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TO : Department of State

511.88/5-1550

FROM : AMEMBASSY, Tehran, 272, 5-15-50

REF: Circular Airgram of April 5, 1950

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SUBJECT: Priority Aims and Objectives of the U.S.I.E. Program in Iran.

Suggested revision of aims and objectives of the U.S.I.E. program in Iran follows:

I. Priority Aims and Objectives of USIE Program

A. Insofar as it is possible and proper to make every possible contribution that would lead towards economic and political stability in Iran.

NOTE: This addition is of primary importance as further economic and/or political degeneration would render Iran easy prey to any aggressor nation.

B. To enhance the prestige of the U.S. through the demonstration of its industrial and military strength.

NOTE: This is an important addition for the short-range program. It will help us to promote internally measures that will contribute towards economic stabilization. Its importance in the long-range program is based on the fact that anywhere in the East great respect and prestige is engendered by force.

C. To demonstrate through all media the weaknesses and fallacies of the communist system.

NOTE: The importance of this objective is underlined by the necessity to combat active Soviet propaganda within Iran.

2. Priority Target Groups -- as is.

3. Secondary Target Groups -- as is.

4. Effectiveness of Present Program

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Authority NNV 85293
By RUB NARA Date 7/9/82

A. General Considerations: The wave of interest and enthusiasm for the United States inspired by the visit of the Shah to America has begun to wane. It is being reflected by a growing idea that the USA is not seriously interested in the future of Iran. It is widely stated we find the country corrupt and inefficient and therefore unworthy of aid. These ideas are accompanied by the growth of defeatism throughout all classes of society. USIE is stretching its facilities in every direction in an attempt to offset this condition by playing up all statements from America expressing interest in Iran as well as through widely publicizing the work now being done in Iran under American auspices (Smith-Mundt Public Health group, Near East Foundation, Rockefeller

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Foundation, work of Fulbright Commission, etc.) All of this adds up to a "hold-the-line" endeavor in an effort to develop an orientation amongst Iranians towards the USA with corresponding disorientation towards the Soviet Union.

- B. Radio: As is, with the following addition: Recent conversations with Mr. Glazer of the VOA resulted in the laying of plans for the broadcasting of planned news back to Iran. This news will originate in Iran through speeches by American personnel before locally recognized societies or institutions or through the special placing of news items.

Radio is the major media for the dissemination of our story. It reaches a large, interested audience estimated to be approximately 75,000. This audience embraces all levels of society so includes all target groups.

- C. Press: USIE continues to be the largest single source of foreign news published in the Iranian press. Apparently USIE material accounts for 45% of all the news published in the Iranian press. The placing of our press releases is becoming increasingly difficult necessitating a more careful preparation. Factual material depicting the American scene is the easiest to place.

The distribution of bulletins in the Persian, Russian and English languages has grown to substantial proportions: Persian 2100, Russian 1090, English 1100 daily. This media is obviously effective as strong pressure is being brought to bear on the Iranian government to force the Council of Ministers to agree to prohibit the publication of Persian language bulletins. This media thoroughly covers priority target groups a, b and c. Priority target group d is partially covered due to the fact that the paper is commonly read aloud by someone in the tea houses and the news is passed along by word of mouth. It reaches those at the secondary target group only to a limited degree.

- D. Films: The film section's activities are at present largely limited to Tehran where a full schedule is in operation. The Consulate at Meshed is now supplied with a projector and is showing films. On a smaller scale the Tabriz Consulate is doing so. USIE films are being shown in the villages of Karedj, Parchin and Gorgan. In addition to the regular daily program schedule, the film section cooperates with the Seven Year Planning Organization, the Iranian ministries, as well as organizations such as UNESCO, Near East Foundation, Rockefeller Foundation, World Health Organization, Iran-America Relations Society, etc.

It is anticipated that one mobile unit will commence activities in Azerbaijan during May. It is planned to use the second unit for operations throughout the country covering a 50 mile radius out of

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Meshed. It is anticipated that this operation will start about the first of June. Efforts are being made to broaden out the filmstrip program and introduce exhibit material at film showings.

