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TO : Department of State

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FROM : AMEMBASSY, Tehran, 10, July 6, 1950

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SUBJECT : Proposed new program for USIE, Iran.

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The enclosed program for USIE, Iran in Fiscal 1951 comprises the following sections:

- I. General Statement
- II. Budget Summary
- III. DSO's Office and General Services
- IV. Press
- V. Motion Pictures
- VI. Cultural Relations
- VII. Library
- VIII. Displays and Posters
- IX. Radio
- X. Branch Offices

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The most careful consideration has been given to the importance of influencing the attitude of the Iranian people toward their government, their future and the United States. I consider that this program will provide well integrated and balanced USIE activity in Iran capable of implementing our objectives by effectively reaching the largest possible segment of the Iranian population.

In plans for the expansion of USIE activity in Iran, I give priority to the portions which relate to motion pictures, locally published pamphlets and booklets, radio, branch offices at the three consulates and leader grants. In my opinion, however, it would not be realistic to proceed with these projects and to neglect the balance of the program. I hope therefore that the Department can give favorable consideration to the entire program as outlined.

The program has been carefully studied in the light of the needs of Iran and of our policy here. It has been reviewed by various officers of the Embassy. It should be regarded as the minimum desirable. In relation to the population and size of Iran it is a smaller operation than the Department, ICA and AISC have been conducting in information and educational fields in Greece, although the problems with which we are faced in Iran are, because of isolated geographic position, historical traditions and the temperament of the people, more difficult.

Handwritten initials/signature

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2-February-16

All dollar figures refer to expenditures in Iran. Obligations to be incurred in the Department are described without dollar estimates.

Henry F. Grady
Henry F. Grady

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Proposed Budget USIE Iran

SECTION I - Budget USIE Iran - Fiscal 1951 - General Statement

Purpose: To make USIE Iran strong enough to conduct public relations activities required in the interest of U.S. policy and in the light of U.S. press for counteracting the discouragement, dissatisfaction and demorale current and widespread among the people of Iran.

Basic considerations

1. Information and educational exchange activities are potentially effective in Iran in direct proportion to the use that can be made of Iranian channels and the amount of materials bearing upon the social and economic problems of Iran. If the USIE program succeeds in penetrating the country on an educational level keyed to the needs of Iran, the Embassy has a secure and strategic foundation for disseminating information about U.S. policy and about political matters.

2. USIE activity in Iran will be conducted in a manner that will not arouse the deeply ingrained distrust and suspicion of foreign influences. There should be the minimum of open USIE activity and the maximum use, if necessary without attribution to USIE, of indigenous, Iranian channels.

3. The program must be varied enough to appeal, on the one hand, to an entrenched and sophisticated intellectual elite and, on the other, to a large, illiterate mass concerned with little beyond the struggle for bare existence.

4. The bulk of the population understands only materials carefully prepared and tailored as to content. Much of the final production must be done in Iran.

5. Effectiveness with each group in Iran depends upon the extent to which USIE materials are of potential, practical benefit to that group and reflect a need of common interest between Iran and the U.S.

6. Cultivation of personal relations is the soundest basis for increasing the impact of USIE activity.

Objectives - general

1) To ensure that Iranians are informed about and understand U.S. policy, particularly with regard to the following:

a) Extent, nature and effectiveness of U.S. support for Iran's security and independence, "Iran does not stand alone".

b) Nature and extent of American aid to Iran.

- c) Firmness toward USSR and determination to prevent further encroachments on free nations.
- d) U.S. is anti-imperialist, has no colonial aspirations, and determined that each nation has the right to work out its destiny.
- e) The free world is an interrelated whole with mutual interests.

Objectives - specific

- 2) To help Iran to raise her standard of living by:
 - a) encouraging belief in the economic potential of Iran and in the ability of Iran to develop this potential and to improve social conditions through its own efforts and particularly through practical and basic rather than pretentious and showy projects;
 - b) illustrating, as appropriate, with examples of developments in the U.S. from simple beginnings;
 - c) giving fullest publicity to the work of American technicians in Iran and to visits of Iranians to the U.S., particularly in fields of agriculture, health, sanitation and education;
- 3) To support Iranian efforts to improve the efficiency and effectiveness of the Iranian government and to combat corruption by showing that the U.S. applauds and respects such efforts and is effectively but not self-righteously critical of inefficiency, corruption and abuse of power.
- 4) To encourage unity of national purpose and, as justified, confidence in and support for the Iranian government.
- 5) To counter the "poor relation" complex.
- 6) To show the overwhelming and increasing industrial and military strength of the United States.
- 7) To demonstrate the growing solidarity and strength of purpose of the entire free world.
- 8) To counter any idea that the U.S. is "courting" Iran, bidding against the Soviet for her support, by showing that it is necessary for Iran to affiliate with the free world front.
- 9) To encourage the belief that war will be avoided by cooperation within the United Nations.
- 10) To combat the concept of Anglo-American rivalry in Iran without identifying the U.S. with British policy, oil or other commercial interests in Iran.
- 11) To promote understanding of the U.S. concept of human rights, of civil liberties and of government as the servant of the people rather than their master.

