

January 24, 1957
**Memorandum for the Director of Central
Intelligence, 'Reappraisal of U.S. Propaganda
Broadcasting' [Declassified May 6, 2019]**

Citation:

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Summary:

Richard Helms forwards to Allen Dulles a memorandum from the Psychological and Paramilitary Operations staff and the International Organizations Division taking issue with State Department recommendations to reorient and curtail RFE and RL broadcasts.

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English

Contents:

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10/1-1-11

24 January 1957

MEMORANDUM FOR: The Director of Central Intelligence

SUBJECT: Suppression of U. S. Propaganda Broadcasting

1. Attached at Tab A is a paper entitled "Suppression of U. S. Propaganda Broadcasting" prepared by the PR Staff and the ID Division. It has the date of 1/22/57 and the initials signed. It is designed for your assistance in replying to Mr. Robert Murphy on the State Department paper bearing the same title which is at Tab B.

2. You will remember that I telephoned you on the day we received the Department of State paper (Tab B) and informed you that we would send it forward with our comments and suggestions. You may have the full file.

(Signed) Richard Helms

Richard Helms
Acting Deputy Director (Plans)

cc: D/OCI (no atts)

Attachments: Tabs A, B, and C

PR/IDB/Radio/International (22 Jan 57)

Rewritten: Helms/ced - 24 Jan 57.

Distributions: Orig - addresses

- 1 - O/S
- 4 - PR/IDB ✓
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TO: Director of Central Intelligence

FROM: Acting Deputy Director (Plans)

SUBJECT: Memorial of SB Propaganda Broadcasting

1. This memorandum is for the information of the DCI.
2. The attached paper entitled "Memorial of SB Propaganda Broadcasting", prepared by PT Staff and IC Division is a proposed reply to a paper bearing the same title from the Department of State dated 21 January 1957.

DEWITT STUBBS
 Chief
 Psychological and Propaganda
 Operations Staff

- Attachments:**
1. Memorial of SB Propaganda Broadcasting
 2. Memorandum, 2 January, re Radio Free Europe - Content Control and Policy Implementation
 3. Directive, 27 June, re R. Policy Manual

DISSEMINATION CONTROLS (22 Jan 1957)

- Orig # 1 - DCI
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~~SECRET~~~~MEMORANDUM FOR THE PRESIDENT~~

1. CIA is in agreement with the Department of State that an interagency group study American propaganda broadcasting and future radio specific recommendations as to the conduct of such activities. The Operations Coordinating Board has established the interagency committee to deal with US international broadcasting. The Committee on Broadcasting and Television (CBT), and the Technical Panel on International Broadcasting (TPIB). We believe that CBT, chaired as it is by the Chief of CIA, would be inappropriate to consider the questions, particularly the budgetary ones, raised by the State Department memorandum of 20 January 1957. TPIB, being purely technical, would also be inappropriate. We suggest therefore that a new working group composed of State, CIA and DDA representatives to all of us to consider the proposed reorganization of US propaganda broadcasting (with the exception of those questions regarding technical policy matters discussed in paragraph 3 below).

2. We believe that a study of US propaganda broadcasting by an interagency working group should include a close review of policy recommendations and directives contained in the various Committee reports, particularly:

a. SAC-10, 27 October 1953, Report to the SAC on Propaganda Broadcasting.

b. The Bureau Report, 15 July 1954, in relation to the effectiveness of US international broadcasting.

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1. Report by the Director of the Office of Defense Mobilization on the Effectiveness of US International Broadcasting, 15 December 1954 (The Holm Report).

2. Reports from agencies on the implementation of US Recommendations regarding US International Broadcasting, 2 March 1955.

3. US Progress Report to the NSC on NSC-129, 1 February 1954.

4. US Progress Report on International Broadcasting Aspects of NSC-129, November 1954.

5. Department of State's draft statement of policy on international broadcasting prepared as a revision of the relevant portions of NSC-129, 2 December 1954.