This media covers all primary, as well as secondary, target groups. It is particularly active in the field of education and instruction, groups b and c. To a much lesser degree it reaches the illiterate masses in group d. The distances in Iran are very great, roads are bad, breakdowns are frequent, consequently there is a great loss of time in implementing rural schedules.

It can reach the difficult to penetrate illiterate masses through (1) additional projectionists and mobile units (minimum of 6); (2) tape recording of commentaries in appropriate language; (3) film material with a simplified treatment suitable for the masses and (4) artists to prepare captions for exhibit material used in connection with film showings.

The film media is not expected to contribute to Priority Aims and Objectives C "Demonstration of weaknesses and fallacies of the communist system" except insofar as the displaying of the military and moral strength of the U.S. underlines the weakness of the communist system.

- E. Library: The United States Library is the only free lending library in Iran and serves as a practical demonstration of a democratic institution run on the principal of free and courteous service to the people. In operation for only a year, the Library's attendance and circulation have risen to an average of 4,500 per month. The intellectuals, professionals, businessman, youth, military, clergy and middle class - those from whom the country's leaders come and from whom future leaders will be drawn -- comprise the 3,000 registered borrowers. Originally membership was limited to people who knew English but in recent months recurrent requests from professional men for use of medical and technical books has led to the granting of loan privileges in specific fields to men who employ translators. The United States Library is Iran's only source for up-to-date medical and technical books. Through the cooperation of the Seven Year Planning Organization, the Smith-Mundt Public Health representatives, the Rockefeller Foundation and the Near East Foundation, additional needed technical works have been chosen and ordered. The Library is collaborating with these agencies to the fullest possible extent in the furtherance of their program for the development of Iran. There is evidenced from time to time a general feeling that the United States Library is the one non-political agency of the United States Government. Consequently more and more of the military officials and mullahs are coming to use the library. People who know

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no English enjoy looking at the magazine advertisements which depict a dream-world beyond their imagination. Students in the language classes of the Anglo-Persian Institute of the Alborz Foundation and of the many privately operated institutes constantly use the books in the junior library collection. Daily reference service is provided the press with factual material for the Press Section's features that have become so popular.

- F. Exchange of Persons: A Fulbright Commission for Iran commenced vigorous operations on March 4. A program for the academic year 1950-51 was sent forward to the Department for approval on March 31. It is hoped that the major portion of this program will become operative during the coming academic year. This program is of primary interest to priority target groups a, b and c but it also is of decided incidental interest to all target groups.
- G. Cultural Institute: The situation regarding the Iran-America Relations Society remains unchanged, principally due to the fact that Fulbright Commission activities absorbed all our time and energies. The Iran-America Relations Society is definitely in need of all the financial, as well as moral, support we can give. It is a most important activity and every effort will be made to keep the Society alive and help to develop it in the immediate future. This activity is important to priority target groups a, b and c.
- H. Book Distribution: As the United States Library expands its facilities, it is hoped that collections of books in specialized subject fields will be made available for distribution to the medical schools of the Universities of Tehran and Tabriz, that agricultural books on an elementary and high school level may be presented to the Keradj Agricultural School and to the Near East Foundation, that books on military strategies may be presented to the Military College, that books on public health may be presented to the Iran Foundation in Shiraz, and that up-to-date books on education may be presented to the University of Tehran College of Education which is still using French texts of 50 and 60 years ago. In addition to gift collections, it is proposed to develop sample collections for travelling loans to worthy institutions. Target groups a, b and c would be our objective.
- I. Scientific and Technical Cooperation: Work in this field is still largely in the exploratory phase. Dr. Moore and his commission (Department of Agriculture) discussed the possibilities of rendering aid through technical assistance with various Iranian ministries, as well as the Embassy committee on Point IV activities. The same is true of Mr. Kauconen of the Department of Labor. The results of

