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Office Memorandum • UNITED STATES GOVERNMENT

TO : NEA/P - Mr. Richard Sanger

DATE: April 2, 1952

THRU : IPO/S - O. C. Anderson
FROM : IPO/S - G. H. Damon *[Signature]*

DECLASSIFIED
Authority NND 852914
By *[Signature]* NARA. Date 7/1/90

SUBJECT: Transcript of Meeting on March 25, 1952
on Materials for Arab Countries.

The enclosed transcript is forwarded for your information and for use in preparing a communication to the field concerning this project. As we discussed at the meeting, I should hope that at an early date the field could be informed of our interest in developing fully and better use of specialized materials for the Arab world. We solicit field suggestions, comments, advice and evaluation.

In addition to preparing a circular to the field, I wonder if your office would be willing to take the lead in determining certain specific materials for which we would like field reports on coverage and effectiveness. These projects should be prepared in collaboration with Mr. Gedalecia, IEV.

In this connection, I suggest that you and Mr. Gedalecia constitute a working committee on evaluation.

In view of the need expressed at the Tuesday meeting for study of the causes, extent and nature of Arab mistrust of the United States, and in view of your particular interest in this problem, would you be willing to chairman a working group to investigate this? Your group might consist of a representative of DRN and of IPO/L, but I think its composition should be determined by yourself. The results of this study are of great importance for our programming to the Arab area. I would hope that your findings would also suggest thematic content and emphasis, that a preliminary report could be available for use at an early date.

ICS is establishing a working committee to plan fuller utilization of books on the Middle East, through the presentation program, through exhibits, displays and posters and through reproduction of certain passages for magazine and newspaper use. Mr. Miller of IPS and I have discussed certain operational matters which will, I hope, in the near future result in one or more IPS working groups.

Both ICS and IPS are reviewing special program content for the Arab States during the past few months. These should give us some indication of how well we have been covering the field.

cc: IFI/N - Mr. Fisk
IEV - Mr. Gedalecia

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TRANSCRIPT OF PROCEEDINGS

WORKING GROUP ON SPECIAL MATERIALS FOR
ARAB AND OTHER MOSLEM COUNTRIES

3:00 to 4:55 p.m.
April 1, 1952

Room 1064
1778 Penna. Av. Nw

DEPARTMENT OF STATE

Division of Central Services
Washington, D. C.

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Reported by: E. Wake, CS/Reporting

THE CHAIRMAN (Mr. G. Huntington Damon): I suggest we start by introducing ourselves. I don't know everybody here and probably there are some others who don't.

[Introductions] We have quite a lot of territory to cover and I thought I better kick the ball out briefly and then have a discussion as to what we can do as a work group or series of small working groups.

We are gathered today because we have a situation like a triangle. One element of it is the Arab people with their discontent and distrust, their hopelessness and their rather general and dangerous lack of awareness of the communist problem and threat.

Another part of the triangle is the international information program which consists of a lot of capacity in the form of people and an extremely large program for putting out the printed word, to broadcast, to cover exhibits, and in a sense a rather complete and very extensive apparatus for getting across ideas and influencing thinking, and in the third part of the triangle are certain things that are going on in this country which would be useful towards improving the situation--the particular situation vis-a-vis the Arab people but which is only useful if it is conveyed from the people knowing about these things, or having specialized knowledge, to the IIA

program.

This part of the triangle is the Arab people--facing it down. (Illustrating with a triangular piece of paper) What we are trying to do in this committee is to balance the IIA program here together with this part of the thing which is the ideas going on in the US so that we can keep this triangle standing on its point and I hope that we can find procedures and methods between the experts in the Middle East and the various things going on for propaganda in the Middle East with this part of the triangle, which is our program.

This triangle, so far as it pertains to the Middle East, if it is a true representation of our program, is affected by strong winds intended to blow it up--the political policy and other things with which this group is not at the present time specifically involved, and we have to try to do a rather small--I think an important, however, and a very narrowly defined job, which is set forth in the paper from Mr. Harris, establishing this working committee, and in somewhat further detail in the accompanying paper on it.

Several people have said: "My goodness, you are amassing here a tremendous collection of ability and knowledge and of high-powered government salaries to

accomplish a very limited objective. I think that is a valid point for discussion. I personally don't think it is such a limited objective that we have set forward here if we can come out with enough material, for example, to put out two or three press stories in the course of a week of a nature which will tend to lessen mistrust in the US and if we can do a similar thing on radio programs and not only our own Voice of America but on the kinds of programs that originate in the Arab countries themselves; if we can devise a means for visualizing these things that go on in the US in the form of graphs, exhibits, and charts, and perhaps getting new ones out every two or three weeks; if we can increase the effectiveness of the personal contacts of the leader grants that come over here, and if we can use the book presentation and other aspects of the libraries and of course of the motion pictures to get over some of these ideas that we want to give these people that they are not inferiors in our eyes--that we have other interests than imperialistic designs.

As for the scope of this group here, I have thought of it in these terms. We want to provide a mechanism for knowing everything that is going on in the United States that would be of interest. We want to take that material

and decide what is useful public relationswise and then we want to determine further how we should use it to get the maximum benefit out of it. We want to keep track of the results we achieve through this committee because if we spend time on it we want to be sure it is worthwhile to put our energies into this project, and we also need to establish a firm means for what I would call a cross-fertilization. That particularly applies to the working divisions of the IIA program.

Somebody asked me just this morning why we had never gotten out a series of maps of the US, for example, which showed students in the Arab countries studying and how many of them there were and also perhaps in an accompanying graph depict the growth in those students and the numbers of them over the past decade or two. I suppose the reason we did not do it was because it involved two or three working offices and perhaps we can use this committee as a means of getting better cross-fertilization and reporting in our various offices in IIA.

There is one thing definitely outside the scope of this committee and that is political and information policies. I think as far as this committee is concerned any projects that come out of it must conform to established policies. If they have operating angles

it is up to the personnel working on them to clear with the proper policy people, which is NEA.

I suggest we throw this open to general discussion to those points and any others.

