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TELEGRAM NUMBER 1163 OF 7 APRIL

FALKLANDS: U.S. OPINION

1. IT WAS BECOMING APPARENT AT THE WEEKEND THAT CONSIDERABLE ATTENTION HAD TO BE PAID TO THE U.S. MEDIA IF BRITISH POLICY WAS NOT TO BE MISUNDERSTOOD AND IF WE WERE TO GET THE NECESSARY PUBLIC BACKING HERE. THERE WAS A TENDENCY AT THE START TO REGARD THE WHOLE THING AS SOME SORT OF OPERA BOUFFE; THEN EMERGED THE WIDESPREAD FEELING THAT A SMALL POPULATION SO FAR AWAY COULD SURELY NOT BE WORTH THE RISK OF WAR, PARTICULARLY ONE BETWEEN TWO OF THE U.S.'S ALLIES; AND THEN CAME LORD CARRINGTON'S RESIGNATION WHICH A REMARKABLE NUMBER OF PEOPLE HERE HAVE TOLD ME THAT THEY COULD NOT UNDERSTAND AND THAT LED TO CONSIDERABLE SPECULATION OF DIVISIONS ON POLICY WITHIN THE BRITISH GOVERNMENT.

2. WE THEREFORE SET IN HAND A MAJOR CAMPAIGN TO GET AT THE AMERICAN PRESS, RADIO AND TELEVISION. THIS HAS BEEN CONDUCTED BY BIS IN NEW YORK, OUR INFORMATION SECTION HERE, AND THE CONSULATES-GENERAL THROUGHOUT THE COUNTRY.

3. WITHOUT NECESSARILY SAYING THAT IT IS THIS CAMPAIGN THAT HAS PRODUCED THE RESULT, THE FACT IS THAT THE MEDIA COVERAGE AT THE MOMENT IS VERY SATISFACTORY FROM OUR POINT OF VIEW. INDEED, SENTIMENT IN THE COUNTRY AS REFLECTED IN THE PRESS IS WELL AHEAD OF THE ADMINISTRATION. WE HAVE RECEIVED INNUMERABLE TELEPHONE CALLS AND MESSAGES OF SUPPORT. I HAVE BEEN VERY STRUCK BY THE OUTRAGE, BEING CAREFUL IN THE USE OF THAT TERM, THAT SO MANY PEOPLE IN IMPORTANT POSITIONS HAVE VOICED TO ME ABOUT THE APPARENTLY EXPRESSED INTENTION OF THE PRESIDENT TO ADOPT A NEUTRAL STANCE. TODAY'S CARTOON IN THE WASHINGTON POST SUMMARISES THIS PUBLIC INDIGNATION.

4. JUST IN CASE YOU ARE ASKED IN LONDON ABOUT OUR EFFORTS I LIST BELOW SOME OF THE SPECIFIC ACTIONS WE HAVE TAKEN TO GET OUR POLICY ACROSS.

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5. I HAVE GIVEN INTERVIEWS ON ABC'S QUOTE GOOD MORNING AMERICA UNQUOTE AND ABC NEW NIGHTLINE, CBS MORNING NEWS, CABLE NEWS NETWORK (CNN) (TWICE), THE MACNEIL/LEHRER PROGRAMME (PUBLIC BROADCASTING) AND NATIONAL PUBLIC RADIO. I HAVE GIVEN INTERVIEWS TO THE WASHINGTON POST, AND NEWSWEEK. I HAVE ALSO BEEN INTERVIEWED BY BBC QUOTE P.M. UNQUOTE FROM LONDON, BY THE BBC TV AND RADIO CORRESPONDENTS HERE, ITV AND LBC RADIO, AND BRIEFED BRITISH PRESS CORRESPONDENTS HERE YESTERDAY. I SHALL BE INTERVIEWED BY AP RADIO TODAY, BY ABC RADIO TOMORROW, AND BY INDEPENDENT NEWS NETWORK TV ON FRIDAY.

6. IN NEW YORK THE EXECUTIVE DIRECTOR OF BIS HAS GIVEN INTERVIEWS TO ALL THREE LOCAL TV NETWORK STATIONS, CNN, A SPANISH-LANGUAGE TV STATION AND NUMEROUS RADIO STATIONS. CONSULS GENERAL AND MY STAFF HERE HAVE GIVEN NUMEROUS FURTHER INTERVIEWS TO RADIO STATIONS ACROSS THE COUNTRY. BIS HAVE FED LIVE TO THE MAJOR RADIO NETWORKS STATEMENTS BY THE PRIME MINISTER AND OTHER MINISTERS AND THESE HAVE BEEN EXTENSIVELY USED. THIS HAS ON OCCASION RESULTED IN OUR POSITION BEING CLEARLY STATED HERE IN ADVANCE OF REPORTS BY U.S. CORRESPONDENTS IN LONDON. I HOPE COI CAN CONTINUE TO FEED RADIO MATERIAL LIVE TO BIS.

7. THE ARGENTINIANS HERE ARE DOING VERY LITTLE WITH THE MEDIA.

HENDERSON

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