

THE WHITE HOUSE

WASHINGTON

April 4, 1984

236201

1140

00167

FG 298

LD
FG 006-12

Dear Charlie:

Thank you for your letter of March 21 providing us with additional information concerning British public opinion. I agree with you that attitudes in Britain, as well as in other key European countries, bear watching.

I cannot agree more that the President's upcoming trip to Europe will present a new opportunity to emphasize the shared values and experience which bind Britain, the Continent and North America. We appreciate the suggested themes which you were kind enough to send us. I assure you that my own staff will be working closely with yours, as well as with State, in developing the President's public statements on the trip.

Thanks once again for the continued good work of USIA in these areas.

Sincerely,

Robert C. McFarlane

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

NSC # 8402457

MEMORANDUM

NATIONAL SECURITY COUNCIL

ACTION

March 27, 1984

MEMORANDUM FOR ROBERT C. MCFARLANE

FROM: STEVEN E. STEINER *Steve*

SUBJECT: Wick Letter on British Public Opinion

SIGNED

Charlie Wick has written to you again providing further information on the state of opinion in Great Britain (Tab II). We agree that there are trends that need to be watched, but would note -- as Charlie himself does in his letter -- the basic steadfastness of Britons on East-West issues.

At Tab I for your signature is a response to Charlie thanking him for the suggested themes for the President's coming trip to Europe and assuring him that we will work closely with USIA as trip planning proceeds.

WR Walt Raymond, *SES* Peter Sommer and *SES* Ty Cobb concur.

RECOMMENDATION

That you sign the response at Tab I.

Approve _____ Disapprove _____

Attachments

Tab I Ltr to Wick
 II Ltr fr Wick, March 21, 84, w/atchs

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director



MAR 23 1984

2457

March 21, 1984

Dear Bud:

I appreciate the opportunity presented by your letter of March 7 to offer our thoughts regarding the recent adverse public opinion trends in Britain about the United States and INF deployment. We have been following these developments closely. In addition to our monitoring of regular British public opinion, we recently (March 5) concluded bilateral information talks with the British where the trends on INF deployment were discussed at length. In the wake of these talks, we have a better understanding of these trends and what might be done about them.

With regard to the trends themselves, two points are especially significant. First of all, the drop in favorable opinion of the United States is essentially the result of a number of events that occurred during the last half of 1983, particularly our action in Grenada, which revived British commentary about our failure to consult and the unreliability and bellicosity of this Administration. The drop in support in INF is, in large measure, an unfortunate by-product of what was a successful policy in most other respects.

In addition, despite their new coolness toward the United States, Britons remain much more critical of the Soviet Union (and steadfastly so). Furthermore, despite some slippage in the polls, the Thatcher Government still commands widespread support among the British electorate and has more than four years to go on its current term. Thus, the basic climate for pro-Alliance policies remains favorable.

In our opinion, the keys to rebuilding popular support for the United States in Britain and for maintaining British commitment to INF deployment lie in re-emphasizing those shared values, experiences, and policies which bind Britain and the United States together. The President's June trip to Europe affords a number of promising opportunities for doing just that.

The Honorable
Robert C. McFarlane
Assistant to the President
for National Security Affairs
The White House

Reproduced at the Ronald Reagan Library

50688-104
a copy to RSM

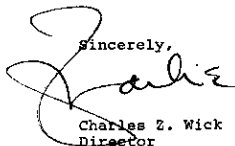
Our single most important recommendation is that the President use the commemoration of the Normandy landings on June 6 to make a "Gettysburg Address" about the Western alliance. A short, eloquent talk memorializing the soldiers who sacrificed their lives on the French beaches, praising the unity that has brought peace and prosperity to Europe since then, and affirming the American commitment to assuring that the effort of the last forty years should not have been in vain. Such a talk would receive heavy media coverage everywhere, especially in Britain, where memories of the Second World War are never far from the surface. Done right, such an address should also avoid any adverse reaction in Bonn, where there is understandable sensitivity about remembering the Normandy landings.

A number of other ideas are contained in the attached memorandum (see Tab A) prepared by our Deputy Director, Leslie Lenkowsky, in conjunction with our European area staff. In addition to his other skills, Les is a former Fulbright Fellow in the United Kingdom and follows British politics closely.

I will keep you informed as our planning and activities develop further.

Warmest regards.

Sincerely,



Charles Z. Wick
Director

Attachment: a/s