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DRAFTED BY: ARA/BR: ELMARTINEZ

APPROVED BY: ARA/BR: MLORE

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FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

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FOR POLCOUNS KEANE FROM ARA/BR LORE

E.O. 12356: N/A

TAGS: PGOV BR

SUBJECT: OFFICIAL INFORMAL: REPORTING ON COLLOR DE MELLO

REF: (A) 89 BRASILIA 05203

1. YOUR RECENT REPORTING ON PRN CANDIDATE FERNANDO COLLOR DE MELLO AND HIS RISE TO THE TOP OF BRAZILIAN OPINION POLLS HAS BEEN VERY INTERESTING. THE INTERNATIONAL PRESS IS ALSO FOCUSING ON HIM; THE WASHINGTON POST JUST CARRIED A PIECE ON HIS SUDDEN POPULARITY.

2. BECAUSE OF GROWING INTEREST IN COLLOR, I WOULD LIKE TO GET SOME FURTHER ANALYSIS ON HIM AND HIS PROSPECTS IN THE PRESIDENTIAL CAMPAIGN. SUCH ISSUES AS THE ROLE TV WILL PLAY IN HIS SUCCESS OR FAILURE AND THE KIND OF ACCESS COLLOR WILL HAVE TO THE MEDIA WOULD BE INTERESTING. ALSO, AN OUTLINE OF HIS POSITIONS ON THE MAJOR CAMPAIGN ISSUES WOULD BE HELPFUL. PREVIOUS REPORTING HAS NOTED THAT NO ONE IS TAKING COLLOR SERIOUSLY AND THAT HIS POPULARITY WILL FADE AS THE CAMPAIGN GETS UNDERWAY. IF THAT IS THE CASE,
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THE REASONS FOR THAT BELIEF WOULD BE HELPFUL. FINALLY, SOME PERSONAL IMPRESSIONS OF COLLOR WOULD HELP US GET A BETTER FEEL FOR HIM.

UNITED STATES DEPARTMENT OF STATE
REVIEW AUTHORITY: NORMAN M BOUTON
DATE/CASE ID: 22 DEC 2008 200503114

3. KEEP UP THE GOOD WORK. MARK

EAGLEBURGER

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