

London Information Office worked closely with the European Movement in promoting visits from this country to Brussels. Visitors were used as speakers and sometimes appeared on television in addition to their regular programmes of informal meetings.

PUBLICATIONS

11. It was agreed that HMG would not be involved in producing controversial attributable publications until after the conclusion of the main negotiations. ECIU was, however, heavily involved in the preparation and production of the Factsheets and, in mid-1971, the short version of the White Paper. There was, in addition, a need for supporting material; the European Movement was responsible for producing a large number of pamphlets, leaflets and books related to British membership of the Community. A simple "question and answer" booklet produced by the Movement was written by IRD as were two other booklets. The Movement also produced a lively and popular journal The British European which was distributed free of charge. Altogether, the Movement distributed over 2½ million leaflets of various kinds and 3 million copies of The British European during the campaign. IRD also wrote pamphlets for publication by the Conservative Group for Europe and the Conservative Research Centre.

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12. A firm of advertising consultants was appointed by the European Movement to organise an /advertising