

## MEMORANDUM

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INFORMATIONNATIONAL SECURITY COUNCIL  
August 9, 1983

MEMORANDUM FOR WILLIAM P. CLARK

FROM: WALTER RAYMOND, JR.

SUBJECT: Private Sector Support for  
Central American Program

Several Administration supporters have identified steps which they believe are important to generating public opinion support for our policies in Central America. The various proposals call for the creation of a bipartisan coalition of concerned citizens to generate majority support for the President's policies. This requires detailed informational programs which highlight developments and realities in the region. It also requires programs which are designed to go beyond simply reaching the committed. We must move out into the middle sector of the American public and draw them into the "support" column. A second package of proposals deal with means to market the issue, largely considering steps utilizing public relations specialists--or similar professionals--to help transmit the message.

A quick review of proposals which are known to me include:

-- A group of public relations specialists met with Bill Casey a few days ago. Faith also met them. The group included Bill Greener, the public affairs head at Philip Morris and two or three others. They "stated" what needed to be done to generate a nation-wide campaign. Several elements were identified. The first, a fund-raising effort under the direction of someone like Walter Wriston. Secondly, an effective communications system inside the Government. The overall purpose would be to sell a "new product"--Central America--by generating interest across-the-spectrum.

-- A group including Charlie Wick, Faith, myself, Alan Bell (Public Relations) and Tom Korologos (Lobbyist) met to discuss how to get the story out into the countryside. In addition, to traditional speaking tours by USG officials, Presidential statements, etc, the Korologos-Bell proposals focussed on the hiring of a public relations firm. They recommended Ron Nessen. Nessen has subsequently presented a proposal.

-- Faith subsequently advised Charlie Wick that she has the prospect of funding from the Mellon-Scaife organization (Terry Slease). Slease wants Tom Cantrell, currently number two in congressional relations in the Department of Energy, to run the program. This would rule Nessen out. Slease also speaks of a \$1000 per plate fund raiser to get the activity

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going. It is not clear whether Cantrell's role is <sup>Ms 33442</sup> fund-raiser or as a political activist. Nor is it clear whether the goal is an "American Coalition" or simply a pressure group. It sounds like an expanded "Outreach Group."

-- Roy Godson and I have discussed this and we are concerned that efforts undertaken by Faith's office tend to be confined to preaching to the converted. We recommended funding via Freedom House or some other structure that has credibility in the political center. Wick, via Murdoch, may be able to draw down added funds for this effort. Ron Nessen, or the Wagner-Baroody firm recommended by Cliff White, could be hired by Freedom House.

-- Dan James. He has the support of Jeane Kirkpatrick, Leo Cherne, Al Burkholder and others. He has submitted a paper which spells out the parameters of the problem. He also wants to include Latin Americans in the activity. His proposal calls for the creation of a bipartisan Americas Coalition. He believes he can get funding from Ross Perot, Clem Stone and others. Evidently Anne Armstrong will make calls for him. James would like to have a fund raising dinner in which Jeane Kirkpatrick has reportedly agreed to be a key note speaker. James is a good publicist but not a particularly good organizer. His role would be in support of a larger effort.

-- Roger Chapin. He has a similar proposal for a group called Stand Tall America which would generate public knowledge and understanding of the Central American program. Chapin is untested on foreign policy issues although he has a track record of generating public support for causes. He believes the first issue is clarifying the message, examining marketing techniques and then generating a broad popular support base. He would play a support role. Chapin adds that he thinks the only way to mobilize the American people is to make it clear that the Central American issue is a threat because of the Russian involvement.

-- Les Lenkovsky (Smith-Richardson Foundation) believes that we need to create the equivalent of a "Coalition for the Present Danger" to generate public support. Tom Korologos, in a private conversation, said what one needed to do was to identify a competent activist who would take on the organizational job--this includes principally fund raising, public relations/packaging, substantive input. He said someone like a Bill Greener or a Tom Cantrell might serve. Ultimately, we would want to flesh out the committee to make it suitably non-partisan. Several of the names we considered for the Central American Commission would be very constructive participants.

The above discussion identifies several issues. I think there is consensus that we should strive for the creation of a

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genuinely bipartisan, centrist structure to generate public support around the issue of Central America. If we agree that we will set up a committee and select an activist to put the thing together most other issues fall in line: fund raising, marketing, substantive input. Many of the people above could play a role within the structure. A central office in the USG should be identified on the principal point with this outside, independent group. This could be the NSC, the White House (Whittlesey) or Otto Reich as Central American public diplomacy coordinator. While it is possible for Faith to be the point of contact, her mandate makes it difficult for her to deal with the media and the Congress, two of the principal audiences for this effort. This might argue for keeping the contact within the public diplomacy context where substantive support could be supplied, as requested.

We need an organizer. I would like to lead with our silver bullet. I recommend that Peter Dailey be asked to put the group together (spend one month) and turn it over to an outside coordinator, such as Bill Greener (or Cantrell).

Coordination: Bob Sims

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