwin J. Feulner, Jr., Chairman, United States Advisory Commission on Public Diplomacy. ~~A list of proposed Presidential Activities to be included with the Feulner letter is under Tab A, and a Commission letter recommending a Presidential press conference on WORLDNET prior to the meeting with Soviet General Secretary Gorbachev in Geneva is under Tab I~~

The idea of a Presidential address ^{BEAMED} to the world -- although not a press conference -- via the global facilities of WORLDNET and shortly before the Geneva meeting is an excellent idea. It would be an unprecedented and eye-catching gesture, certain to get worldwide attention and would virtually guarantee the kind of "President Seeks Constructive Meeting in Geneva" headlines we desire.

At this stage, however, before we have reached our own consensus on just how and when we should take advantage of the opportunity WORLDNET affords, your letter to the Commission should remain positive in tone but noncommittal.

We have been advised that George Shultz and Charley Wick have received similar letters. We will send copies of your letter to State and USIA so our responses to Feulner are consistent.

Concur: Johnathan S. Miller *JS*

RECOMMENDATION:

That you sign the letter (Tab I) with attachment (Tab A) to Ed Feulner.

Approve _____

Disapprove _____

Jack Matlock, ^{KS} Karna Small, ^{ED} Ed Djerejian concur.

Attachments:

Tab I Letter to Dr. Feulner

Tab A ~~List of Proposed Presidential Activities~~ *e*

Tab II Letter from Dr. Feulner

~~SECRET~~

Declassify OADR

DECLASSIFIED

Sec. 34(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2008
BY NARA *LM* DATE *6/17/25*

THE WHITE HOUSE

WASHINGTON

Ed
Dear ~~Dr. Feulner~~:

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

9
~~My staff at the NSC and I~~ are constantly alert to the various possibilities we have to make our approach to the Geneva meeting clear to governments and peoples throughout the world. While we are not sure of the press conference format the Commission recommends, the idea of a Presidential appearance on WORLDNET is one that we are ~~very aware of and are~~ considering seriously, ~~as you can see from the attached schedule.~~

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

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

Sincerely,

Attachment
List of Activities

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

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

~~CONFIDENTIAL~~

40
SYSTEM 11
90055

THE WHITE HOUSE
WASHINGTON

February 4, 1986

matlock

7-05-fw

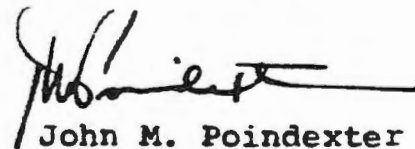
~~CONFIDENTIAL~~

MEMORANDUM FOR THE VICE PRESIDENT
THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE SECRETARY OF COMMERCE
THE DIRECTOR OF CENTRAL INTELLIGENCE
THE CHIEF OF STAFF TO THE PRESIDENT
THE CHAIRMAN, JOINT CHIEFS OF STAFF
THE DIRECTOR OF U.S. INFORMATION AGENCY

SUBJECT: NSDD on Implementing Decisions at the Geneva Summit (U)

The President has approved the attached National Security Decision Directive on implementing decisions at the Geneva Summit. (C)

FOR THE PRESIDENT:


John M. Poindexter

Attachment:
NSDD-209

~~CONFIDENTIAL~~

Declassify on: OADR -

DECLASSIFIED
Sec. 34(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2008
BY NARA MM DATE 6/17/25

COPY 1 OF 10

~~CONFIDENTIAL~~

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

7319

INCOMING

DATE RECEIVED: SEPTEMBER 13, 1985

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

SUBJECT: UNOPENED

		ACTION		DISPOSITION	
ROUTE TO:		ACT	DATE	TYPE	C COMPLETED
OFFICE/AGENCY	(STAFF NAME)	CODE	YY/MM/DD	RESP	D YY/MM/DD
ALFRED KINGON		ORG	85/09/16		/ /
Robert McFarlane	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /

COMMENTS: CLASSIFIED MATERIAL

ADDITIONAL CORRESPONDENTS: MEDIA: S INDIVIDUAL CODES: _____

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

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

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

~~CONFIDENTIAL~~

SYSTEM
9008E

41

Mallock

THE WHITE HOUSE
WASHINGTON

~~CONFIDENTIAL~~

February 4, 1986

NATIONAL SECURITY DECISION
DIRECTIVE NUMBER 209

IMPLEMENTING DECISIONS OF THE GENEVA SUMMIT (C)

