

*Mr Godden* (49)  
*Mr Robinson* st.

## Hheads of Departments:

Guidance and Information Policy  
 Information Administration  
 Information Research  
 Cultural Relations  
 European Communities Information Unit  
 East/West Contacts and Student Welfare

European Economic Communities

(48) The Secretary of State has now approved Mr Royle's Memorandum of 15 September which I circulated under cover of my Minute of 17 September. The Secretary of State would welcome additional suggestions.

2. We have now made a useful start on discreet support for the approach to Europe. Mr Budd's liaison with publicists, Mr Tyrer's list of pro and anti-marketeers, Mr Tucker's work on the HMSO booklet and the Speaking Notes, Miss Waller's approach to women's organisations and Mr Hill's talks with COI over T.V. possibilities are all useful. Three suggestions additional to those in my Minute of 17 September:

- (a) The discreet promotion of letters to the press through confidential brokers should now sharply increase, as suggested by Mr Royle (paragraph 5). Arrangements are being made by Mr Budd and Mr Tucker.
- (b) Pro-marketeers could be helped by discreet use of IAD Visits Section. By consulting Mr Budd and Mr Tyrer's list, IAD can draw up helpful lists for entertainments. If distinguished European pro-marketeers can be invited to visit Britain, or quickly identified when they get here under their own steam, the IAD machine will work all the more effectively. Could Ariel and Anglo-X Societies help?
- (c) All Departments should cultivate their radio and television producer etc contacts so that we can get a better idea of who are pro and anti-marketeers. BCEM liaison is likewise important.

3. By 7 October I would be grateful to receive further suggestions.

*N.R.*

(G. F. N. Reddaway)  
 30 September 1970

## COPIED TO:

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