

**INCOMING TELEGRAM**

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**United States  
Information Agency**

511.88/9-1953

**CONFIDENTIAL SECURITY INFORMATION**

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**Action:**

**Control:** 6969

**Rec'd:** September 19, 1953  
6:50 p.m.

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**FROM:** Tehran

**Info**

**TO:** United States Information Agency

NEA

**NO:** TOUSI 25, September 19, 2 p.m.

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1. Following conversations with Ambassador and Damon this office will concentrate on task B-2 of Iranian country plan submitted despatch 1036, June 3, 1953. Objective is develop comprehensive program interpreting and explaining US aid to Iran within framework of over-all US policy and of keeping Iran within free world. Emphasis will be on following:

- (A). Nature and extent of Iran's own effort in cooperating.
- (B). Development of clear understanding of fact that technical assistance may be continuing program but emergency fund will be exhausted by April 1954 and Iran must in these few months move toward solving economic difficulties.
- (C). Pointing up concrete accomplishments of aid and its potential value if properly exploited by Iranian officialdom.
- (D). Counteracting Communist activities designed smear US aid as "economic imperialism", cover for espionage, et cetera.

Heaviest responsibilities fall on local production for press and secondarily on local publications and radio. This office will prepare releases, handle news conferences and speeches, and focus on persuading Iranian officials and writers to understand and give suitable treatment to aid program developments and achievements. Task is complicated by tendency Iranian officials to minimize aid accomplishments in belief this will force US to increase amount grant. In addition need for tact and discretion in view of basic Iranian aversion to foreigners being too active in their country.

Back-stopping will be requested as necessary and will include appropriate statements from American official and private sources.

Great proportion time of librarian, cultural officer, press officer for news bulletin and films officer will go to minimum basic information activities in support over-all US policy, but every member my staff will also contribute to publicizing aid.

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2. Request

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-2- TOUSI 25, September 19, 2 p.m. from Tehran.

2. Request staffing pattern proposed TOUSI 15, August 24 which means James Cook not needed. Following personnel actions requested:

(A). John Bruce eligible home leave October 30. Position should be raised to FSR-3 or FSS-2. Should Bruce not return replacement should arrive promptly. Person in this position in addition usual press attache functions should be capable preparing political think pieces under Embassy direction.

(B). Request Kristine Konold for planning evaluation position, which is misnomer because position includes handling local radio as well as paying particular attention to manner in which aid publicity is being received. Konold's experience Greece, ability develop ideas, and radio background qualify her for needs here.

(C). Information officer for publications should have layout knowledge and be able deal on professional basis with Iranian printers. Bulk of publications will concern aid. Some will be general when opportunities arise like President's April 16 speech.

(D). Information officer handling aid is position of great importance and urgency. Suggest grade FSS-3 or equivalent. Qualifications are a reporter with public relations skill and experience in publicizing US aid, preferably in underdeveloped area, mature judgment, tact, teamworker loyal to USIA.

Opportunity is urgent and vital. A man should be transferred immediately from within program. Ambassador urges arrival soonest hopefully before end September. Damon believes USIA should perform this "miracle", since much at stake. If comparable single man not available, person may if he insists bring wife but no children.

(E). Films technician now vacant.

(F). Need third clerk steno soonest.

3. Program operations remain as outlined TOUSI 15 with content emphasis described above. Endeavoring maintain locals at 81 while new program developing.

Ambassador approves.

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