



August 30, 1962

Memorandum by Stan Ward, 'Draft PPS Radio Liberty's Task and Tone, 16 August 1962'

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Summary:

The CIA liaison official conveys to AMCOMLIB President Sargeant his disappointment with the referenced draft policy statement.

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MEMORANDUM FOR: The President, AmComLib

ATTENTION : Assistant to the President (Policy and Planning Coordinator)

SUBJECT : Draft PPS Radio Liberty's Task and Tone, 16 August 1962

1. Subject draft disappoints us since it does not appear to follow the line laid out in the RLD Policy Adviser's memorandum of 19 June on the same subject. We do not consider the present draft useful as a PPS or as a statement of programming strategy; with some changes it might serve as an internal memorandum on tone.

2. The statement of RL's mission is written in the broad terms of the overall Statement of Mission and Objectives, the basic strategy statement of AmComLib written in 1954 to serve over many changing years. This cannot and was not intended to serve as a statement of RL's task today. Today we can say clearly that our task is to stimulate and exploit evolutionary changes within the USSR which will make the regime less onerous to its subjects and less of a threat to world peace. Our immediate task, therefore, is to try to reduce Soviet aggressiveness by such means as promoting internal discussion of Soviet foreign policies--a questioning attitude on the home front, in other words.

3. As for tone, we had hoped for a paper which would spell out for desk chiefs and writers the "soft sell" Radio Liberty approach versus the ever present tendency to slide back into the old "Radio Liberation" approach. This draft calls for "more meaningful and effective" criticism of Communism and of the Soviet system, a warm, sincere, friendly tone, and above all "dynamic" scripts with each writer constantly thinking "aggressively" on how to exploit Soviet vulnerabilities. In a nutshell, it reads, "hit them harder, but be sure to smile." We feel much greater emphasis should be placed on positive versus negative programming and offering, in the words of the draft, "constructive encouragement and relevant, meaningful alternatives which they can use in their own way to weaken the regime and better their condition."

4. It is noted that Munich would like the draft returned by 1 September, after which a revised version will be translated for Council of Editors consideration. It is suggested that the proposed PPS on this subject be dropped in favor of a memorandum for internal use by RL desks and writers. Some of the material in the draft could be used for this purpose.

OP 42 JOR 71-02727R
BOX 16 FOLDER 9

STAN WARD