



225/93

FROM: A WOOD
DIRECTOR, INFORMATION SERVICE
5 JULY 1993

cc PS/Sir John Wheeler (B&L) - B
PS/Mr Fell - B
Mr Ledlie - B
Mr Steele - B
Mr Templeton
Mr Woods

PS/Secretary of State (B&L) - B

Ms M...

Mr M...

- for file

Shen
6/8

ANTI-TERRORIST COMMERCIALS

I now attach a consolidated set of papers for use by the Secretary of State at Wednesday's launch (0945 - 1030, Stormont Castle Conference Room).

They comprise:

Opening remarks (Flag A)

A 'Q and A' brief on the films (Flag B)

Lines to take on the Confidential Telephone (Flag C)

We will also incorporate the Secretary of State's remarks into a press notice.

The backdrop for the press launch will be in place by Tuesday afternoon. I would suggest that time might be made available to ensure that the Secretary of State is happy with the layout and to refamiliarise himself with the films themselves.

Mr Templeton and I will be available to provide any extra briefing before the actual launch.

(signed)

A WOOD
SC Ext 28211

21700

SPEAKING NOTES FOR LAUNCH OF ANTI-TERRORIST COMMERCIALS

Ladies and gentlemen, thank you for coming today. What you are about to see is a powerful appeal, made through the medium of television advertising for an end to violence in the community. The three films you are about to see will start running on commercial TV later today. They appeal to people to help the RUC.

Before I show you the three films, there is a point I would particularly like to make. They contain shocking portrayals of tragic occurrences - of horrifying terrorist murders - these may well (and perhaps inevitably will) re-awaken painful memories for those in Northern Ireland who have lost a loved one to terrorism. It is not the Government's wish to re-open grievous and painful wounds. But terrorist crime continues to extinguish lives and blight many more. Government must tackle the evil of terrorism by every practical means. These films are part of that effort. They are successors to the powerful film "A Future" which five years ago we used to promote the Confidential Telephone campaign. It showed scenes of back alley tyranny. If only one life is saved as a result of these films they will have been worth while.

In commissioning them we stipulated that they should not seem to single out the activities of one particular group. They do not. The message applies equally to all organisations which use violence to try to further their political ends.

It is a visually compelling message to anyone who may be on the verge of, or actively involved in, terrorism. It says "Stop - before more lives are unavailingly lost".

It is also a plea to those in our society who may know anything about planned terrorist acts and who may, in turn, suffer if those acts are not stopped. The then the message is:-

"Don't suffer it. Change it."

We want that message to go into every home.

ANTI-TERRORIST COMMERCIALS - Q AND A BRIEF

1. Q: Why have these commercials been commissioned by NIO?

A: This series of three films has been made in order to encourage a greater awareness among ordinary people in the Province of the disastrous effects of continuing sectarian and political hatred in our society and to point up the continuing usefulness of the Confidential Telephone. The stories revolve around everyday people and demonstrate to graphic effect the destructive cancer which is at work in our midst and which daily wreaks such havoc and misery on the two communities.

2. Q: Why wait almost 25 years before embarking on this kind of campaign?

A: Numerous film and poster campaigns have been mounted over the years of the troubles and each has had its effect. We feel that the message has to be delivered in a starker, more challenging way. An example of this thinking emerged five years ago with the Confidential Telephone commercial with its scenes of back alley justice. That campaign had a considerable impact: this campaign is a logical next step. It talks to those who might find themselves with knowledge of or on the periphery of terrorism.

3. Q: Are the violent scenes really necessary, or is the NIO going for cheap sensationalism?

A: The reality of life - and death - in Northern Ireland is that more than 3,000 people have been killed through hatred, intolerance, and ignorance. A child is not born into the world with automatic prejudices - it has to learn them from others. This truth is portrayed in the "I wanna be like you" film where the son watches and imitates his father with tragic consequences. Parents must realise that part of the responsibility for ending the spiral of death and injury in Northern Ireland lies with them and the attitudes they demonstrate before young impressionable minds.

The violence depicted is not gratuitous. It is not there to thrill. It is there to demonstrate the horrendous and evil outcome of the terrorist mentality.

I suspect for many it will

4. Q: What would the NIO say to those who claim that advertisements are no persuader of terrorists?

A: The people we really want to reach out to are those on the fringes of terrorism - the ordinary people who find themselves drawn into a way of living which must surely end in misery and hardship. In the first of our films

I cannot make up my mind about the violence - I have a sneaking suspicion in the ghetto areas these scenes will make the hard men with their little bit taller. OK

HJ 21449

we see parallel lives one Protestant, one Roman Catholic, almost identical in every way and finally united in tragedy and suffering. It is to these people that we hope the message will mean most and these are the people who stand to gain the most from shunning the men of violence.