MR. GLIDDEN: I would like to make this point, that you cannot help but be impressed, when talking to the Arabs, that they make a distinction between Americans as individuals and the U.S. Government. They are convinced, as this memorandum seems to indicate, that Americans are not interested in them as individuals. They are convinced of the contrary. They cite the archeologists and the educators and individual American travelers that come to the Near East. They say they are almost universally on good relations with them. It is the U.S. Government they feel is inimical to their interests-- the policy interest being pursued by the Government. I think we need to keep clearly in mind, if we are going to produce a program and use these various media, we must emphasize the interest of the U.S. Government in their problems and not so much the individual private effort because that is already appreciated among the Arabs.

THE CHAIRMAN: That is a very good point.

MR. GLIDDEN: There are Government institutions; for example, the Freer Gallery of Art and the Foreign

Service Institute, all of which indulge in teaching along the lines of Arab culture. It isn't an economic or technical matter as the PCC found out when they tried to solve the Palestine question on economic questions. If you are going to attack them on a cultural program, there should be, naturally, a political program, and the two reinforce each other. We are not concerned with a political program at the moment. We should be careful to see, in tailoring our cultural program, that it fits the point of view of the Arabs and that it is suited to their outlook and susceptibility and not what we project upon them.

The Arab thinks of himself as a member of a group or Arabs as a whole as a religious or social group, all members of the Greek orthodox community, and so we have to keep that in mind when we are sending our material out into the area and we don't make the mistake of treating the Arab as if he were an American.

THE CHAIRMAN: That is where you and your colleagues can be of help to us. How do the media people feel about that? Do you think, Charlie, in press work you have enough expert knowledge on the Arabs or could a meeting like this help your people get some slants?

MR. MILLER: I think it could help a very great deal.

I would say "no" to the first question. We will never have enough information on the Arabs. Any background information we can get will help us in arranging our daily schedules--our special programs for that area, and since the meeting in Beirut, we are, in IPS, making definite plans to do everything we possibly can to show our information objectives in that area. I believe that OIR produced that very interesting paper we had at Beirut on the attitudes of the area. Things like that are always of great use to us in the operating media. The more guidance we can get, the more effective I think that we can be and, in addition, it will help us to coordinate our media with other media operations.

THE CHAIRMAN: I wonder if some of the experts on the Far East would care to comment on how useful they think an effort of the kind we are considering here might be. Dr. Cleland, have you anything to contribute on that?

DR. CLELAND: I might reflect a little bit on not only my experience of residence out there but my experience of the same sort of thing in the OWI days. What has made America most popular in the Arab States since the days of World War I, particularly, was when we associated ourselves with worldwide projects, some benefit of which would have come to the Arabs if they also fell in line. Woodrow Wilson's

14 points was the sort of thing. We did not seem to be getting anything out of it and they got everything and it seemed to be good for the whole world and without discussing the merits of it, there was great enthusiasm in the way in which they accepted that leadership.

During World War II again we had the Atlantic Charter statement which went over big throughout the whole area and America was a great hero because Roosevelt persuaded Churchill to make that statement and the less we can disassociate ourselves from those activities which reflect only glory upon us and satisfaction and the more we can associate ourselves with activities which are good for all men, including the Arabs, even though they are frequently generalities--and they should be bolstered up with case studies or case statements--the better our place will be.

Of course that policy is full of pitfalls when we fall down sometimes and they say we are not doing it but I think we, in the ordinary hazards of human living, can point to more than 75 per cent success in this sort of activity of the US as an essential element in world reorganization during its history--in the building up of worldwide security and worldwide welfare projects. We have succeeded more times than we have failed and

I feel we should make that very clear to the Arab world. We are not saints and we are not trying to always be right but doing the level best we can in an atmosphere of democracy, where you have all points of view represented, and do a constructive job that will benefit the world including ourselves and them.

THE CHAIRMAN: I think within the limits of the American policy and Point Four aid and things we are doing on education, it probably capitalizes almost as effectively as it could on the role of American action. It perhaps could do slightly better. It is probably doing pretty well. The question is, is it worth the time of a group like this--splitting down into small groups--working in smaller aspects of the thing, to look into a very great many specialized interests that go on in this country with relation to the Arab States which don't normally get to the attention of our press, radio, etc. Have we enough of the types of things outlined in the paper to put on those things--a constant flow?

are
Joe, we're talking about the Arab States but we are including too Iran in this separately but as a point of key concern. Do you think we have a story we can develop?

MR. UPTON: I think we better concentrate on the Arabs and see to what extent Iran and Turkey might be

incorporated into it.

THE CHAIRMAN: In other words, we don't need to worry about Turkey and if we get material good for Persia as well as the Turks, well and good.

MR. MILLER: I think, incidentally, you find the material in the Middle East Journal extremely helpful and there are items you might need for your media either directed towards the Arabs or directed towards the American public.

THE CHAIRMAN: We cannot direct it towards the American public, I am afraid. That is an element of this thing we might discuss later; that is, what we could do to generate in the right way some action here that would be useful abroad and one or two people contributing ideas on that would be very useful. I think that ought to be one of the small groups coming out of this that would concentrate on that among others.

MR. MILLER: Harold's point of view is very helpful in limiting the scope of the current projects in which you distinguish between the Government and American individuals out there.

THE CHAIRMAN: That we concentrate on the American Government?

MR. MILLER: On the governmental activities rather than

on the individuals.

THE CHAIRMAN: Is there any other general comment before getting down to the specific kinds of projects that might be developed more efficiently and more fully?

MR. FISK: I would like to make one comment. Going back to what you said at the outset--somebody raised the question whether we are attempting to use too many high-powered brains on one small problem. I think it is only necessary that we keep the perspective of what we are trying to do here. The task is stated to be to utilize U.S. interests in Arab countries to counter mistrust of the US and as long as we don't forget the perspective of this effort, I think we are not going to lose sight of the many other things that have to be done.

First, we have to counter Arab mistrust of the U.S. It is one of the jobs we have to do but not the only psychological problem we have in the area. Second, we have to utilize U.S. interests in Arab countries. The problem that was stated is only one of seven problems and for each problem there are seven solutions. There are, therefore, 49 solutions and this is only dealing with one of them. This whole discussion relates to only one of three areas so that you would have to multiply 49 by three

to get the particular perspective; in other words, there are 147 different activities that face us in those three areas. This is one of them. I wanted to be sure everybody had that in perspective. I don't mean this is not worthwhile. It is a start and we should confine it to the Arab States to work it out--one-forty-ninth of the problem in one-third of the area and the realization of what we are tackling is 1/147th of the problem.