6. Report on the August 1954 National Conference to Determine the Effectiveness of US Broadcasting to Soviet and Satellite Countries.

7. We believe that there is a need for definition of US policy toward the Soviet Union and Eastern and Central Europe. We agree to the need for effective machinery to transmit timely policy guidance from the Department to CIA and that US foreign free-casting should be consistent with policy guidance.

8. CIA considers it essential, however, that the activities of its broadcasting facilities be decentralized in order to achieve the flexibility necessary for effective operations. In view of the Holm Report which states: "Insufficient staffs of all agencies engaged in

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information work should concentrate on the conception, planning and coordination of global propaganda campaigns and less on detailed control and execution of day-to-day operations.

5. NS has worked out a new system of closer management control over the development and implementation of broadcast policy, a copy of which is attached. He believes these controls of NS will be adequate.

6. He believes that present NS controls over the development and implementation of Radio Liberation policy are adequate. These controls have recently been strengthened by the assignment of two NS executives in both New York and Mexico. Radio Liberation's Policy Manual is also attached.

7. CIA agrees that its broadcasting affiliates should be as free as possible of exile politics and that it should not support unrepresentative and unproductive elements of exile councils and committees. He believes it is essential, however, that competent exiles, highly qualified because of knowledge of their language, home lands, politics, psychology and other factors necessary for effective propaganda, be employed in the operations of these broadcasting affiliates.

While it is essential that arrangements be made to support any other exiles to whom the NS has moral and other obligations, CIA agrees that it is necessary to disengage free operations with unproductive exile organizations. He has already had a number of discussions with the Department as to the steps to be taken in withdrawing CIA support from unproductive exile leaders and organizations and has agreed to reaching early agreement with the Department

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...to specific persons and groups from which all support should be withdrawn, working out at the same time arrangements for financial support through UNDP and other sources.

With regard to exile and radio liberation, we wish to point out that no national committee should be given significant influence in the operations of radio liberation and it should be limited to the support of any exile groups. We believe that radio liberation can be most effectively undertaken with the exile population.

2. We agree that consideration should be given to changing the name of Radio Liberation, but we are not in accord at this time with the proposal that Radio Liberation consider undertaking broadcasting to uncommitted sections of Asia and Africa. Such an increase in the scope poses difficult policy, staffing, technical and budgetary problems which must be carefully considered. It is our tentative conclusion that the UNDP presents a target of such magnitude and priority as to demand Radio Liberation's full broadcasting attention for the foreseeable future. (Individuals have, however, been given for political and psychological reasons in the Middle East, using media other than radio.) We believe that increased or broadcasting in the Middle East area should be conducted by other means such as the UNDP project DIME, a similar radio media work transmission to be established in the Eastern Mediterranean, and the UNDP project DAME in Turkey, consisting of the UNDP in Ankara's transmitters which will increase signals to the Middle East. UN will have authority for establishment

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6. Findings of the August 1953 Warsaw Conference confirmed that Radio Liberation's effectiveness was hindered primarily by its need for increased technical power to counter jamming. Radio Liberation is now well advanced with plans to augment its present facilities. Radio Liberation's new base in Spain will help to remedy on-line concentration in Germany of transmitting facilities, and will provide an alternate location for facilities in Germany.

7. Our analysis of recent events indicates the great influence of RFE, particularly in Hungary and Poland. The Hungarian Revolutionary Council which recently met in Strasbourg has indicated that it believes RFE to be one of the most important outside influences on the Hungarian people.

8. We believe that it is essential that RFE continue its current type of broadcast to Poland in the current situation in which Gomułka finds himself between the pro-Soviet and anti-Soviet elements of his party, while at the same time being pressured by his other Polish people for additional freedom. We believe that RFE can more appropriately broadcast effective programs in this situation than can VOA. Recent reactions from Poland to RFE broadcast indicate that RFE is performing its role very effectively. We must take exception to the Department's point that broadcast to Poland at the present time can be filled by VOA.

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