

G.K.

Active PLANS

NSC
R

COPY _____ OF _____

12 March 1985 ✓

026

CONFIDENTIAL - SENSITIVE

PUBLIC DIPLOMACY ACTION PLAN
SUPPORT FOR THE WHITE HOUSE EDUCATIONAL CAMPAIGN

GOAL:

Congressional passage of aid to the Nicaraguan Freedom Fighters.

CENTRAL PERCEPTIONS

PRIMARY PERCEPTION:

-Vote for U.S. aid to the freedom fighters is a vital national interest of the United States.

SUPPORTING PERCEPTIONS:

- U.S. history requires support to freedom fighters.
- U.S. troops will eventually be required if aid is not given now.
- Amount of aid is so miniscule that it hardly matters.
- FSLN are puppets of Soviets
- Nicaragua will become a Soviet military base if not resisted.
- FSLN is racist and represses human rights.
- FSLN is involved in U.S. drug problem.
- FSLN are linked to worldwide terrorism.
- FDN are freedom fighters.

SPECIAL PERCEPTION:

--Failure to vote for U.S. aid to the freedom fighters must be seen as a political liability.

IMPEDIMENTS:

Situational:

- Deadline: Mid-April.
- Possible partisan response in House.
- Possible party-bolting in Senate
- Could be victim of budget cutting.
- Don't know what themes will cause Americans to share the administration's concern regarding Central America. (military build-up, communist threat on the continent drugs?)

CONFIDENTIAL - SENSITIVE

DECL: OADR

70

CONFIDENTIAL - SENSITIVE
12 March 1985

(2)

Perceptual:

Idea that U.S. Actions violate international law.
Idea that U.S. actions preclude peaceful solutions
in Central America
Idea that aid to the Contras hurts "the moderates in
Nicaragua.
Idea that U.S. is "immoral" in supporting a covert
action.

ASSETS:

--The Great Communicator.
---electoral mandate
--Respected key administration figures (Sultz,
Weinberger).
--Supportive private sector organizations.
--Some supportive congressmen.
--Historical U.S. policies
--Afghan precedent
--Cuban threat
--Some supportive media representatives.

THEMES:

-Overall theme: The Nicaraguan Freedom Fighters (FF) are
fighters for freedom in the American tradition, FSLN are evil.

-Major themes:

Freedom fighters are fighting democracy's battle.

--Sub-themes: FSLN are outpost of the the Soviet
empire.

---Military build-up.
---Communist connection.
---The drug connection.
---Human rights violations:
----Freedom of the press.
----Right of assembly.
----Freedom of speech.
----Forced military conscription.
----Persecution of church groups.
----Destruction of the economy.

CONFIDENTIAL - SENSITIVE
12 March 1985

(3)

- Sub-themes; FDN are the good guys:
 - FSLN goal is participation in an ongoing, viable democratic process, not fighting for "power-sharing."
 - U.S. support for Contadora principles has not diminished.
 - Central American democracies support our policies, and are worried that we will change them.
 - Goal is to change Sandinista behavior; not overthrow them.
 - FDN are the underdogs.
 - Anti-Somoza credentials.
 - Religious.
 - Anti-military.
 - Mostly poor peasants.
 - Poorly armed because of lack of U.S. support.
 - U.S. image will be destroyed if we sell out another ally
 - Thousands are joining resistance, despite its poverty of resources because it represents the ideals of the Nicaraguan people and their original goals in overthrowing Somoza

Subthemes; Regional geopolitics require defense of democracy in this hemisphere.

- Soviets will view failure to support contras as license to move massively in CA.
 - Cam Ranh Bay Comparison
 - U.S. Congress sold Vietnam out by failure to vote for ammo, Russkies moved into Cam Ranh Bay.
 - \$14 million so small compared to U.S. budget, Soviets will believe that U.S. will pay no price no matter how obvious the threat.
 - West Coast surveillance
 - WWII Nazi sub-comparison
 - With control of Nu Soviets will be able to threaten both ends of Panama canal.