My meetings with General Secretary Gorbachev produced a fresh start in U.S.-Soviet relations in the sense that it established a framework for bilateral negotiations of some of our outstanding differences. It is now our task to make use of this framework to move us toward the goals I have set for U.S.-Soviet relations. This will also be a key component in the substantive preparations for my meeting with Mr. Gorbachev in the United States this year. (U)

In order to ensure vigorous pursuit of a dialogue and, where appropriate, negotiations in those areas where the Joint U.S.-USSR Statement at Geneva indicated that progress is possible, I hereby designate the following agencies to take the lead in coordinating the United States position and pursuing it actively with representatives of the Soviet Union: (U)

1. Negotiations on Nuclear and Space Arms: The Senior Arms Control Group will continue to have responsibility for coordinating views of U.S. positions to be taken, which will then be reviewed by the National Security Council. (C)

2. Regional Conflicts: The Secretary of State will have responsibility for developing concrete new ways to pursue my initiative to end regional conflicts, as outlined in my speech to the United Nations General Assembly last October, and for conducting regular consultations with the Soviet Union. This issue is a major one, and the Department of State should also take the lead in ensuring that it receives an appropriate share of public attention. (C)

3. People-to-People Contacts and Information Exchange: The Director of the United States Information Agency will have the responsibility for implementing the initiatives I have made in this area. Policy matters will be considered by an Interdepartmental Group chaired by the National Security Council

~~CONFIDENTIAL~~
Declassify on: OADR

COPY 1 DE 10 COPIES

~~CONFIDENTIAL~~

DECLASSIFIED

Authority LP/ML 2014-004
BY LM NARA DATE 6/17/25

~~CONFIDENTIAL~~

42

~~CONFIDENTIAL~~

Staff. I would note in this connection that the areas for expansion of contacts noted in the U.S.-USSR Joint Statement are only a start toward the objective I have set for a radical expansion of contacts. Therefore, efforts should concentrate not merely on implementing those programs to which the Soviets agreed at Geneva, but to expanding their scope and size in accord with the proposals made by the United States before the Geneva Summit. (C)

4. Chemical Weapons: The Director of the Arms Control and Disarmament Agency shall, in coordination with the Interdepartmental Group on Chemical and Biological Weapons Arms Control, have primary responsibility for preparing the United States position for talks with the Soviets on verification measures to enforce a chemical weapons ban, and on measures to combat the proliferation of chemical weapons. In case of interagency disagreement, the issues should be referred to the Senior Arms Control Group. (C)

5. Risk Reduction Centers: The Staff of the National Security Council, working with the existing ad hoc interagency group on this subject, will retain primary responsibility for the development and implementation of the U.S. approach to be taken in the exploratory, expert-level discussions on the concept of risk reduction centers. (C)

6. Thermonuclear Fusion: The Secretary of Energy shall have the responsibility of coordinating the United States position for the study of the feasibility of an international effort to build a prototype fusion power plant. (C)

7. Cancer Research: The Secretary of Health and Human Services, in cooperation with the National Institutes of Health, shall be responsible for developing a cooperative program in this area, utilizing the U.S.-USSR Agreement on Cooperation in the Field of Medical Science and Public Health as a framework for implementation. (U)

8. Environmental Research: The Director of the Environmental Protection Agency will have the responsibility for implementing cooperation in this area, utilizing the U.S.-USSR Agreement on Cooperation in the Field of Environmental Protection. (U)

9. Humanitarian Issues: The Secretary of State will be responsible for conducting a vigorous effort, based primarily on private diplomacy, for achieving United States objectives in this area. (C)

~~CONFIDENTIAL~~

COPY 1 OF 10 COPIES

~~CONFIDENTIAL~~

43
~~CONFIDENTIAL~~
~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

In all of these areas, the normal interagency process will be utilized to ensure that steps taken are in the interest of the United States. While I wish to ensure that these issues are pursued vigorously with the Soviet Union, all should be discussed and negotiated strictly on their merits. In negotiating with the Soviet Union no artificial deadlines should be set, nor any concessions made merely because another meeting with General Secretary Gorbachev will be scheduled for this year. (C)

~~CONFIDENTIAL~~

COPY 1 OF 10 COPIES

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~
THE WHITE HOUSE
WASHINGTON

44
SYSTEM II
90055

~~CONFIDENTIAL~~

February 3, 1986

ACTION

SIGNED

MEMORANDUM FOR THE PRESIDENT

FROM: JOHN M. POINDEXTER *John*

SUBJECT: NSDD on Implementation of Geneva Summit Agreements

Issue

Whether to sign an NSDD on implementing the Geneva Summit Agreements.