MR. GLIDDEN: I would like to comment on the nature of the atmosphere in which we have to work--getting back to the good the private institutions have done in the Middle East. In order to keep operating in the Near East and keep the good-will of the people, they have been obliged to disown the policies of the US Government in the area. This shows the wide dichotomy that exists between the attitude toward Americans as individuals and the Government. American institutions would not have survived that if they had not done that.

MR. CLELAND: When Bidault repudiated the statement of the President in 1948 and the Prime Minister of Egypt came around personally to this office and thanked him for it, the newspapers and everybody else said it wouldn't be long until the American universities would close up and the fact that nothing happened to them and they

continued to function was a fine example to the public how independent the individual is in the U.S.

MR. SANGER: The University of Beirut was debating whether to take the word "American" out of its name. I would like to raise the question whether or not, since our aim is to combat distrust, if it would be desirable to have a subcommittee study the cause of that.

MR. GLIDDEN: I go along with Mr. Sanger on that. It is an objective matter. It is easy to get going along the wrong track and waste money on it and still not hit the target. I don't think the problem has ever been adequately handled.

THE CHAIRMAN: If we get the subcommittee to do it and get the tools to do it, it would be useful.

MR. HENDERSHOT: One of the suggestions I picked up in the field was the Department either do or have done a thorough analysis of what is passing in the Near East at this time as nationalism; what is this force; what is back of it; who is back of it; what money is back of it; how is it operated; what makes it tick--a thorough analysis of that. It is basic to any effort of really dealing with it and as far as I am aware, there is no such analysis available.

THE CHAIRMAN: Have you seen OIR's recent paper of

February 26th or 27th on nationalism as a deterrent to communism in the Middle East, which is a partial analysis?

MR. WRIGHT: I might mention the conference held this week on nationalism. While it isn't an analysis of the whole area, there are specific studies on each state that I think would be helpful in realizing what the forces are back of each state and how they operate.

THE CHAIRMAN: I think we could probably find a half dozen research projects extremely important for us to do and some without which it is difficult to direct a public relations program. If some concrete effort to study those problems comes out of this group I think it will be one of the most desirable things but I don't think that this group as constituted should do more than hint at the kinds of projects needed and we will take up with the proper channels and see if we can get them under way.

Shall we consider some of the specific projects that our media might do, and I view these in the line of the type of things that could start very soon and that should continue, not ostentatiously but should be a quiet flow of materials, and many of you may wonder why there isn't this quiet flow already going out. In looking into the problem, I think one of the major reasons it isn't

is that the average person working downstairs here doesn't have access to knowledge about these things. They haven't been called to their attention.

That list of 18 there includes a number of suggestions which several of you here have made in addition to others that were written in and just jotting down items, I jotted down 15 and I am sure you all have a large number of them. I don't think we have time here this afternoon to go through the whole list but let us pick up a few and discuss the potentialities and see if the media thinks they can get the information and if some of the people from OIR and DPN and other experts I would like to call in later to help us--working with the media--could put out an output that was more specifically pertinent for the Arabs.

Taking No. 4. Exhibit of U.S. books and articles and other printed material pertaining to the Arab world, carefully selected, that could go around--might be the sort of thing you would not use in USIE but in the universities or some other, quote, "American universities--Arab universities" or some other outlet, you could find in that country. Are there enough materials for that? Would it be a useful thing to collect and develop and get out?

MR. WEBSTER: Mr. Chairman, I think we should let the ICS people talk about--I would like to throw out one thing they might take up to discuss in the development of material. The Fulbright Foundation in India, in its program, adopted a special project suggestion for travelling exhibits of books and other literature--the Fulbright on the Exchange of Persons aspects--they felt these exhibits should be accompanied--in this case school books-- I do think to introduce people to books or books to people may have advantages in some places and I wonder if that could be commented on in this context.

MR. VOGEL: We have had various types of exhibits circulating in the Middle East area, books on education of the US, books on scientific achievement, but we haven't had, I don't think, collections of books on Arabic culture. The question of an interest in a book is a rather complex thing. We find, for example, perhaps the greatest book is "know-how" of materials and there you have a policy problem.

MR. GLIDDEN: What do you mean?

MR. VOGEL: How-to-do-it books.

MR. GLIDDEN: That is true in Israel?

MR. VOGEL: Also Turkey--in all under-developed areas.

THE CHAIRMAN: What about question no. 3, "Activities

of Arabs in the United States"? Suppose we get a work team to get up graphs and maps and get stories from those people to show what they are doing--the lectures, etc. on the Arab world and how many Arabs come to see them--the type of things they are taking up.

MR. GLIDDEN: You mean visiting Arabs?

THE CHAIRMAN: Well, Arabs that settle here could be our meat.

MR. GIUFFRIDA: I think you gave the impression nothing was being done. I have been living with it a long time and, for instance, on the Arabs in America, we go after every possible story that comes to our attention, and, for instance, on the various schools that have courses on Middle Eastern subjects, Columbia, etc., we have had a series on those and, for instance, the Conference on the Middle East, we had that covered. I think it is more a matter of getting, as you said, a cross-fertilization so we can get more of that, but I don't want you to get the impression we haven't done anything.

THE CHAIRMAN: You have done a great deal of scratching your brains to do more and as a matter of fact, one of the major purposes of getting together is to find out how to make it easier for you to get more materials. When things happen in Washington you are right on it but

when you get beyond that the coverage is difficult.

MR. GIUFFRIDA: We have the services of various strainers and various means of that sort but my point is we are sending out regional material every day--sending something new. The difficulty we have, for instance, with the foreign students in the schools scattered all over the US is how can you cover them? There are something like 25,000 in the country from all countries and there is a project that will get under way in a week to send a reporter out.

THE CHAIRMAN: There are 1500 Arabs or 2,000?

MR. GIUFFRIDA: I have a recollection of 400 people from the Middle East going to American schools.

