

OUTGOING AIRGRAM

Department of State

561

CONFIDENTIAL - SECURITY INFORMATION

DECLASSIFIED
Authority *NND 852913*
By *SM* NARA, Date *6/4/72*

CLASSIFICATION
CIRCULAR AIRGRAM

INFORMATION PLAN FOR THE ARAB AREA

To

Certain American Diplomatic Posts/Senior Officers
CA-52 July 6, 1953

511.00/8-1352
XR 124.05
124.06

The Secretary of State refers to the Department's program of international information and educational exchange and specifically to Information and Educational Exchange Circular 52, "IA Formal Releases: Policies and Plans," dated August 13, 1952. Enclosed for the information of the Officers in Charge is IA Special Instruction PO-54-1 which establishes international information policy and plans with respect to Information Plan for the Arab Area.

561
511.86/7-653
511.86/7-653

This instruction has also been distributed as policy guidance within the Department and to other agencies of the Government engaged in or concerned with foreign information activities.

This covering airgram may be considered obsolete after its contents have been noted and the enclosure has been removed.

DULLES

Dulles
Jett

Enclosure:

IA Special Instruction PO-54-1

Distribution:

Clearances in draft:

Domestic

See attached list

- P - WPSchwinn
- NEA/P - RHSanger
- IBS - RDavies
- ICS - MVent
- IES - LDudgeon
- IMS - KAdamson
- IPS - BRab

IJA: IPO: *Adamson: dp*
7-1-53

DC/8
65
Adm
Adm

CONFIDENTIAL - SECURITY INFORMATION

CLASSIFICATION

Corrections made on this original MUST be made on all copies before delivery to Airgram Section, Telegraph Branch.

DISTRIBUTION
DESIRED
(OFFICES ONLY)

20K S/S - CR
JUL 6 - 1953 P.M.

511.86/7-653
OS/H
CONFIDENTIAL

OUTGOING AIRGRAM

Department of State

CA-52 July 6, 1953

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Send to:

MISSIONS

For Action:

Amman
Baghdad
Beirut
Cairo
Damascus
Jidda
Tripoli

For Information:

Ankara
Karachi
New Delhi
Tehran

DISTRIBUTION
DESIRED
(OFFICES ONLY)

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Corrections made on this original MUST be made on all
copies before delivery to Airgram Section, Telegraph Branch.

OUTGOING AIRGRAM

Department of State

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Department of State
International Information Administration

IA Special Instruction
FO-54-1
July 1, 1953

INFORMATION PLAN FOR THE ARAB AREA

I. PURPOSE

The purpose of this instruction is to set forth information plans for prolonging the favorable atmosphere created by the Secretary's trip.

II. PROBLEM

As a result of the Secretary's trip, the Arab peoples are willing to listen more receptively and with less prejudice or mistrust to what the United States has to say than they have been for some time. Arabs now view us with diminished, though still considerable, suspicion. There is a general attitude of cautious receptivity, but it is vague, nebulous, unstable and may not last for more than a relatively brief period.

It is the task of the information program, in addition to making full use of substantive foreign policy developments, to utilize every other means for prolonging and increasing this favorable atmosphere.

To this end, IIA media will seek to maintain a continuous flow of materials, reflecting United States confidence in the ability of the Arabs to solve their problems, to make progress, to maintain internal stability and to play a responsible role as free nations. These materials will also reflect sympathetic United States understanding for and interest in Arab problems and attitudes.

Soviet imperialism, economic and cultural exploitation of satellites and minorities, and the Communist attitude toward religion and the family are topics that will continue to be fully exploited in information output.

Although

DISTRIBUTION
DESIRED
(OFFICES ONLY)

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

OUTGOING AIRGRAM

Department of State

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Although the Arabs are anxious and hopeful for better relations with the United States, there is an underlying skepticism of United States intentions which makes them quick to suspect ill where none is intended. There is the danger also that Arab patience, never long-lived even under the best of circumstances, may give out before the results of the Secretary's trip become, as he said in Baghdad, "steadily reflected in the (gradual) unfolding of the new policies of President Eisenhower's administration."

The plans set forth here can be, under the circumstances and as far as short term considerations are concerned, of assistance only for holding the line until there are favorable substantive developments. These plans will also contribute toward a more favorable climate than might otherwise exist for substantive actions when they come.

III. THEMES

Information materials will stress the following thematic concepts:

1. The United States is making progress in understanding Arab problems, attitudes and aspirations.
2. The United States is interested in the well-being of the peoples of the Middle East.
3. The United States is glad to see that the Arabs are concentrating on the present and the future.
4. The Arabs are making real progress now that they have the responsibility for shaping their own future. (Appropriate illustrations from the other countries of the Middle East and South Asia will also be used.)
5. Soviet imperialism and Communist cultural and economic exploitation are vicious and imminent threats to the well-being of every Arab.

6. (Dependent

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Corrections made on this original MUST be made on all copies before delivery to Airgram Section, Telegraph Branch.

DISTRIBUTION
DESIRED
(OFFICES ONLY)

OUTGOING AIRGRAM

Department of State

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

- 6. (Dependent upon Congressional action) United States economic and technical assistance has reached a level that, together with the considerable efforts of the countries concerned, portends substantial and important economic development. (We stress that economic aid is now available for the first time. The fact that Technical Assistance projects have begun to have a real impact in some countries also provides useful angles.)

IV. ACTION

A. ITA Media

In connection with these thematic concepts the media plan the following:

- 1. IBS and IPS: - at least one item daily on one of the concepts and at least one weekly on each of the concepts.
- 2. IPS: - supporting pictorial coverage.
- 3. IMS: - a motion picture on the Secretary's trip, scheduled to reach the field by mid-July, in which the narration consists of portions of the Secretary's broadcast of June 1;

- the production at regular intervals, starting as soon as funds are available (possibly by July 15) of a motion picture news-magazine entitled "Eyes on the Middle East";

- the preparation of a film showing the role of Middle Eastern nations in the United Nations.

- 4. IUS: - special processing of appropriate books;
 - emphasis of these concepts in book translation programs;
 - appropriate exhibits and special promotion of pertinent books in the overseas libraries.

5. IBS:

DISTRIBUTION
DESIRED
(OFFICES ONLY)

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

OUTGOING AIRGRAM

Department of State

~~CONFIDENTIAL - SECURITY INFORMATION~~

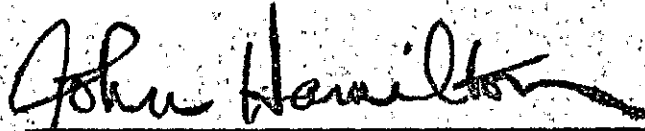
CLASSIFICATION

5. ICS: • such increases as possible in the exchange program with Middle Eastern countries;
- use of appropriate information materials in the Washington International Center, the American Language Center and through other suitable outlets.

B. USIS Posts:

1. Advise the Department on other actions that would be useful.
2. Report local comment and developments suitable for cross-reporting.

For the Administrator:



Acting Assistant Administrator
for Policy and Plans

Clearances in draft:

P
NEA/P
IBS
ICS
IES
IMS
IPS

~~CONFIDENTIAL - SECURITY INFORMATION~~

CLASSIFICATION

Corrections made on this original MUST be made on all copies before delivery to Airgram Section, Telegraph Branch.

DISTRIBUTION
DESIRED
(OFFICES ONLY)