Facts

At your meeting with Gorbachev in Geneva you agreed to pursue negotiations or discussions with the Soviet Union in a number of areas.

Discussion

In order to ensure that the agreements reached at Geneva are pursued vigorously, it is desirable to designate particular officials to see that each is followed up properly. The NSDD which is attached makes such assignments and also cautions that all matters should be negotiated solely on their merits and without artificial deadlines.

Recommendation

OK

No

_____ That you sign the NSDD at Tab A.

Attachment:

Tab A NSDD

~~CONFIDENTIAL~~

DECLASSIFIED
Sec. 3.4(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2008
BY NARA *PM*, DATE *6/17/25*

cc Vice President

Prepared by:
Jack F. Matlock

~~CONFIDENTIAL~~

45

NATIONAL SECURITY COUNCIL
WASHINGTON D.C. 20506

SYSTEM II
90055

~~CONFIDENTIAL~~

January 21, 1986

ACTION

MEMORANDUM FOR JOHN M. POINDEXTER

SIGNED

FROM:

JACK MATLOCK *KIM*

SUBJECT:

NSDD on Implementation of Geneva Summit Agreements

Attached at Tab A is the suggested text of an NSDD to assign responsibility for implementing the Geneva Summit Agreements.

Although thought was given to combining these assignments with matters concerning preparation for the Washington Summit this year, I decided after reflection that it would be preferable to cover the latter after a date has been agreed upon with the Soviets.

If you concur in this judgment and find the NSDD text acceptable, I recommend that you forward it to the President for approval and signature.

Bob *L* ~~L~~ard concurs.

RECOMMENDATION:

That you sign the Memorandum to the President at Tab I.

Approve *[Signature]*

Disapprove

Attachments:

Tab I - Memorandum to the President

Tab A - NSDD

DECLASSIFIED

Sec.34(b), E.O. 12958, as amended
White House Guidelines, Sept. 11, 2006
BY NARA *LM*, DATE *6/17/25*

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

NATIONAL SECURITY COUNCIL
SECRETARIAT

F-ur-Sm

46

PAGE 01 USIA WASHDC 0398 DTG: 140004Z FEB 86 PSN: 019177
EOB005 AN010178 TOR: 045/0012Z CSN: EHA732

DISTRIBUTION: COBB-01 MAN-01 SOMM-01 MAT-01 /004 A2

WHTS ASSIGNED DISTRIBUTION:

SIT:

EOB:

OP IMMEDIATE /ROUTINE
DE RUEHIA #0398/01 0450006
O R 140004Z FEB 86
FM USIA WASHDC

TO AMEMBASSY OTTAWA IMMEDIATE 2615
AMEMBASSY REYKJAVIK IMMEDIATE 2831
AMEMBASSY LONDON IMMEDIATE 1601
AMEMBASSY OSLO IMMEDIATE 3959
AMEMBASSY COPENHAGEN IMMEDIATE 4094
AMEMBASSY BRUSSELS IMMEDIATE 7123
AMEMBASSY THE HAGUE IMMEDIATE 5407
AMEMBASSY PARIS IMMEDIATE 9004
AMEMBASSY BONN IMMEDIATE 3320
AMEMBASSY ROME IMMEDIATE 9709
AMEMBASSY MOSCOW IMMEDIATE 4169
AMEMBASSY MADRID IMMEDIATE 7120
AMEMBASSY LISBON IMMEDIATE 4783
AMEMBASSY ATHENS IMMEDIATE 4963
AMEMBASSY ANKARA IMMEDIATE 2292
USMISSION USNATO IMMEDIATE 1559

