INCOMING TELEGRAM

Department of State

CONFIDENTIAL

MESSAGE CENTER: VR-367
Ro: Sept 6, 1952
Re: Secretary of State

FROM: Tehran
TO: 1016, Sept 6, 10 p.m.
NO: REDPCIRCTEL 210, Aug 25:

One. Informational goals for Iran: (A) To promote resistance to
Communism and Kremlin infiltration through development of a sense
of national unity; (B) to develop a conviction that closer rela-
tions with West provide most profitable course for Iran; (C) to
disseminate propaganda demonstrating US interest in aspirations
of Iranian common man towards a higher standard of living; (D) to
inspire confidence in US support for Iranian security and inde-
pendence; (E) to develop confidence in strength of free world
and developing future for Iran within free world.

Two. US info devices have had some success in working towards
these goals: News Bulletin and distribution of news to newspapers;
exchange of persons program; activities in the educational field
in collaboration with Ministry of Education; impact of film pro-
gram on rural populations; and influence exerted through library
services all have made major contributions towards molding public
opinion in accordance with USIE objectives.

Three. Program appears to be well balanced; however, in light of
recent political developments, entire program is under careful
study. It is hoped that this study will be completed within ten
days to two weeks at which time specific recommendations will be
made.

Four. Caliber of personnel operating the program is on the whole
very good.

Five. Good liaison and cooperation exists between USIS and other
American mission personnel.

Program of Soviet is largely implemented by radio and publications.
Their radio program is quite effective as it comes in over many
frequencies; signals are good; and type of programs are well
received by Iranian audiences. Six Soviet stations broadcasting
38 1/2 hours a week news, commentaries and music.

Soviets are master of the air inasmuch as their programs outweigh
all others including Iranian programs.
-2- 1026, Sept 6, 10 p.m., from Tehran

Additional receiving equipment will only add to Soviet's audience unless US radio effectiveness is increased by VOA ability transmit more powerful and frequent Persian language programs.

Soviet publications program places on the market very large quantities of pro-Soviet books as well as several popular type magazines. Tudeh party newspapers are substantially increasing in circulation; particularly RESUY-AYANDER, leading Tudeh newspaper which has recently expanded substantially its rural distribution. In addition Tudeh party publishes and distributes numerous pamphlets, as well as posters and paints and stencils for making slogans on walls, pavements and banners.

USIS film program under auspices Iranian Govt largest program of kind in Iran. USIS library in Tehran only free public lending library in Iran.

Following oil dispute British informational activities limited to distribution of news bulletin and a restricted British council operation in Tehran.

HENDERSON

EMB: CWW