AUDIENCES:

- U.S. Congress
- U.S. Media
- Interest groups

CONFIDENTIAL - SENSITIVE
12 March 1985

(4)

ACTIONS: (Related actions are listed under same key letter. Subordinate actions are listed as numbered subset of a key letter. Thus action A-1 must precede A-2. Actions in the B series are independent of A series and can proceed simultaneously. Completed actions are denoted by preceding \$, as \$Z-2. New actions are designated by +, as +ZZ-1

A. Johnathan Miller, John Blacken, John Scafe and Jake Jacobowitz will meet daily at 1800 to report progress, monitor progress, devise and revise themes and actions. Johnathan Miller retains overall control. (ASAP)

B-1. Public opinion survey to see what turns Americans against Sandinistas (JS, to contact WH, results due by March 11).

B-2. Review and restate themes in view of results of public opinion poll (JSM, JB, JJ, March 13).

B-3. Prepare or assign articles directed to special interest groups at rate of one per week beginning Mar 4 (examples: article on Nicaraguan educational system for NEA, article by retired military for Retired Officers Association, etc.) (JB, Mar 4 until vote)

C-1. Assign knowledgeable person to prepare a complete list of publicly and privately expressed Congressional objections to voting for the aid. (Arturo Cruz, Jr., JSM to contact ASAP)

C-2. Construct themes for approaches to Congressmen based on overall listed perceptions which will directly attack the reasons listed as above. (JSM, JB, JJ, ASAP upon completion of survey of Congressional objections)

C-3. Presidential breakfasts, lunches, WHSR meetings and Camp David meetings with key Congressional leaders. (WH, Mar 24 until vote)

C-4. President call key congressmen. (WH, two days before vote)

D-1. Insure NSC details U.S. intelligence agencies to research, report to S/LPD, and clear for public release all Sandinista military actions violating Geneva Convention/civilized standards of warfare. (JJ to draft memo from Walt Raymond to community, Feb 28)

CONFIDENTIAL - SENSITIVE
12 March 1985

(5)

E. Update Green Book; send to congressmen, media outlets, private organizations and individuals interested in Nicaragua. (LT, DR, JB, Mar 25)

F. Release report on Soviet Military Build-up in Central America and the Caribbean (LT, KS of DOD, Mar. 25)

G. Release paper on Nicaraguan media manipulation (JJ, March 15).

H. Have a geopolitical paper written by Zbigniew Brzezinski that points out geopolitical consequences of Communist domination of Nicaragua (JJ contacted CM by Feb 28, CM will contact Zbig, plus Shlesinger, Jim Woolsey, and Frank Cramer by Mar 4. S/LPD to prepare dummies for edit--assignment not yet made, paper due by Mar 20)

URGENT
L-2

I-1. H and ARA prepare a list of key congressmen interested in Nicaragua. (JSM to contact H and ARA ASAP, Mar 1)

I-2. Briefings on Nicaragua for Congressional staffers. North on NU aggression and external involvement, Burghardt on diplomatic situation. (WH, Mar 3-9)

I-3. Briefings in OEOB for members/Senators: Shultz, McFarlane, Gorman and Shlaudeman to brief (requires General Gorman to be placed on contract (WH, Mar 10-23)

I-4. Induce a mixed friendly and unfriendly CODELS to visit Nicaraguan refugee camps in Honduras and Costa Rica (include visit to FF camp and hospital in Honduras) accompanied by press (North, Fox, Holwill, JSM to contact, April 1).

I-5. CODELS visit regional leaders of Central America. Regional Leaders convey importance of resistance fighters in NU (WH, during Easter Recess, Apr 4-14)

J-1. S/LPD and WH Media Relations prepare a list of key media outlets interested in Central American issues, including newspapers, radio and TV stations (including SIN). Where possible identify specific editors, commentators, talk shows, and columnists. (JanB, Mar 8)

J-2. Contact with key media outlets as identified above (WH to contact Lew Lehrman, S/LPD, PA to support, ASAP and continuing until vote)

CONFIDENTIAL - SENSITIVE
12 March 1985

(6)

\$J-3. Send resource book on the Contadora process to congressmen, media outlets, private organizations and individuals interested in Nicaragua. (JC, JJ to check status, Feb. 26)