INFO SECSTATE WASHDC
NSC WASHDC
SECDEF WASHDC

~~CONFIDENTIAL~~ SECTION 01 OF 02 USIA 10398

USIA

STATE FOR EUR/SOV LPASCOE

NSC FOR MATLOCK/HANDEL/STEINER

DEFENSE FOR USOT/ISP SKOCH

EO 12356 DECL: OADR JOHN F. KORDEK, DIRECTOR/EU

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

1. USIA/EU WITH THE SUPPORT OF THE NSC WILL SPONSOR A PUBLIC
DIPLOMACY PLANNING CONFERENCE IN LONDON MARCH 3-4 FOR THE
NATO COUNTRY PAOS. THE CONFERENCE WILL ADDRESS HOW TO CONVEY
MORE EFFECTIVELY TO OUR EUROPEAN ALLIES AND THEIR RESPECTIVE
PUBLICS THE PRESIDENT'S AGENDA FOR U.S./SOVIET RELATIONS,
PARTICULARLY LOOKING FORWARD TO THE PRESIDENT'S NEXT MEETING
WITH GENERAL SECRETARY GORBACHEV. PAOS AT ADDRESSEE POSTS
SHOULD PLAN TO ATTEND AND BE PREPARED TO DISCUSS IDEAS FOR
ACHIEVING GREATER ALLIED UNDERSTANDING OF U.S. POLICY GOALS
AND OBJECTIVES, GREATER RECOGNITION OF THE DEEP-SEATED
DIFFERENCES BETWEEN THE U.S. AND USSR, AND GREATER ALLIED
UNITY IN ADDRESSING SOVIET POSITIONS AND POSTURING. PAOS
ALSO SHOULD BE PREPARED TO DISCUSS THEIR HOST COUNTRIES'
PARTICULAR PERSPECTIVES ON U.S.-SOVIET RELATIONS AND HOW TO
ADDRESS THEM MOST EFFECTIVELY, INCLUDING HOW WASHINGTON CAN
BEST SUPPORT THEM IN THIS EFFORT.

2. STATE/EUR FULLY SUPPORTS THE GOALS AND OBJECTIVES OF THIS
CONFERENCE AND WILL TAKE PART. UNFORTUNATELY, BUDGETARY
CONSTRAINTS PRECLUDE THE POSSIBILITY OF PARTICIPATION BY
STATE OFFICERS ASSIGNED TO NATO POSTS IN THIS MEETING. PAOS,
THEREFORE, SHOULD COORDINATE WITH THEIR STATE COUNTERPARTS AT
POST BEFORE TRAVELING TO LONDON SO THAT THEY MAY REPRESENT
THEIR MISSIONS' VIEWS AT THE CONFERENCE.

3. WASHINGTON PARTICIPANTS AT THE CONFERENCE WILL INCLUDE
AMBASSADOR JACK F. MATLOCK, SPECIAL ASSISTANT TO THE
PRESIDENT AND SENIOR DIRECTOR OF EUROPEAN AND SOVIET AFFAIRS,
NSC, WHO WILL CHAIR THE CONFERENCE; MARLIN W. REMICK, DEPUTY
DIRECTOR, OFFICE OF EUROPEAN AFFAIRS, USIA; LYNN PASCOE,
DEPUTY DIRECTOR, OFFICE OF SOVIET UNION AFFAIRS, STATE; PETER
M. SULLIVAN, PRINCIPAL DEPUTY TO THE DEPUTY ASSISTANT
SECRETARY OF DEFENSE FOR NUCLEAR FORCES AND ARMS CONTROL
POLICY (OSD/ISP); AND STEVEN E. STEINER, DIRECTOR OF DEFENSE
PROGRAMS AND ARMS CONTROL, NSC.

4. A WORKING AGENDA FOR THE CONFERENCE FOLLOWS. POSTS ARE
INVITED TO PROVIDE COMMENTS OR SUGGESTIONS ON THE AGENDA BY
FEBRUARY 19.

MARCH 3, 1986

9:00-9:15 WELCOME AND INTRODUCTION.
9:15-10:15 U.S. POLICY TOWARD THE SOVIET UNION: THE
AGENDA; ALLIED INTERESTS; RELATIONSHIP TO
PUBLIC DIPLOMACY. STRATEGY FOR ACHIEVING
BETTER UNDERSTANDING IN EUROPE OF U.S. POLICY.
10:15-10:30 COFFEE.
10:30-11:30 DISCUSSION -- SDI.
11:30-12:30 DISCUSSION -- ARMS CONTROL: IMPACT OF
GORBACHEV'S JANUARY 15 PROPOSALS ON

BT

Do Raymond
IZ Stearns

DECLASSIFIED

Dept. of State Guidelines, July 21, 1997

HM

6/17/25

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

NATIONAL SECURITY COUNCIL SECRETARIAT

PAGE 01 USIA WASHDC 0398 DTG: 140004Z FEB 86 PSN: 019182
EOB006 AN010177 TOR: 045/0014Z CSN: ENA733

DISTRIBUTION: COBB-01 MAN-01 SOHM-01 MAT-01 /004 A2

WHTS ASSIGNED DISTRIBUTION:
SIT:
EOB:

