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RADIO FREE EUROPE
MUNICH

OUTGOING CIPHER

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MUN 32 12 FEB 71

TO: DURKEE INFO YARROW HOVEY KAUFMANN
FM: WALTER

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THE FOLLOWING IS A MEMORANDUM FROM TOM BODIN ON THE SUBJECT OF THE SHEAHAN CBS RADIO REPORT WHICH YOU TELETYPED YESTERDAY:

THE INTERVIEW WITH SHEAHAN TOOK PLACE WITHIN THE CONTEXT OF A GENERAL CBS TELEVISION REPORT ABOUT RFE. IN ADVANCE OF THE INTERVIEW, SHEAHAN TOLD ME THAT AMONG THE QUESTIONS HE WOULD ASK WOULD BE, HOW DO YOU KNOW PEOPLE IN EASTERN EUROPE ARE LISTENING TO YOU? I TOLD HIM--AGAIN IN ADVANCE OF THE INTERVIEW--ABOUT AUDIENCE RESEARCH, AND ALSO SAID WE SOMETIMES SEE CONCRETE EVIDENCE IN SUCH THINGS AS LARGE TURNOUTS FOR EVENTS WE PUBLICIZE AND THE REGIME MEDIA DO NOT. I TOLD HIM THE MOST RECENT EXAMPLE OF THIS CONCERNED A FUNERAL IN POLAND. HE ASKED IF I COULD THINK OF ANY OTHER OCCASIONS WHICH WOULD HAVE MORE IMPACT ON AN AMERICAN AUDIENCE, AND I SAID THE ONLY SPECTACULAR ONE THAT CAME TO MIND WAS A LONG TIME AGO: THE NIXON VISIT. SHEAHAN SAID THE TIME ELEMENT WASN'T IMPORTANT, AND HE WOULD LIKE ME TO USE THE NIXON EXAMPLE.

MY RESPONSE WHEN THE QUESTION WAS ASKED DURING THE ACTUAL FILM INTERVIEW WAS CONSIDERABLY MORE EXTENSIVE THAN IT WOULD APPEAR FROM YESTERDAY'S RADIO VERSION. I BEGAN BY TALKING ABOUT THE AUDIENCE RESEARCH EFFORTS. I SAID WE SOMETIMES NOTICED AUDIENCE REACTIONS WHICH COULD BE ATTRIBUTED TO NEWS WE HAD BROADCAST. I SAID THAT, WHILE THERE HAD BEEN ANY NUMBER OF SUCH OCCASIONS, ONE OF THE MORE DRAMATIC OCCURRED SEVERAL YEARS AGO. AND THEN, IN THIS CONTEXT, I MENTIONED NIXON'S VISIT TO POLAND.

(MORE)

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AT NO TIME DID I GIVE SHEAHAN "ONE OF THE REASONS
THE PRESIDENT IS SUCH A STAUNCH SUPPORTER OF RFE."
THE QUOTATION WAS YANKED OUT OF CONTEXT, FOR REASONS
BEST KNOWN TO SHEAHAN, AND USED TO SUPPORT THE POINT
HE WISHED TO MAKE IN HIS RADIO STATEMENT.

THE SHEAHAN CBS RADIO REPORT WHICH WAS TELETYPED TO US
APPEARS ALSO TO HAVE BEEN BROADCAST BY AFN HERE.