

February 11, 1957

**Memorandum for the Director of Central
Intelligence, 'Additional Proposal concerning the
Reappraisal of U.S. Propaganda Broadcasting'
[Declassified May 6, 2019]**

Citation:

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Summary:

CIA official Laughlin Campbell recommends to Allen Dulles that he support the establishment of an interagency working group to include USIA officials (later named the Committee on Radio Broadcasting Policy, CRBP) to reappraise U.S. international broadcasting.

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English

Contents:

Original Scan

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11 February 1957

MEMORANDUM FOR: Director of Central Intelligence

VIA: Deputy Director (Plans)

SUBJECT: Additional Proposal Concerning the Reappraisal of U. S. Propaganda Broadcasting

1. This memorandum suggests action by the DCI. The
ted action is contained in paragraph 3.

2. On 24 January 1957 Mr. Helms forwarded to the Dir a paper entitled "Reappraisal of U. S. Propaganda Broadcasting". This paper was designed to assist the Director in replying to Mr. Robert Murphy on a State Department paper bearing the same title. The first paragraph of our paper suggested the formation of a new working group composed of State, CIA, and USIA. This suggestion has been discussed informally with Mr. Reams' office in State and with Mr. Robert Burton (Chief of VOA and Chairman of the NSB committee on Broadcasting and Television). It has their endorsement in principle and their agreement that the working group should be limited in number and composed of individuals senior enough to contribute to important decisions. It is generally agreed that the most appropriate chairman would be Mr. E. Allan Lightner Jr. and that the other Department of State representative should be Mr. Robert Reams. On the same basis it is envisaged that the CIA representatives would be Mr. Desmond Fitzgerald and Mr. Cord Meyer or their respective deputies, Mr. Laughlin Campbell and Mr. Thomas Schreyer. The USIA representatives would be Mr. Andrew Harding or Mr. Alfred Sperner, and Mr. Burton for VOA. Although initially the membership would be limited to these three agencies, it is considered advisable to put the working group

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within the OCB structure. The OCB Committee on Broadcasting and Television (COBAT) would continue in existence but would concentrate on television matters and on details of radio broadcasting that do not require the major reappraisals that will be considered by the special ad hoc working group.

3. It is recommended that the Director emphasize the advisability of the formation of this small and select ad hoc working group for the reappraisal of broadcasting and, in particular, obtain Mr. Murphy's concurrence to the designation of Mr. E. Allan Lightner Jr. as chairman of the group.

(Signed) L. A. Campbell

Laughlin A. Campbell
Acting Chief

Psychological and Paramilitary Staff

CONCUR:

(Signed) Richard Helms

FEB 11 1957

h Deputy Director (Plans)

Date

AC/PP/LACampbell:jjt

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