MR. FISK: To what degree is this activity you are engaged in coordinated with the Voice, motion pictures, etc.? Do you act independently on such things or work together?

MR. GIUFFRIDA: With the Voice we have to; that is, the news aspect of the Voice programs. As far as motion pictures are concerned, I don't think there is anything at my level.

MR. FISK: One thing we work toward--this kind of project or a single project we think is necessary. We might have one of the subcommittees work on that very

problem of coordination of the media activity. I sense, after one- and one-half years in Washington it is one of the things we haven't had much of--we do it on a hit or miss basis. It isn't organized. There isn't as much of that as we need.

MR. GLIDDEN: Before we tackle it, doesn't the committee need to know what is being done already and don't we need to have an analysis of effectiveness of what is being done? Otherwise, how do we tackle it?

THE CHAIRMAN: That's right. That is a difficult problem because there are so many things going out. That would be one of the things I think this committee could do and if you notice, I put it at the end of the agenda, how to find out what we are actually putting out.

I would like to consider item No. 7 on that score, which is: "Elementary and secondary school textbook materials." I haven't had a chance to check much in that field but three things came to my attention in that field. One is a book used in the fourth or fifth grade, what they call social studies, which is called "Visits to Foreign Lands," about a 200-page book and half of it is on visits to Asian countries. The four of them I picked out were one on Egypt, one on Iran, one on India and one on the Far East. Is that a good propaganda material for us? Have we

a chance to do a job on that book in a number of media, book exhibits, book jackets in the library windows, articles written by IRP discuss^{the} and reaction of the pupils to it in the classes and other sorts of propaganda devices if you tackle an item like that you think up. Another is history--about to be brought out--"A History of the World" about 50 per cent on Asia. That is the revolutionary type of production in the educational field.

MR. WRIGHT: We have had 80 per cent of it history and only 50 per cent of it in a book.

MR. GLIDDEN: The first thing you have to examine the text on this particular book of Egypt and see what slant there is the Egyptians might not like.

THE CHAIRMAN: We have to be careful all along. The other is "Allah, the God of Islam," published for ten-year-old children one and a-half years ago. Did the IRP do any stories on that or ever heard of it? ICS picked it up.

MISS MURRAY: Most of the libraries have that. There has not been any discussion of using translations. There might be some of these books--the textbooks or other books--used in our translation program. From what I have seen coming over my desk, there has not been anything that I can think of that falls into this particular thing we

are speaking of. That is something that might be gone into as well as the presentation.

THE CHAIRMAN: Another book, parts of which struck me, was Justice Douglas' "Strange Lands and Friendly People," which you are familiar with. There are five pages there on the Moslem religion which is a sympathetic analysis of it.

MR. GLIDDEN: Let us be sure it is a correct analysis.

THE CHAIRMAN: That is the problem we get into all along. Maybe our people are off the beam.

MR. GLIDDEN: I would not mess around with religion.

THE CHAIRMAN: It occurred to me that maybe we better have a subcommittee on the whole religious issue which is the most potentially useful thing ever done but it has to be done correctly. Here is the "Washington Mosque." There are almost unlimited public relations you could build around the construction of the Mosque.

MR. FISK: Hasn't it been photographed brick by brick?

MR. GLIDDEN: There is also a Mosque in Detroit and one in New York and one in San Francisco. They get the impression there is only one in Washington which isn't the case.

THE CHAIRMAN: There are six of them. Somebody suggested maybe we could get the children of Washington.

to do a competition painting of that Mosque in some of the art classes and develop something along that line.

Here is no. 9, "Avicenna." The one thousandth anniversary is about to be celebrated in Iran this autumn, isn't it?

MR. GLIDDEN: The Soviets are celebrating it too you know.

THE CHAIRMAN: They have taken the propaganda offensive on that.

MR. GLIDDEN: -Here is an idea to build on that. The Soviets are trying to prove that Avicenna was a Uzbek. They are endeavoring to show that all the most important elements in the Islamic culture were inspired by Uzbek because it is one of the U.S.S.R. associated states. If you got that translated into Arabic it would blow it up in the Soviets' face. You have to play on the negativism. That is the strongest thing we have to work on. If you get them against the Russians it will be much more effective than building up a friendship for us. That is my personal view. All I would do is take the article and translate it into the Arabic alphabet.

MR. VOGEL: Going back to No. 7, how much popular interest would there be in that type of school book, considering the relative lack of interest of the people.

back here in the Soviet primer and the distorted picture of America, which did not seem to disturb many people except the professional educators.

THE CHAIRMAN: If you could influence a few professional educators in Egypt and Syria and Iran where there is quite a leftist infiltration, particularly in the elementary schools--

MR. GLIDDEN: The secondary schools--they are the center of the infiltration--

THE CHAIRMAN: It is a key target.

MR. VOGEL: I wasn't implying we get the same target in the Arab world. The only article I can perceive is people doing research in American psychology. I don't think there is a really general interest in what the American school does about the Arab culture.

FROM THE FLOOR: People like to read about their own world.

MR. GLIDDEN: Representing another point of view-- a criticism--it is on too elementary a level--the inclination to talk down to the Arab. The people that tune into the Voice of America are not likely to be school children but are of a higher level of intelligence and they are bored by this sort of thing. As a matter of fact the appeal to school children doesn't have appeal. What they

want is something on a higher and more theoretical level-- principles rather than things of this type.

MR. TONER: That sounds like the suggestion that Mr. Malik made in Foreign Affairs, that we take 100 great classics from both the western and Moslem worlds and mess them up and publish them very widely in the Arab area and he felt that that would be almost the greatest single device that you could hit on--at least a device of this kind in book circulation. I would like to hear more about that.

MR. GLIDDEN: Lincoln's Gettysburg address--they swallow that hook, line and sinker--United Nations, freedom, away with slavery, and that sort of thing.

MR. DAVIS: We have five script writers writing constantly and we are interested in exploring ways to make use of this material. We have one writer that enjoys an international reputation and considerable fame in the Arab world, Dr. Zaki Abu Shadi. He has been writing features on American art and culture and trying to relate cultural goods in the US with those of Islam. I think we have enough to publish several volumes if anyone is interested in them. Do you know him?