OP IMMEDIATE /ROUTINE
DE RUEHIA #0398/02 0450009
O R 140004Z FEB 86
FM USIA WASHDC

TO AMEMBASSY OTTAWA IMMEDIATE 2616
AMEMBASSY REYKJAVIK IMMEDIATE 2832
AMEMBASSY LONDON IMMEDIATE 1602
AMEMBASSY OSLO IMMEDIATE 3960
AMEMBASSY COPENHAGEN IMMEDIATE 4095
AMEMBASSY BRUSSELS IMMEDIATE 7124
AMEMBASSY THE HAGUE IMMEDIATE 5408
AMEMBASSY PARIS IMMEDIATE 9005
AMEMBASSY BONN IMMEDIATE 3321
AMEMBASSY ROME IMMEDIATE 9710
AMEMBASSY MOSCOW IMMEDIATE 4170
AMEMBASSY MADRID IMMEDIATE 7121
AMEMBASSY LISBON IMMEDIATE 4784
AMEMBASSY ATHENS IMMEDIATE 4964
AMEMBASSY ANKARA IMMEDIATE 2293
USMISSION USNATO IMMEDIATE 1560

INFO SECSTATE WASHDC
NSC WASHDC
SECDEF WASHDC

~~CONFIDENTIAL~~ SECTION 02 OF 02 USIA 10398

USIA

STATE FOR EUR/SOV LPASGOE

NSC FOR MATLOCK/MANDEL/STEINER

DEFENSE FOR USD/ISP SKOCH

EO 12356 DECL: OADR JOHN F. KORDEK, DIRECTOR/EU

NEGOTIATIONS AT THE GENEVA NST TALKS. PROSPECTS FOR
SUBSTANTIVE PROGRESS.

12:30-14:00 LUNCH (OPEN).
14:00-15:00 DISCUSSION -- REGIONAL ISSUES.
15:00-15:30 DISCUSSION -- HUMAN RIGHTS: CSCE, BERN HUMAN
CONTACTS MEETING, PROSPECTS FOR VIENNA CSCE
REVIEW CONFERENCE.
15:30-15:45 COFFEE.
15:45-16:30 DISCUSSION -- BILATERAL ISSUES: EXCHANGES,
TRADE, AIR SAFETY, ETC.
18:00-20:00 RECEPTION HOSTED BY LONDON PAO KORENGOLD FOR
CONFERENCE PARTICIPANTS AND BRITISH EAST/WEST
EXPERTS.

MARCH 4, 1986

9:00-9:30 USIA RESEARCH REPORT SUMMARIZING EUROPEAN
ATTITUDES ON EAST/WEST ISSUES POST-GENEVA.
9:30-11:00 COUNTRY REPORTS: HOW THE GENEVA MEETING AND US
POLICY HAVE BEEN PERCEIVED IN EUROPE.
11:00-11:15 COFFEE.
11:15-12:15 INDICATIONS OF HOW THE USSR MAY BE PREPARING

-- -- FOR THE NEXT 'SUMMIT' MEETING IN THE US - IN
-- -- SUBSTANTIVE AND PROPAGANDA TERMS.
12:15-13:45 LUNCH (OPEN).
13:45-15:00 DISCUSSION: SUMMIT PUBLIC DIPLOMACY STRATEGY
-- -- FOR EUROPE.
15:00-15:30 COFFEE.
15:30-17:00 CONCLUSIONS AND RECOMMENDATIONS.

5. ACTION REQUESTED: ADDRESSEE PAOS ARE ASKED TO CONFIRM
THEIR PARTICIPATION BY CABLE TO EU AND USIS LONDON. TRAVEL
ITINERARIES AND HOTEL ROOM REQUIREMENTS SHOULD BE SLUGGED
ACTION USIS LONDON INFO EU. (FYI - CONFERENCE PARTICIPANTS
WILL BE HOUSED AT THE CUMBERLAND HOTEL AT POUNDS 50 FOR A
SINGLE AND POUNDS 65 FOR A DOUBLE ROOM). POSTS ARE
AUTHORIZED TO ISSUE TRAVEL ORDERS FOR THIS TDY AND CHARGE
THEIR GOE FOR TRAVEL AND PER DIEM. EU WILL REIMBURSE USIS
POSTS FOR ONE HALF OF THE TOTAL COST OF TRAVEL AND PER DIEM.
WHEN ACTUAL COSTS ARE KNOWN, PLEASE NOTIFY M/CBEU AND REQUEST
REIMBURSEMENT. (EU)
WICK
BT

~~CONFIDENTIAL~~