

Resource Sheet #3

**FOREIGN SERVICE OF THE UNITED STATES OF AMERICA**

SECURITY: ~~CONFIDENTIAL~~ PRIORITY: AIR POUCH

TO: Department of State 511.88/5-1550

FROM: AMEMBASSY, Tehran, 272, 5-15-50

REF: Circular Airgram of April 5, 1950

SUBJECT: Priority Aims and Objectives of the U.S.I.E. Program in Iran.

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Suggested revision of aims and objectives of the U.S.I.E. program in Iran follows:

**1. Priority Aims and Objectives of USIE Program**

A. Insofar as it is possible and proper to make every possible contribution that would lead towards economic and political stability in Iran.  
NOTE: This addition is of primary importance as further economic and/or political degeneration would render Iran easy prey to any aggressor nation.

B. To enhance the prestige of the U.S. through the demonstration of its industrial and military strength.  
NOTE: This is an important addition for the short-range program. It will help us to promote internally measures that will contribute towards economic stabilization. Its importance in the long-range program is based on the fact that anywhere in the East great respect and prestige is engendered by force.

C. To demonstrate through all media the weaknesses and fallacies of the communist system.  
NOTE: The importance of this objective is underlined by the necessity to combat active Soviet propaganda within Iran.

2. Priority Target Groups - as is.

3. Secondary Target Groups - as is.

4. Effectiveness of Present Program

A. General Considerations: The wave of interest and enthusiasm for the United States inspired by the visit of the Shah to America has begun to wane. It is being reflected by a growing idea that the USA is not seriously interested in the future of Iran. It is widely stated we find the country corrupt and inefficient and therefore unworthy of aid. These ideas are accompanied by the growth of defeatism throughout all classes of society. USIE is stretching its facilities in every direction in an attempt to offset this condition by playing up all statements from America expressing interest in Iran as well as through widely publicizing the work now being done in Iran under American auspices (Smith-Mundt Public Health group, Near East Foundation, Rockefeller

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Foundation, work of Fulbright Commission, etc.) All of this adds up to a "hold-the-line" endeavor in an effort to develop an orientation amongst Iranians towards the USA with corresponding disorientation towards the Soviet Union.

- B. Radio: As is, with the following addition: Recent conversations with Mr. Glazer of the VOA resulted in the laying of plans for the broadcasting of planned news back to Iran. This news will originate in Iran through speeches by American personnel before locally recognized societies or institutions or through the special placing of news items.

Radio is the major media for the dissemination of our story. It reaches a large, interested audience estimated to be approximately 75,000. This audience embraces all levels of society so includes all target groups.

- C. Press: USIE continues to be the largest single source of foreign news published in the Iranian press. Apparently USIE material accounts for 45% of all the news published in the Iranian press. The placing of our press releases is becoming increasingly difficult necessitating a more careful preparation. Factual material depicting the American scene is the easiest to place.

The distribution of bulletins in the Persian, Russian and English languages has grown to substantial proportions: Persian 2100, Russian 1090, English 1100 daily. This media is obviously effective as strong pressure is being brought to bear on the Iranian government to force the Council of Ministers to agree to prohibit the publication of Persian language bulletins. This media thoroughly covers priority target groups a, b and c. Priority target group d is partially covered due to the fact that the paper is commonly read aloud by someone in the tea houses and the news is passed along by word of mouth. It reaches those at the secondary target group only to a limited degree.

- D. Films: The film section's activities are at present largely limited to Tehran where a full schedule is in operation. The Consulate at Meshed is now supplied with a projector and is showing films. On a smaller scale the Tabriz Consulate is doing so. USIE films are being shown in the villages of Karedj, Farchin and Gorgan. In addition to the regular daily program schedule, the film section cooperates with the Seven Year Planning Organization, the Iranian ministries, as well as organizations such as UNESCO, Near East Foundation, Rockefeller Foundation, World Health Organization, Iran-America Relations Society, etc.

A Memo from the American Embassy in Tehran to the Department of State, April 5, 1950.  
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