MR. GLIDDEN: By name I know him. What about Ilya abu Madi?

MR. DAVIS: We have a volume of this material if you

can devise a way to use it. It is all in Arabic. We have sent it out through the PAO's for placement in literary magazines. We have had some success in Cairo and in North Africa and radio stations utilize it from Indonesia to Casa Blanca--five or six radios broadcasting either from records or our scripts--using this material.

THE CHAIRMAN: That is the kind of thing, if continued over a long period of time, can have an appreciable effect.

MR. DAVIS: I will send titles down to Mr. Sanger. He has some of this material now.

THE CHAIRMAN: This has been going on since OWI days, hasn't it?

MR. DAVIS: Yes, we have a tremendous pile of it.

MR. GLIDDEN: What does it produce? Let us look at the facts.

MR. HENDERSHOT: One Iranian suggested to me a few weeks ago that we take some of our selective scripts and publish them in book form for distribution in the area.

MR. DAVIS: That was in the back of our minds for Dr. Zaki Abu Shadi.

THE CHAIRMAN: We need something that gets on the moral, ethical and philosophical--

MR. GLIDDEN: I think that is coming closer to the truth because that is what they are concerned with.

If you read Soviet propoganda in Arabic you notice it has a highly emotional approach. That is why it has an effect. We express ourselves in cold and logical terms without the colored words that catch the attention of the Arab. He is emotional. He does not reason with logic, and although you say illogical things, it does not strike him that way. You have to cater to his prejudices. We are in a difficult position to do it because we run counter to our allies. We have a series of millstones around our neck which propogandawise are difficult to overcome.

If you do it effectively I would say rather than spending time on this you have to try to make the Arabs aware of the Soviet danger of playing on their negativism. We don't do that enough--in a hundred subtle ways--playing on fear and suspicion and that sort of thing because this sort of thing is not getting at the heart of the problem. Our problem is to make them aware of the Soviet danger and this does not do it.

THE CHAIRMAN: That is an interesting suggestion coming from one who attended the Beirut Conference where they said to stop the Soviet stuff--you have overdone it already.

MR. GLIDDEN: It has not been done in the way it

should be; for example, this book on the question of the documents on the Nazi-Soviet affair--has that been published in Arabic?

THE CHAIRMAN: You mean the ones from the German archives?

MR. GLIDDEN: Is it published--the whole thing?

THE CHAIRMAN: I don't know but we did a lot of press and magazine work on it but I don't think we published the book as such.

MR. GLIDDEN: If it was published and distributed on the streets and in the book stores it would cover the area.

THE CHAIRMAN: The same thing goes for the book by Denczowski, which analyzes Soviet policy towards Iran--biting off pieces of it. We have not published it in Persian although it was suggested we do so.

MR. CLELAND: Do you publish this without any imprint on it?

MR. VOGEL: They are usually published with the imprint of the local publisher.

THE CHAIRMAN: What about the article in the Times on Sunday about the American Friends of the Middle East, Inc., who announced they would award three travelling fellowships to the Holy Land for the most original and

essay on "The Impact of Islam on Christianity"? That is the kind of little item--would INF get that?

MR. GIUFFRIDA: We just used it out of the New York Times.

THE CHAIRMAN: It is the kind of item it seems to me-- a lot of these things come along and the press stories are very small and there isn't a coordination of all the various ways we might utilize them or even a sound determination of how useful they could be if we had more of them.

MR. CLELAND: The Military Attaché in the OWI office-- he is the fellow who got the story printed.

MR. MICOCCHI: I want to re-emphasize that on the basis of this meeting and these papers, I think something is needed before the group can get to work. You have 30 people around here. I don't know how many will be on the permanent committee but you yourselves said they represent a mass of brain power. What I would like to see done is as follows: Have somebody--FRS or someone you indicate-- find out just exactly what is being done by us in the Near East. I see people coming up with ideas here and there and I find some of these things are being done and I can see a lot of lost motion by a lot of people.

If we don't have an idea what the IIA is already doing,

it goes for press, radio, films, exchange of persons, private enterprise, and cooperation, and work in the field. If you don't start with that--with somebody--one or more persons who have a firm grasp of what is being done now, you will waste a lot of time. That is one item.

Having found out what we are doing, we should assess how effective it is--have Mr. Gedalecia and people in the PRS evaluate the efforts of the people in the field.

In connection with this evaluation it is in this area we have this massive batch of raw material--how valuable it is nobody knows. Somebody said why do they mistrust the United States. It may be those 60,000 pages of material ought to be examined to see if they don't contribute to an answer of just what is it back of this distrust, and why is it, and it might suggest what we should do to counteract it. We have material available now that needs to be pulled together. Perhaps you want a subcommittee or evaluation officer to work on that part.

I notice in the frame of reference set by Mr. Harris he makes a distinction between what this committee can go ahead and authorize to be done if it involves no additional expense and then it said if it involves additional expense you would consider under category 3. In a real world there is just a certain amount of moneyial

available for this work at a given time. I can see a lot of good ideas produced by you people and when you add it up you can say, let us have \$10 million more for work in the Middle East, and maybe it will be so favorable we should have \$30 million for work in that area, but I would say what we should do, after learning what we are doing, is to learn how effective it is and we should say: Can we make it more effective without the limits of our present mass of effort, time, money, etc. The Voice of America has one- and a-quarter hours of programming a day. Can we make it more meaningful and still leave it at one- and a-quarter hours? You have to think of the time factor. There will be a two-year period before you can step it up to four hours if you have the money.

The first step, after finding out what we are doing and how effective it is, would be to find out if we can make it more effective in the present scale of operations and then we have all these fine ideas, exploiting Arab students in America and books written in foreign languages, and you have a greater source of useable material. What kind of framework do you need? Maybe a bigger USIE in Syria and Lebanon and more people to process it. You may need some more manpower in INF.

