

RADIO FREE EUROPE  
MUNICH

OUTGOING CIPHER MESSAGE

TO: C

MUN 12

3 JUL 68

JUL 5

13:17

TO: YARROW COPY HOVEY LESTER  
FM: DURKEE

03/1142

WOULD YOU GIVE THE FOLLOWING MESSAGE TO MR. KEIM,  
PRESIDENT OF THE ADVERTISING COUNCIL, FOR ME.  
"REMEMBERING OUR MOST PLEASANT LUNCHEON AND YOUR  
OFFER TO BE HELPFUL AT ANY TIME, LET ME BRING TO YOUR  
ATTENTION THE FOLLOWING MATTER WHICH MAY OR MAY NOT BE  
A PROBLEM.

"FOOTE, CONE AND BELDING ARE PREPARING AN EXCELLENT  
TELEVISION SPOT ADVERTISING RADIO FREE EUROPE. ITS  
BASIC IDEA IS TO SHOW A YOUNG RFE DISK JOCKEY BROADCASTING  
TO HUNGARY. AS IT'S INADVISABLE TO ATTEMPT TO ENTER HUNGARY  
TO GET ACTUALLY SHOTS OF THE COUNTRY, FOOTE CONE PROPOSES  
TO SIMULATE HUNGARIAN YOUNG PEOPLE LISTING TO RADIOS IN A  
CAFE, THE SIMULATION TO BE FILMED IN WESTERN EUROPE,  
PROBABLY MUNICH. THEY INSIST ON THIS TECHNIQUE RATHER  
THAN USING DOCUMENTARY FILM FOOTAGE WHICH IS AVAILABLE.

"MY QUESTION IS: DO YOU BELIEVE ANY DIFFICULTIES  
WOULD BE CAUSE FOR THE ADVERTISING COUNCIL OR FOR US  
BY SUCH SIMULATION, WITHOUT AN EXPLICIT STATEMENT IN THE  
TV SPOT ITSELF TO THE EFFECT THAT THESE ARE NOT ACTUAL  
SCENES IN HUNGARY?  
(MORE)

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"ALTHOUGH I REALIZE THERE IS SOME PRECEDENT FOR  
THIS TECHNIQUE, I WONDER WHETHER IT IS WISE IN THIS DAY  
AND AGE?"

THANKS AND REGARDS.

END MSG