their work will show up later. At the present time at work here is a Public Health group of three, headed by Dr. Palmquist. Although their stay here is but a short one, with the active cooperation of USIE the following program was arranged and is now being implemented: (1) the group was attached to the Public Health Division of the Seven Year Planning Organization (Dr. Mehra) and the Ministry of Health (Under Secretary Dr. Abbas Nafici); (2) accompanied by Dr. Mehra they visited some of the countryside, including a trip to Shiraz and Isfahan in order to appraise public health conditions; (3) since their return, Dr. Palmquist and Mr. Aldrich have been preparing an intensive training course in public health and preventive medicine. With the cooperation of the Iranian officials above, forty selected students have been brought to Tehran for this course which will be of a month's duration. Each person taking the course will be given a copy of the full series of the lectures in the Persian language. It is hoped that they, in turn, will pass on what they have learned to their colleagues in the various sections of the country in which they work. Miss Findley, the public health nurse, has been in touch with all of the nursing organizations in the country and is at present engaged in laying out the basis of an adequate training system for nurses throughout Iran. It is to be hoped that Iran may receive special consideration under the Point IV program. There is an enormous amount of work to be done in almost every field of activity and any contribution we can make will be reflected in a betterment of social and economic conditions.

Other organizations active in the field of scientific and technical cooperation are:

Near East Foundation: Carries on an important rural education program, demonstrates the installation of sanitary facilities in villages as well as modern agricultural practices. A very valuable program with a strong impact on that part of the rural population with whom they come in contact as well as various important landowners.

Rockefeller Foundation: A small health preventive program whose impact is substantial but restricted in its scope mainly to the Ministry of Health.

Iran Foundation: A large program covering water supply, hospital nursing school, etc., all located in Shiraz in its initial stages. The Iranian Director of the Foundation, Dr. Torab Mehra, in addition to handling the work of the Foundation, is the chief public health officer in the Seven Year Planning Organization. Present impact is negligible although it may be anticipated that in time it will be considerable.

World Health Organization: A recently started small program, its present impact is negligible.

United Nations Society: An active Iranian group headed by Dr. Ahmad Matin-Daftari, whose principal activities are meetings and discussions. No evidence of practical activity.

UNESCO:Commission for Iran: Under the leadership of Mr. Ali Asghar Hekmat, it is actively promoting UNESCO operations with lectures, receptions and a few publications in Persian and in French. Specific projects, particularly in the field of literacy should be organized with widespread public participation.

- J. General Cultural Activities: The USIE staff has, and maintains, important contacts with most of the leading intellectuals in Iran. The majority of this group are seriously interested in the welfare of their country and seek us out to discuss ways and means of improving social and economic conditions. As an example, the Ministry of Education has asked for assistance in the field of curriculum building and has been furnished with U.S. materials in this connection.

5. Remarks and Recommendations:

The USIE staff are all looking forward eagerly to the contemplated move to new quarters where the Library, which has been so overcrowded, will have double the present space, where there will be an adequate lecture hall for lectures, motion picture shows, musicals, etc., and where the layout of the offices will permit greater efficiency of operations. It is anticipated that the Fulbright Commission quarters will immediately adjoin those of the Cultural Relations Attache. In these quarters we hope to begin the development of a photo display. In connection with the furnishings of this building, it is strongly suggested that sufficient funds be made available to have some floor coverings and a few curtains as well as the required furniture. Hundreds of people visit our quarters daily and it is part of our job to impress them with the efficient, neat but simple, arrangement of a typical American office.

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It is recommended that the financial section make some study of the salaries paid to local employees. Due to the fact that many of these employees were hired at a time when the rial was between 60 and 70 to the dollar and has now dropped to 40 to the dollar, our available dollar appropriation is rapidly dissipated. Example: Ahmad___ was hired at 6,000 rials per month. At 60 rials this equalled \$100, at 40 it equals \$150, a 50% increase in cost with currency fluctuations, without benefit to the employee. Is there any way we can get a rial appropriation?

For the Charge d'Affaires ad interim:

G. Edward Wells

G. Edward Wells
Public Affairs Officer

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