\$K-1. Encourage FDN to select articulate freedom fighters with proven combat records and to make them available for contact with U.S. media representatives. (GC contacted by JJ Feb 26,)

K-2. Encourage U.S. media reporters to meet individual FDN fighters with proven combat records and media appeal. (GC contacted by JJ Feb 26)

L. Assign to other agencies drafting of one op-ed piece per week for signature of Administration officials. WH will specify theme and thrust for the op-ed and retain final editorial rights. (Ongoing beginning week of Mar 4)

M-1. ARA, S/LPD, NSC draft talking points on aid to Nicaraguan Freedom Fighters (JSM to contact asap, Mar 11).

M-2. ARA and PA call newspaper editorial boards and give them background on the Nicaraguan Freedom Fighters. (JSM to contact, Mar. 10)

N-1. WH, ARA, S/LPD, NSC provide H with a list of Nicaraguan emigres and masked freedom fighters to serve as potential witnesses to testify before hearings on aid to Nicaraguan Freedom Fighters. (JSM to contact NSC, Mar. 15)

N-2. Contact eyewitnesses to see if they would testify before Congress about their aborted attempts to deal with the FSLN. (JJ contacted GC Feb 26, task deadline Mar. 15)

O. Draft and distribute a paper on why Nicaraguans flee their country. (JS to contact Macias ASAP, paper due Mar 15)

P. Themes, publications, interviews, and taped programs produced for this effort will be coordinated with USIA for overseas distribution and programming to USIS audiences overseas, particularly foreign media. (ongoing throughout life of plan)

Q-1. Production and distribution of La Prensa chronology of FSLN harassment. (TS Mar 11)

Q-2. Narcotics involvement document (NN Mar 15)

CONFIDENTIAL - SENSITIVE
12 March 1985

(7)

Q-3. PA or S/LPD reprint 10,000 copies of Secretary Shultz' speech at the Commonwealth Club of San Francisco (JC, Mar 7)

Q-4. S/LPD prepare paper detailing history of FDN's offers to negotiate with the FSLN (DR, Mar 11)

Q-3. Document outlining "72-hour Document" (JSM to decide on contractor week of Feb 25. FG to contact week of Feb 25.)

Q-4. S/LPD request declassification of Nicaragua's Development as a Marxist-Leninist State (U), by Linn Poulsen (JJ, memo on OR's desk, Feb 28) and publish as State Dept. document (MCE and TS Mar 15)

Q-5. S/LPD request Bernard Nietschmann to prepare or revise prior paper on suppression of Indian by FSLN (JJ Mar 1, paper deadline Mar 25)

R-1. Presidential report to Congress certifying reasons for releasing funds to FF (WH Apr 8)

R-2. NSDD (NSC April 8)

R-3. Major Presidential speech on Central America Note: S/LPD suggests mention of FSLN suppression of Blacks and Indians (WH Apr 8)

+S-1. NSC task appropriate agencies to prepare a report on the economic costs to the United States of a Marxist/Leninist regime on the Central American Isthmus. (S/LPD draft language for NSC memo, Feb. 26. NSC task agencies by Mar. 5; reports due Mar. 31.)

+S-2. - S/LPD consolidate replies to NSC tasker on economic costs to U.S. of a Marxist/Leninist regime on the Central American Isthmus; prepare and distribute. (Apr. 5)

CONFIDENTIAL - SENSITIVE
12 March 1985

(8)

Wang 0515D

28 February 1985 version DESTROY ALL EARLIER VERSIONS!

Drafted by J. Jacobowitz

Copy distribution: Copy 1--JSM
2--JS
3--OJR
4--JB
5--NSC(ON)
6--Jiffy
Original held by JJ

CONFIDENTIAL - SENSITIVE
DECL: OADR

ACTION PLAN HEADINGS

GOAL:

PSYCHOLOGICAL CLIMATE:

ASSUMPTIONS:

CENTRAL PERCEPTIONS:

IMPEDIMENTS:

ASSETS:

THEMES:

AUDIENCES:

ACTIONS:

Documentation:

TIMELINE: