

INCOMING TELEGRAM

Department of State

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Control: 861  
Rec'd: May 2, 1952  
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*DCR file  
no answer  
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5/12/52  
N. Berg IF/IN*

FROM: Tehran  
TO: Secretary of State  
NO: 4230, May 2, 5 p.m.

*REC'D  
MAY 11 1952  
DEPARTMENT OF STATE*

Ref DEPTTEL 2289, Apr 18.

*file, no action required  
May 9/52*

Proposed arrangement with magazine MEHR has been carefully considered with country paper objectives in mind and Emb wld like to give project a trial.

1. Altho we do not (rpt not) intend give publicity to arrangements with Movaghar neither do we intend having any dealings with him which if publicized by anti-Amer press shld cause US any embarrassment.

He will write a ltr to IIA describing magazine as purely cultural undertaking, state he understands IIA interested in helping Iran cultural development, and ask if IIA cld assist. IIA cld reply stating it was interested in Iran cultural matters of non-polit character and wld be glad subscribe for 1,000 copies of first issue and might be prepared to subscribe for subsequent issues.

2. Nothing wld be said in ltr re helping in matter of editorial contributions. Such help cld be done in informal way, however, IIA shld not (rpt not) feel called upon to apologize if it shld be later attacked for this help, since it is already giving informal help this kind to numerous magazines and newspapers.

3. Movaghar wld be paid openly in rials, by check, on local bank for subscriptions entered. USIE before answering Movaghar ltr will clear matter with Iran director of press and propaganda.

4. Project will operate on a month to month basis which may be cancelled without notice. Development on mutually beneficial basis seems best guarantee of success.

5. Foulke memo, Mar 24, unavailable here. Subsidy Emb plan fols:

Emb will provide approx an average of \$500 monthly for presentation magazine to USIE prepared list.

In addition, Emb will provide editorial servicing, i.e. layouts, articles

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- 2 - 4230, May 2, 5 p.m., from Tehran.

articles illustrations and for special articles requiring good illustrations, the necessary paper stock and special inserts to be printed by EPC. All above costs approx \$150 per month.

Thru design collaboration, Emb can control positioning of articles placed. Movaghar hunger for quality articles indicates use of more than 20 percent content when advisable.

Emb concern is primarily to establish credence by judicious use of current editorial matter and then gradually to develop and use more direct hard-hitting anti-Sov material.

6. Impossible to dictate firm understanding on type of remainder content. Movaghar editorial history in this regards is reassuring:

(A) Subsidy is on monthly basis only, may be stopped without notice;

(B) Emb support highly valued by Movaghar, will not (rpt not) be lightly tossed aside;

(C) Editorial and layout support vital to Movaghar to create successful magazine unavailable elsewhere.

EOC:EDJ

HENDERSON