Another item which I should have mentioned earlier

and I think is quite proper is that we perhaps could make the present material and present effort more effective by coordinating the attack of the several media. In other words, a good story comes out--all right, you pick it up--that story of the fellowships--and maybe the Voice of America would not. Conceivably one media did and another did not. We should assure that there is a greater media cooperation. Sometimes that is not desirable. Sometimes you want it to appear as a spontaneous effort in various media but the other thing is a timetable. You are not satisfied with the impact we are making on it or the sands are running out against us. What is the time we have to play with? When must you make the impact? What is the deadline? Will it go to pot if we don't do a better job within one, two, or a few weeks?

I recall in the 1948 election when one group of officers in the Department came up with a fine proposal on how we could implement it the right way. Unfortunately, that plan would have been fine if the election had been scheduled for three years later, but when the group got together, the election was scheduled for three months away. Good as it was in principle and fine for the 1953 election, it had to be scrapped.

I would like to leave those thoughts with you on how

your committee might be useful. I think you have not gotten into the meat of the question you yourself raised earlier of whether a committee of this size can be useful and even if it is needed and I believe that certain preliminary work needs to be done before you can answer those questions and what work can be accomplished by this committee. If preliminary investigation shows gaps in what we are doing, you come up with the answer to fill the gaps. If what we are doing is all right but not as effective as it could be, you work on that problem.

THE CHAIRMAN: Thank you. That is swell. It helps to get us on the track. This was an exploratory and ice-breaking gathering. I think time is extremely urgent. I think we should be doing the best we can and looking around for means of improving this constantly--starting right now. I don't believe it is too worthwhile in this group, unless you would like to, to pick out a number of specific projects to get started on on the one hand on output, at the same time that we are doing this analysis that Mr. Micocci outlined which I think is essential enough to be started right away--don't you, Ernie?

MR. FISK: I think we have several suggestions. We might implement it without doing it as a committee of the whole--with two or three small groups--getting a

mechanism that coordinates and seeing if this is actually the one particular propaganda point we want to spend that much effort on. That I am not quite sure of.

THE CHAIRMAN: There is no better place to study that than in NEA. Would anybody else like to throw out ideas on the kind of output that we could either accelerate or improve or develop.

MISS SEMMERLING: The gentleman over there said that it is the Arab State that we as individuals are interested in. We cannot change the US Government policy and I don't wish to be hoisted down but nonetheless I think our propaganda is to make US policy palatable. How can we do that? Any product we have, we have to sell it and we have got the US policy and I think there should be some way of making it at least less unpalatable.

THE CHAIRMAN: We had a number of people in the area who were living out there and saw the kind of stuff we put out recently. How much of that was the kind of thing that kept the Arabs realizing that the Americans as individuals were friends of theirs? Was there enough? Was it all they could take? What about Beirut?

MR. SANGER: As you know, in November and December I did a swing around the Arab nations and Israel, looking at US installations and I came up with these thoughts in

mind: To be more effective the Voice of America has to have more signals. That was no. 1. We have to make more movies out there and Beirut came out with that also, and lastly, I think we should buy in the newspapers more and be in a position to control the headlines as well as some of the editorials.

On the question of how effective much of the material was, Beirut is a very specialized place, but I think there, or anywhere else in the area, what counts is not how high the Empire State Building is but what America is doing in the area--how we are functioning out there to show our interest in them and helping them to help themselves. I would turn as much of the spotlight as possible on that activity.

MR. FISK: You were addressing yourself on the tour to: What are the problems out there--not the specific question of what do we need to counter the Arab mistrust. That is not necessarily the only or major problem we face.

MR. SANGER: The Arab distrust of us--

MR. FISK: The points you found out on that tour were not addressed to this question.

MR. SANGER: Looking at it another way, we put up 14 points to the FOA's at Beirut--objectives--and asked if they felt they could help to accomplish them under

present circumstances or whether there had to be a change in policy or if it was impossible even if the policy was changed and they analyzed those and of the 14 points FOA said they could do five all right. Four more were struck on the British-Egyptian problems. If we could get a solution on that and cut ourselves away from the imperialism of dying empires, we would raise our score from five to nine, and four more were struck on Israel.

THE CHAIRMAN: Take the five they said they could do-- this general business of getting them more friendly to us or more interested in general in the developing of themselves and showing we were interested in their doing that, and that sort of thing. FOA did not express themselves on the kind of material they were getting--whether it was adequate. It is axiomatic you can always use more and better material but did they indicate what they were getting was close to adequate? That is the problem that is worrying me, and I agree with Tony and others here, let us find out what we are doing and see how close it comes to capitalizing on materials we could pull together if we concentrated more effort on getting material.

MR. WEBSTER: I would like to go on record on point 2, if I could, partly in connection with what was just said. I believe on American philanthropic and educational

activities,^{as} private industry, should receive publicity through private channels. One of their virtues has been they have let their products or friends speak for them and I think they probably would have more to lose than gain if we gave them any great amount of attention, and I wondered if, in that context, if some of the other enterprises of an exchange nature in which we play a small role, such as assisting in the itineraries of visiting leaders and specialists, coming under grants not associated with our government, could get more publicity through private news channels so that we would be perfectly clear on taking credit for what we are doing and not be accused of taking credit for what we don't do, but protecting the modesty of some of the private enterprises engaged in this kind of work and have been for the last two or three generations. It sounds negative but I hope it is a positive suggestion.

THE CHAIRMAN: I think it is a positive suggestion, Don, and I think No. 2 included both governmental and private in a general way. It was a very good suggestion of somebody here pointing out that there are thousands of Americans living in those countries and engaging in that type of work, whereas compared to one or two decades ago there were only a quarter or one-tenth as many. Take

Sanger's suggestions--they were all based on output that would emphasize the growth of contact between the Arab states and this country over the course of the last two or three decades. You have to determine the kind of context you want to emphasize.

I would like to turn this meeting over to Mr. Begg, who has been active in stimulating private American interest in projects that cooperate in our program and who has already worked on or completed or gotten initiated at least a half dozen in the Arab world and I think it would be useful for everybody to know some of the activities John's office is engaged in.

MR. BEGG: I am glad to have this opportunity because our office is a comparatively new one and we have been developing so fast that we have not had much chance to publicize our operations amongst our colleagues. I think many of the projects we do undertake, and can undertake if we get a lead from those particularly interested in solving any problems that relate to our type of projects, do serve to utilize US interests in Arab and Islam to counteract Arab distrust.

