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9090 US 3/11/89

1335 PM 3/11

Mr Nelson 6/11

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R J O'Hara
Executive Director
Northern Ireland Tourist Board
River House
High Street
Belfast BT1 2D5

Your reference

Our reference

Date 30 October 1989

Dear Mr O'Hara

At a recent meeting of the Northern Ireland Overseas Information Committee chaired by Dr Brian Mawhinney, MP, the NIO agreed to provide the Minister with a note on the Government's information strategy in the United States. I attach a copy of the relevant part of the draft minute of the meeting. This task seems to fall naturally into two parts - firstly, working out what the US information strategy is, and then deciding whether to recommend any changes in it. We are thinking in terms of the totality of Government and Government funded information work in the USA, including therefore not only what is done by NIO, the NI Departments, and the Washington Embassy and Consulates but also the work of the Industrial Development and Tourist Boards.

As an initial try at the first part of this job we have drafted the attached overall summary of what the current US strategy is, in terms of its aims and the means used to achieve those aims. I have marked the two brief references to the NITB's interests, and we would be grateful if you could let us have your reaction to them and indeed to the document as a whole.

I look forward to hearing from you.

Yours etc.

C.F. Bone

C F BONE
30 October 1989

Mr Nelson / Mr O'Hara 6/11
Note attached to

Could see here a stat, please,
at a draft reply to the tourism -
B/TYP/470
related aspects of this letter?

Mr McDonnell: Mr O'Hara passed this note to me after our implementation group meeting - as the sponsor for NITB it does seem more appropriate for us to respond. I have looked at the references to tourism in the attached paper + they seem fairly unexceptionable, but I would be grateful if you would have a look + arrange for a response to go to Mr Bone.

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[Signature]
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DRAFT

NORTHERN IRELAND INFORMATION WORK IN THE UNITED STATES

STATEMENT OF STRATEGY

The aims of Northern Ireland information work in the United States are:

- to present to identified opinion formers, political leaders and other interested parties in the United States a positive image of the full range of the Government's policies in Northern Ireland which puts the violence and sectarianism there into perspective and **portrays effectively the attractions for** inward investment, financial assistance and **tourism;**
- to counter the untruths and distortions fed into US discussions of Northern Ireland by the IAUC, NORAIID, and other pro-Republican pressure groups;
- to ensure that the Government's position on newsworthy NI topics to put across firmly, swiftly and accurately to the media, to the Federal Government and to Irish American political leaders.

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The methods employed to achieve these aims include:

- arranging visits by the Secretary of State and other Ministers, involving media discussions and interviews, speeches and meetings with political, Federal Government and senior Irish American figures;
- contact by the Embassy, Consulates, BIS New York and to a lesser extent IDB with media, politicians and others;
- preparation of information material (Grey Bands, Points at Issue , COI pamphlets, etc) for deployment by US posts;
- opposition to the campaign for the MacBride Principles, involving attendance at legislative hearings by lobbyists and officials, and giving evidence to Committees;
- work of IDB in promoting inward investment, involving not only pointing to Northern Ireland's commercial and other business advantages but also correcting its overall public image in the US;
- work of the NI Tourist Board aimed at encouraging US citizens to consider the attractions of NI as a holiday location;
- arranging inward visits by US politicians, journalists, academics and Irish American figures;

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- briefings for US visitors in London;
- production of guidance telegrams and other immediate topical material and its use by Washington and other US posts;
- developing and exploiting a 'network' of senior people in (especially) the business field well-disposed towards Northern Ireland;
- production of publicity material and other pr work by the International Fund for Ireland.

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