To build a concept of Americans as moral, just people who believe individual worth of a man regardless of his origin.

- 13) To expose conditions, weaknesses and inconsistencies in the USSR, satellite states and China.
- 14) To make clear the true nature and objectives of Soviet policy.
- 15) To spread useful technical knowledge as widely as possible among the people throughout Iran.
- 16) To create in the Iranian people an attitude toward the U.S. which will make them want to be aligned with the U.S., determined to resist Communism and, in the event of war, friendly and cooperative toward the U.S.
- 17) To insure that Iranians have sufficient knowledge about American government and life to judge and evaluate news developments.

Method

- 1) Introduction into the Iranian educational system of materials of U.S. origin, locally adapted for Iran at USIE expense as necessary.
- 2) Promotion of the use of U.S. materials by Iranian government offices.
- 3) Preparation of motion pictures, filmstrips and exhibits combining scenes from Iran and the U.S. and dealing with problems of particular concern to Iran.
- 4) Preparation of pamphlets which contain information about the U.S. and are distributed chiefly by and through Iranian channels with attribution to USIE as desirable.
- 5) Assistance in radio programming and maintenance.
- 6) Widest possible distribution of news and feature bulletins.
- 7) Large program of educational exchange
- 8) Branch offices at consulates.
- 9) Adequate library program
- 10) Maintaining such contact as is desirable with opinion leaders in towns, villages and rural areas as well as in the larger cities.

target groups and the role of USIE

1) Target: the Shah, the Court and the few hundred families who dominate economic life and control the Government

a) To supplement the work of the Chief of Mission and other Embassy officers by insuring this group access to a large volume of information about the United States and by giving these key people individualized attention.

b) News bulletins and full texts.

c) Leader grants and other aspects of exchange of persons.

d) Promotion of interest in U.S. films by arranging on a semi-social basis showings for small groups.

e) Occasional gifts of books, magazines and other publications.

f) In general, working on the level of individualized and personal contact.

2) Opinion leaders among the illiterate masses -- mullahs (priests) village headmen and tribal chiefs.

a) Visual materials and radio are the basis for activities with these groups.

b) Sufficient mobile units to reach key centers of rural population.

c) Close cooperation with, and as extensive use as possible of Iranian channels.

d) Content to demonstrate that the social and economic needs of Iran are favorably affected by closer relations with the United States and greater knowledge about America.

e) Use of visual materials combining Iranian background, American sponsored or directed projects and Americana.

f) Development of specialized materials which tend to instill among religious elements a friendly attitude toward the West and antipathy for Communism.

3) Army

a) Cooperation with ~~USIA~~ military missions.

- b) Publicizing MDAP
- c) Provision of visual materials and also equipment as desirable.
- d) Publications in the vernacular.
- e) Such assistance as may be appropriate in facilitating an extensive program for training army officers in the U.S. -- teaching of English, indoctrination about the U.S. through the library and lectures, and gifts of publications.

4) Labor

- a) Cooperation with Ministry of Labor
- b) Establishing personal contact with labor leaders as desirable.
- c) Assistance to and cooperation with Embassy specialists in the labor field.
- d) Leader Grants and other exchange of persons programs.
- e) Motion pictures and exhibits in factories and other appropriate locations.

5. Intellectuals, particularly those in the educational field, and civil servants of potential prominence.

- a) Bi-national institutes and the teaching of English.
- b) Large program of leader grants and other exchange of persons as appropriate.
- c) Development of visual education in the educational system.
- d) Publications in the vernacular.
- e) News and feature bulletins.
- f) Visual materials as prepared in the U.S. or with relatively little specific adaptation for Iran.

6) Men and women of western education.

- a) The Library.
- b) Bi-national institutions
- c) Assistance to various groups of American educated Iranians through loan of space, programming advice, encouragement and the facilitation of contacts with Americans in Iran.

iterate ten percent as a whole.

- a) Through large volume of news and features, emphasizing political angles and the American way of life.
 - b) Greatly increased distribution of USIE bulletins directly to individuals, with largest proportion expense outside of Tehran.
 - c) Publications in the vernacular, distributed directly and through Iranian channels.
- 9) Leaders of Turkish and other linguistic and religious minorities
- a) Cooperation with the Iranian radio network.
 - b) Preparation of Turki language versions for motion pictures.
 - c) Russian language news bulletin.

The above breakdown is not to be considered as definitive compartmentalization but rather as indicative of emphasis and relative importance. Types of material listed under each target group are the primary aspects of the USIE program pertinent to that group but by no means the only activity that may influence it. Every USIE activity has more or less impact on every group.

With certain of the above groups, USIE impact, regardless of the size of the program, may remain negligible. In the case of religious leaders (mullahs) it cannot be direct and it may never be appreciable. Attempts to reach the tribes may be resented by the Iranian government. For both of these groups USIE is ready to prepare suitable materials and to place such means as it has available at the disposal of Iranians or of other persons who wish to establish contact.