

CONFIDENTIAL

Miss Petrie

European Communities Information Unit

A revision of the tasks of your Unit has proved necessary as result of the Ministerial decision that our Information/Publicity policy should make public opinion in the United Kingdom its first priority target.

The Unit's new tasks can be summarised as follows:-

A. Information Effort in the U.K.

- (i) Analyse the propoganda and activities of the anti-marketeters and advise on counter-measures and publicity material.
- (ii) Liaise with pro-market organisations and bodies such as the C.B.I. and T.U.C. and seek as far as possible to help co-ordinate their activities so far as the approach to Europe is concerned.
- (iii) Develop British press, radio and television "contacts" with a view to influencing them and encouraging them to use our publicity material.
- (iv) Assist in the preparation of Information/Publicity material for use in the U.K. by Government Departments, C.O.I. etc.

B. Information Effort Overseas

- (i) Keep a close watch on the progress of negotiations and, in consultation with the U.K. Delegation, E.I.D. and Guidance Section of G.I.P.D., ensure that timely guidance is sent to posts overseas.
- (ii) Analyse overseas comment with a view to seeing what action should be taken and then seeing that appropriate action is taken.
- (iii) Control and direct the work of Information Officers overseas so far as our attempt to enter the EEC is concerned.
- (iv) Assist in the preparation of Information/Publicity material for use by Information Officers overseas.
- (v) Issue appropriate guidance to the C.O.I. and the External Services of the B.B.C.

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