It is sad to note that time and again as Film 1 makes clear it is the women within the two communities who are left to pick up the pieces from shattered lives and keep what remains of the family together.

5. Q: Wouldn't the time, effort, and undoubted expense involved in this campaign not have been better utilised militarily on the streets and lanes of Northern Ireland?

A: We don't pretend advertising is the only answer - the be-all and end-all. But it can be a valuable element of the whole approach to tackling terrorism. Those who believe that purely military measures are the solution to the problems of Northern Ireland have not thought it through. The most effective and lasting contribution to peace in Northern Ireland is the force of common sense. Once people begin to see for themselves the insidious imprisoning reality of violence then the men and women of this Province will have no need of stronger and stronger security policies because the organisers of terror will have been isolated and marginalised.

6. Q: How were the actors and locations chosen?

A: We decided, quite deliberately, that no local actors would be used in these films. The rationale was that familiar faces would only serve to dilute the "real life" feel to the stories depicted. Because the faces are not known it is easier to concentrate on the over-riding message. As to the locations, filming took place over a two-week period in late May/early June at a range of suitable sites both in Northern Ireland and Scotland.

7. Q: Are these films directed against the IRA and Sinn Fein?

A: These films are directed against anyone in Northern Ireland who has rejected the norms of civilised, democratic behaviour and who uses violence to achieve political or sectarian ends. Particular care was taken not to highlight any one paramilitary group. As I have said earlier, the basic message applies to the parallel lives being lived day in and day out within the two communities in Northern Ireland.

8. Q: Is the creation of these commercials a sign that Government has no effective strategy for dealing with terrorist crime?

HJ 21449

A: I have already said that troops and more troops is not the answer to the problems that beset the Province. The most effective weapon is that of a change of heart within ourselves. I believe that I share the hope of all law-abiding citizens that one day Northern Ireland will be able to go about its daily business without the need for troops on the streets.

9. Q: You said that filming took place inside and outside of the Province. How much did all this cost?

A: The full cost has yet to be determined. That will only become known once the full programme of screenings has been completed. However, we are satisfied that value for money has been an over-riding principle in the making of these commercials and we believe that the quality of the products reflect this. [If pressed: Production costs - approx £373k.]

10. Q: The thrust behind these films encourages the viewer to use the Confidential Telephone. Does this indicate a dwindling call rate?

A: Not at all. The Confidential Telephone is a very successful tool in thwarting serious crime. It is precisely because of this that we are appealing for more

people to make use of it. We are appealing to people not to suffer in silence. There is a way to bring about change.

11. Q: Did the stories that form the themes of these films originate from within the NIO?

A: No. The three films represent the collective thinking of officials and our consultants. [DO NOT GIVE AGENCY'S NAME NOR THE NAME OF THE FILM COMPANY.]

CONFIDENTIAL TELEPHONE - LINES TO TAKE

The first Confidential Telephone was installed at Police Headquarters in August 1972, followed within a month by the Second (for Londonderry) and by October 1972 at all Divisional Headquarters. It was later extended throughout the Province. Now there are 26 in all. Users of this system pay for their calls.

In March 1988, the Freephone service - 0800 666 999 - was introduced covering the whole Province. The 0800 service has the merit of being free; the paid-for services have the advantage of being seen by people as 'their' local service. Both services offer members of the public who are anxious to play their part in stopping violence, but who are concerned that terrorists may learn their identity, a safe means of passing on what they know.

Information passed in this way cannot, of course, be used directly as evidence because it is anonymous, but has an important role in combatting terrorism. Because it relies for its success on being seen as totally secure, the police do not reveal any details which might jeopardise public confidence: not even the number of calls received is disclosed.

However, the RUC have no hesitation in stressing the importance of the Confidential Telephone. This channel of communication over and above the normal, everyday contact between public and police has saved lives; has led to the prevention of explosions and the recovery of explosives, ammunition and weapons. Persons have also been arrested for serious crimes. People are alive today who would have died but for the action of those who called the Confidential Telephone.

Hoax Calls

Any service can be abused, particularly where the caller doesn't even have to pay for the call, as with the 0800 666 999 freephone number. But police are experienced enough to dismiss such calls quickly, and concentrate on the genuine messages. And the quality of the genuine calls more than off-sets the nuisance calls.