

AIR POUCH

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FOREIGN SERVICE DESPATCH

FROM : USIS Tehran

TOUSI 10
DESP. NO.

USIA

TO : ~~XXXXXXXXXXXXXXXXXXXX~~ WASHINGTON.

October 2, 1953
DATE

REF : TOUSI WIROM 15, Aug. 28; TOUSI 24, Sept. 15; TOUSI 25, Sept. 19

26 For Dept. Use Only	ACTION	DEPT							
	I-4	IN	DEIR-1	ICS-2	NEA-4	IPS-3	IMS-3	IBS-3	PER-2
	REC'D	OTHER							
	10/9								

SUBJECT: USIS Program - Iran

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The changed political situation has created the need and provides an opportunity for our office to do a full scale job within Iran.

The Zahedi government is recognized throughout the country as being one brought in and supported by the U.S. Whether this is true or not is immaterial. We have placed squarely upon our shoulders the responsibility for it; therefore, it is of the greatest importance that no stone be left unturned to make this regime successful.

It is planned to direct all the force our program can muster in two directions. The objective of the first being to develop a comprehensive program interpreting and explaining U.S. aid to Iran within the framework of overall U.S. policy and of keeping Iran within the free world. (ref TOUSI 25 - paragraphs a,b,c,d)

"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 to smear US aid as 'economic imperialism', cover for espionage, etc."

The entire operation will be obviously and openly a U.S. operation and the output will emanate directly from our office; except, of course, for the backstopping material (speeches or commentary and/or VOA output which will be originated in Washington).

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The second objective will be the supporting of the Imperial Iranian Division of Press and Propaganda in building up a favorable atmosphere within Iran for Prime Minister Zahedi to work out his policies through having the support of the Iranian people. (ref TOUSI 24).

The material produced for this operation will be almost entirely disseminated through the Imperial Iranian Division of Press and Propaganda except, of course, for that portion of it which represents backstopping from Washington - speeches and comments by influential private and government personages; commentary played back over VOA.

With regard to this operation through the Division of Press and Propaganda, we can count on complete cooperation working with the present director, Mr. Bazorgmehr, who recognizes that our aims within Iran are parallel and who has shown every inclination to willingly accept suggestions and materials for working together.

The first need is to fill out our staffing pattern of U.S. employees. (ref. TOUSI WIROM 15 - para. 1). Our need for full complement of U.S. employees for all jobs is most urgent. The following are the slots requiring immediate action.

(ref. TOUSI 25 - para. 2.b) - Kristine Konold for Planning and Evaluation position.

(ref. TOUSI 25 - para. 2.c) - Information Officer for publications. It is planned to use this officer to develop brochures, pamphlets and posters. In addition to having ideas as to content this officer should have a knowledge of lay-outs and specific knowledge of printing to be able to discuss technical details with Iranian printers.

(ref. TOUSI 25 - para. 2.d) - Information Officer capable of developing and handling TCI publicity. In addition to being an able reporter having substantial journalistic experience it would be most helpful if he had previous experience in publicizing U.S. aid and some public relations skill. He should be a man of mature judgment, tact, and a good team worker. Demonstrated loyalty to USIA and understanding of its relation to TCI would be most helpful as, due to the nature of the job, the major portion of his time and contacts will be with TCI personnel and it will be all too easy for him to be swayed in his loyalty, thereby jeopardizing the effectiveness of the most important phase of USIS work.

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(ref. TOUSI 25 - para. 2.e) - Films Technician position should be filled as soon as possible. Due to an almost complete lack of maintenance facilities our automotive, projection equipment, etc. must be serviced in our own shops. American supervision is essential for an efficient operation both from the point of view of maintenance and close supervision.

(ref. TOUSI 25 - para. 2.f) - The three American clerk stenos - one for the Cultural Section; two for all other sections - also requires action as Miss Dougherty and Miss White, the only clerk stenos we have presently, are due for home leave within the next few days. Both of these young ladies wish to be reassigned elsewhere; therefore, we need immediate replacements. The third clerk steno for the Cultural Section is also urgently required.

The personnel situation at the Bi-National Center (Iran America Society) is pretty desperate. Hugh Kirkpatrick, the only man presently on the staff and who has been Acting Executive Director and Acting Director of Courses, will be returning for home leave in January. He is willing to come back providing he can bring his wife and child with him. In other words - if the restriction regarding dependents is still in force he would not, repeat not, want to take on another tour of duty here.

Dorothy Downing is due for home leave in February and she is quite willing to accept another tour of duty here.

We urgently need a man to fill the job of Executive Director and either a man or woman to fill the job of Director of Courses.

As there is a great demand for English language instructions we should greatly appreciate having the full complement of five for the Iran America Society, particularly as it would permit us to extent our operations into a number of special classes for high ranking ministry people and others in our prime target groups. In addition to the English language classes the entire program of cultural and social activities which take place at the Iran America Society have contributed greatly towards our objectives. It represents a very strong center in which pro-American sentiments can be widely and efficiently developed with much less chance of the label "American Propaganda" being affixed.

Following conferences with the Ambassador and Mr. Damon it was decided it would be possible to extend the very limited USIS programs in the Consulates at Isfahan, Meshed and Tabriz. Currently there is one local USIS employee at Tabriz; two at Isfahan; and none in Meshed. It is considered that this would be the right time to strengthen these programs by the addition of one USIS American in each of these three offices.

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The plan of operation would be to give them the title of Vice Consul, and working under the direction of the Consul they would develop personal contacts, distribute bulletins, pamphlets, etc., supply as much servicing as possible to newspapers and magazines in the area, schedule film showings, develop and place material for radio programming, and develop and direct English language classes. For targets, they would concentrate on all of the leaders in the community and although it will not be possible at this time to clearly label their activities as a USIS Program, working through and with the Consulate a very great deal may be accomplished.

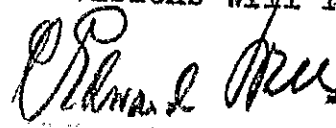
We appreciate that the selection of the right personnel for these three positions is going to be a difficult one. The more important qualifications are a general knowledge of the program and a general knowledge of the handling of the media. They should be likeable, friendly types who mix easily, having imagination and the initiative to take advantage of and develop those aspects of the program most acceptable in their area. It will be necessary for them to cooperate with the Consul and to fit into the Consulate offices tactfully and unobtrusively.

The Ambassador, Mr. Damon and myself agree that the following three people would be excellent. We realize it may be impossible to get them but they represent types which would be ideal: James Cook, former Films Officer, USIS Tehran; George Naifeh, former Acting Radio Officer, USIS Tehran; and Stuart Smith, former Vice Consul, Isfahan.

Local employees - (ref. TOUSI WIROM 15)

We shall try to carry out the program with the complement of 81; but I would like to go on record saying that, as the program develops momentum, we may require a raising of the complement.

Other despatches covering the media divisions will follow.



C. Edward Wells
Public Affairs Officer

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