I would like to take six examples to show the type of thing I mean. We have, generally speaking, projects undertaken by private groups on their own effort. We have

started the project--had the idea and told them how to carry it out and let them carry it out. The second type of project, they cooperate with us and we help them implement it through our Operating Division.

I will take up two types in the six examples. One example is that of bringing opinion leaders in the Moslem world to this country so they can go around and ^{get} some of our hospitality and at the same time have a chance to talk about their way of life. There is no better way for making friends than to give them a chance to talk about themselves and let them learn about us.

One such project was worked out with the Town Hall Meeting of the Air. They took a trip around the Middle East and were successful in the radio broadcasts they put on. They in turn invited groups similar to themselves to come to this country and work with the Town Hall Meeting of the Air. We agreed to work out an itinerary for them in this country. One group agreed to do it. The first was the Egyptian group. Seven Egyptian leaders came over last year and we worked with them on a tour of this country in which they made speeches and went on the radio and participated in the Town Hall Meeting of the Air and they saw something of America and they went back to their country and I think if you read the radio speeches they

made after going back and the stories they wrote, you realized the usefulness of having opinion leaders brought here by private enterprise.

That particular project was so successful that we are, together with the Town Hall Meeting of the Air people, approaching the Ford Foundation to try to get enough funds to do similar projects in the coming year with opinion leaders of other countries. What we do have to know is what countries do you want them to come from? We have had indications that Iran should be next, and possibly we can bring them this next year with Town Hall Meeting of the Air footing part of the bill. We don't foot any of it. That is one type of project of bringing persons to this country.

The second type which we initiated last year, which again will give an idea of the potentialities, was to get the TWA--we talked about them about the possibility of bringing over to this country the outstanding newspapermen in the 13 countries they service, including Moslem countries like Pakistan, etc.

After a great deal of discussion with them we outlined an itinerary for those people in this country. Two newspapermen, for instance, were in the plane and 33 came in the plane from 14 countries, two from Egypt, one

from Palestine, one from Syria, three from India, and those men got to know not only the US but one another. It was curious to get publicity pictures in this country of the Palestine as well as the Egyptian newspapermen standing together and discussing things in a friendly way.

Those men have gone back to their countries and we are doing research on exactly what they wrote when they got back--their impressions of the US, what they thought, and what they contributed towards getting a more friendly basis between the US and the countries they represent.

You will be interested to know that Pan-American Airways, which services a lot of countries in the Moslem world, is so interested in the program that this fall they will do the same stunt. If you have any ideas of any particular newspapermen you want to have come over from countries the Pan-Am Airways service, we are planning to put that project in operation.

That is the type of project of bringing persons here in groups. We also have, again along those lines, a project whereby we approached the newspaper publishers in this country and asked them if they would put up the money themselves to have a foreign newspaperman work on their newspapers for a period of four to six months and that we would pay for the trip of that man to the

newspaper and back but from the time he arrives, he works on the newspaper and lives with an American family, and is put through the editorial office, etc. We have already gotten a dozen of the leading newspapers in the country to agree to it and put up the money. The newspaper issues the invitation. It isn't the Government trying to propagandawise journalists in the Moslem world. It is a private newspaper that invites them on a friendly basis and even suggests one of their people work in the Moslem area. We have asked priority countries and we have already the first one from Pakistan and Ceylon and various others from that area of the world.

We have newspapers such as the Denver Post, the Milwaukee Journal, the Chicago Chronicle, leading newspapers. We are getting another dozen enrolled in the next month or so and hope to have 25 each year. That again gives a chance to anybody in this area who feels newspapermen will benefit by coming and working over here, ^{if you will} let us know and let IEP know because they are working with us on details.

So much for bringing people over. There is another type of project that has potentialities here and that is getting groups of people--somebody mentioned here the Voice of America and the fact that there are ^{not} two many

radio sets over there or sometimes the power wasn't strong enough. We sold the National Federation of Women's Clubs on raising money for and giving to groups in Iran-- the first place we started--community receiving sets that are capable of receiving the Voice of America and with loud speakers, having it broadcast a program to a whole plaza. About seven of those community receiving sets have been received by women's organizations in Iran as a gift from American women in this country. The National Federation of Women's Clubs is collecting money for large numbers of these radio receiving sets.

We have, similarly, got one very big radio manufacturing company to offer us, free of charge, one hundred community receiving sets worth about \$500 each and we are permitted to present them to any group anywhere as a gift. Again, that may be a way--I don't know--of developing friendship and better relations so ⁱⁿ that field we can get groups here--doing something you feel would cement relations.

Another type of project which has been developed in the Near East slightly is the so-called town affiliations. We talked about it to some people and there happened to be someone there from Baton Rouge. They wanted to have an affiliation. They spoke to the French down there as well

as the English and they felt Cairo was a good place, so they asked for Cairo. There was no reason it should not be and an affiliation started a few months ago between Cairo and Baton Rouge. They got excited about it. They put on a public exhibition of Egyptian art which is to be photographed and sent back to Egypt along the lines you were talking about. They started special classes at the university there about the Arabic world and particularly about Egypt. They have had discussions in their student meetings in the university about Egypt and Cairo. They have gotten in touch with the university students in Cairo and they wanted to have American baseball equipment and basketball equipment because we sent somebody over there to train them in American games, so the students in Baton Rouge are collecting such equipment to send to Cairo.

Selim Bey, who is the Minister of Information, was invited, when over here, to address Rotary Clubs and others in Baton Rouge. He said it was the most interesting experience he had during his stay in the US and one he appreciated most because here was a whole city definitely interested in his home city and he was going back and certainly make it known, and so there are possibilities in town affiliations.

In the smaller towns where you get a small town in the Near East, there is a possibility of doing something along the Point Four Program. Senator Gillette said he had been trying to get small towns in Iowa worked up in getting them affiliated with small towns in the Near East for the purpose of presenting them with well equipment. He thought that would create a real friendship because water was the basic need over there. A few days after that suggestion came up, we were talking to the Worthington Pump people and they said they would give to any town wanting a well and ship overseas a pump at cost price, so there is something else to think about in terms of doing something for a town. So much for town affiliations.

