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MEMORANDUM

To: Juan Cueva
Mauro Membreno

From: Susan Davis

Re: International Public Relations for
President Callejas

Date: May 31, 1990

Based on our goal of assuring that Rafael Leonardo Callejas becomes "the leader" in Central America, as perceived not only by the Honduran people, but also by people throughout the world, we will need to do the following. The central focus will be on identifying Callejas as a new kind of leader for Central America, establishing his credibility in the economic/trade arena . . . letting others deal with the issues of peace and internal stability. The best opportunity Callejas has for individual attention is to try to "grab" the spotlight and emerge as the person people listen to about the opportunities to build economic strength in Central America. This should be his basic theme, and should dominate all his interviews, speeches, appearances, etc.

1. Target Stories on Honduras and Callejas for Major World Publications

The upcoming articles in magazines like Forbes will be very helpful. And, we can expect that there will continue to be some interest in Callejas as one of the new leaders in Central America. The trick will be to continue to draw attention to him, over that drawn to the other leaders. We must get out a clear message - and continue to reinforce that message -- in order to attract attention to Callejas on a consistent basis.

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Therefore, we should target each of the major magazines and newspapers in the world, and begin an effort to interest each in a story on Callejas. This will include publications not only in the United States, but also in Europe, Japan and South America.

2. Clear Consistent Messages

It is important that several well-defined and well articulated themes be developed that are consistent with the image Callejas wants to project of a "strong effective Honduran President;" and, "outstanding Central American leader."

These themes can then be used in speeches; media interviews; editorials; etc. They should be used consistently so that the media constantly refers to them as if the media actually came up with the messages themselves. One message that easily lends itself to this track is that of linking strong economies with strong democracies . . . and of articulating that strong democracies with strong economies must support newer democracies in order to assure that they mature. A second clear message is that already being articulated of the importance of "not forgetting Central America." But that message must be reinforced with the commitment and pledge to develop a Central American Common Market and become world trade players.

3. Editorials

Once a month we should attempt to place an editorial on a world/Central American issue in a major world publication, either in the United States or elsewhere. These editorials should focus on a series of economic issues: i.e., Central American Common Market; the new Honduran economic model; potential of trade between Eastern Europe and Central America; resources to be found in Honduras and Central America vis a vis private investment opportunities; etc.

4. CNN

Based on private discussions I have held, many at CNN hold Callejas in high regard. We should capitalize on that by trying to generate specific "spotlights on Callejas" on a regular basis . . . spotlights that will play not only in Honduras and Central America, but also abroad.

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5. Speaking Opportunities

We will need to generate at least four major speaking engagements a year that offer the opportunity for major media coverage. The speech to the General Assembly is one such opportunity, and it should be paired with additional media interviews in order to maximize the message. For each foreign visit, we should also identify at least one major speaking engagement and then work to bring out the media to cover. This will require writing speeches that convey important and perhaps sometime controversial messages, and then being sure that the media covers.

6. Foreign Visits

Each foreign visit should have a media plan that includes private interviews, press briefings and photo opportunities. It should be well-planned to assure the maximum coverage. As we all know, just inviting the press does not mean that they will cover, or that they will communicate the right messages . . . that takes effective staging, planning and execution.

7. Editorial Board Briefings

For each foreign visit, we need to develop an editorial board briefing with each of the major media outlets in that city or cities. For example, the visit to Madrid should include a personal visit to the editorial board of El Pais; the visit to New York should include a visit to the New York Times and/or The Wall Street Journal; and, at least one of the networks, etc. For each visit, the media should be worked with to identify appropriate questions in order to focus the attention appropriately.

8. Communications to Congress

On a monthly basis, excerpts from speeches, radio shows, appearances, and media coverage should be compiled and sent to Members of the House and the Senate with a brief message from Callejas in order to keep them up to date on his direction and his success.

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9. World Financial Community

A separate media outreach should be made to policymakers in the world financial community . . . World Bank; IDB; the U.S.; as well as, other world financial markets (Wall Street, Nikkei); potential investors; etc. This should include articles generated in magazines and other periodicals read by this community; attention to generating television interviews to reach this audience; etc. It should also include a solid effort to generate stories and editorials in the Wall Street Journal, including editions in South America, Europe and Japan.

10. Photo Opportunities

We also need to take advantage of photo opportunities that occur with visiting world leaders and policymakers in Honduras, as well as those that occur on foreign visits, including those within Central America. These photos, some of which need to be staged, should then be used as best as possible, either through the wire services; through newsletters; through personal communications to policymakers; etc.

11. Background Briefings for Journalists

A series of "Conversations with Callejas" should be instituted for foreign journalists in Honduras. These can be informal chats with foreign journalists in a comfortable setting, preferably at home, or some other relaxed environment. (Not Presidential House). These "Conversations" can then be expanded so that one is held in every country Callejas visits.

12. Press Kit

There should be a standardized press kit developed that is "presidential looking" and includes all the necessary background information that any journalist might require . . . or any person who might need to introduce Callejas or otherwise be involved with him. Once it is developed and standardized, the kit can be expanded with information as needed.

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13. 100 Days Brochure

An inexpensive brochure could be developed that describes all the actions and activities of Callejas' First 100 Days in Office . . . it can be used for promotional purposes around the world . . . translated into Spanish and English.

14. Universities

We should attempt to establish relationships between the President and Presidents and/or Chancellors of major world universities either through various exchange programs; speech opportunities; business forums; etc. While the President may not be able to partake in all of these, the program could be set up under his name and senior government and business leaders in Honduras could participate.

15. Major Initiatives

I continue to believe President Callejas must take the leadership on at least one, if not two, major initiatives affecting Honduras and Central America in order to capture the minds and hearts of the media and policymakers worldwide. A major economic initiative/plan/proposal would be one such move. Perhaps he could call for a trade summit between the emerging democracies of Eastern Europe and the emerging democracies of Central America?

A second initiative could involve taking a leadership role on drug education for the young people of Central America. This initiative would need to be well thought out and expanded upon, but I would be happy to work on that as well.

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Juan, Mauro: We all have the common objective of assuring the success of Rafael Leonardo's presidency, while helping him to build credibility and continued support for the needs of Honduras. These initiatives can only help to assure people of the new stability in Honduras; of the new opportunities for trade and investment; and, of the potential for a strong economic showing in the region.

I realize the severe budgetary handicaps that you currently face, but I think we would all agree that these initiatives can only help to change the economic picture for the better.

Our monthly retainer for working with you on these initiatives would be \$15,000, plus expenses. I appreciate the efforts to begin to pay us for the past work we have done, and know that they will continue. In order to put our best efforts on this new work, I would need to know that our services could be paid for. If this budget is more than can be accommodated right now, we can reduce the plan and focus in on a few things so that we are both comfortable with the arrangement. I am so pleased to be working with both of you on this, and will look forward to hearing from you.