Another type of project which I think creates interest is the sending of athletic teams through private enterprise to the Moslem world. More and more they are becoming interested in athletics. One of the men in our office was coordinating the information on the Olympic games at Oslo and they made a special point of sending the Lebanon pictures. They were extremely interested in athletics and wanted to start skiing.

The head of the Pakistan team asked whether it would not be possible to have one of the American teams visit Pakistan after the Olympic Games. Selim Bey asked if it would

be possible to have an American track team visit Egypt after the games. The AAU told us they would be glad to send such teams to the Near East after the games if you want them to go there. All we need to have is guidance as to what countries should have them and no cost to the Government.

We have had other examples of athletic teams going over. The (name) Soccer Team went to Iran. They played four games. They were beaten three times and won once but everywhere they were received with roses strewn in their path and cheers and made a fine impression. It was a very successful tour and you might want to work on that if you are thinking in terms of developing friendship perhaps through athletic teams going to these countries.

There is another type of project which we just started, what we call a symphony salute from one city in this country to a specific city in another country. During a series of concerts in a city, for instance, like Rochester--I take that city because it just recently gave a symphony salute to Teheran--one of their series is dedicated to the city of Teheran. In the intermission of the concert there is a 15-minute period for a talk by the Mayor of Rochester--leading citizens sending

messages of friendship to the citizens of Teheran. The Voice of America records that program on the finest recording and it is flown immediately to Teheran where arrangements are made to put it on the Teheran radio by the Mayor of Teheran and the Mayor of Teheran is invited to do the same thing in Rochester--

I thought you might be interested in seeing the message sent by the Mayor. This is all done by the Government being kept out although we arrange it. He sent the following message March 8 to the Mayor of the City of Rochester:

"To the Mayor and people of Rochester: The City of Teheran deeply appreciates the honor which your excellent musical org confers on it today. This tribute is an example of the friendliness which draws peoples over large distances closer together.

"We in Teheran have heard of your city-- of its great camera and film enterprises, its production of optical goods and many other things. We have heard of your fine university, your school of music, and orchestra.

"We also have heard that Rochester is called the "flower city" and that you have festivals there for the lilac and rose. Since these flowers are reported to have come originally from our own country, we take a special pride in your achievement.

"Let me assure you that your tribute of today is deeply felt and will be long remembered."

Those are the types of projects that I believe can be utilized more than they have in developing what we have

been discussing today--more friendly relations between our country and the countries of the Moslem world, and those are examples. There are many other projects we have going such as sending books through CARE for children as well as adults to universities and organizations in the Near East. We started the CARE Program and it was our idea and it has developed very well but we can push it more and more; for instance, the Committee for United Nations Day was in our office asking for ideas to give people to carry out not only the celebration of United Nations Day but to do something useful. One of the suggestions was that each of these committees suggest to their fellow citizens that they buy books to send to people and organizations overseas. If you want books especially sent to the Near East to Moslem countries, let us know. We can get groups like that to send books to those countries--textbooks and other kinds of books.

There are a dozen other ways to cooperate. Those are some of them and you can think of others. We are available and any guidance or suggestions you can give us we will be glad to carry them through.

THE CHAIRMAN: Thank you very much, John. Would anybody like to ask Mr. Begg any questions about his program? I think the important thing to remember is

if you have an idea you would like to see developed which can best be done by getting a private American enterprise on it or nonbusiness enterprises like a committee on philanthropy--things of that nature--we have an office in the Department that has been amazingly successful in getting the cooperation of these private organizations and what we want is more suggestions as to the kinds of things they can do for us in the Middle East.

It is getting late and I think we should close this up. I would like to get opinions on seeing if you agree on a few points we should do. First of all, I think that we should establish a simple mechanism for getting his idea of the extent to which our program is currently using all the kinds of materials and ideas that might be useful. We will take care of that in IIA and I hope that the rest of you will be interested in seeing the results and we would appreciate your comments on them when we have gotten them together. That may take a couple weeks.

The question of effectiveness of what we are putting out is a very difficult thing to determine. We have an office that works on that. It is partly a question of time. People in the field are extremely busy putting things out and cannot settle down and do a research job on how effective they are. After we have these materials

on what we are putting out if DRN or OIR will go through channels to find out what we can do in testing their effectiveness, we will certainly need that. There are a number of ideas put forth here which are important for program and if we find we are not doing all we can on those I think we want to put those into effect just as fast as we can.

First, on this question of reviewing certain kinds of materials that we have been able to do for the Middle East, does the media feel there is any problem there that is insurmountable?

MR. MILLER: I don't think so as far as we are concerned.

THE CHAIRMAN: Nobody can take a couple days out and go back because we move too fast.

MR. MILLER: There will be a lot of bookkeeping involved.

THE CHAIRMAN: I think we will have to set up individual talks with each media to see how that can be done most effectively. I would like to set up a clearinghouse, and for the moment I will be the clearinghouse, where anybody gets a story that is not one that is likely to be generally known; that is, if Secretary Acheson makes a statement on the Middle East, that is generally known, but if anybody gets hold of a story that is not likely to be

generally seen, I wish they would call it to our attention and we will have it reproduced and circulated on hectograph to everybody concerned with the Middle East. Take Malik's article in the "Foreign Affairs Quarterly." I don't believe we fully capitalized on that article in every way we might have and any of you who have suggestions either on that article now--because it isn't too late--or other articles of that kind or books that come out or other items of a specialized interest that might not be seen or have angles that would not be thought of by other people, if you shoot it into PRS, we will see that it gets distribution to people who might use it.

MR. STEARNS: We are committed to a fairly... treatment to anything we do in the Near East. We are trying to push production overseas this year and what we would like to be able to do--in blocking out production plans for 1953-- is to come to a subcommittee of this group and talk over specific film ideas we are getting on paper to see if we are hitting over in the right direction.

THE CHAIRMAN: That brings us to the point of setting up subcommittees. If we are going to carry through on a working basis either on media output like motion pictures or on a project output like what do we do about Avicenna, we have to get a number of small groups like two or three

people who will take the time and consult with others as to how to shape up a program like that. Is there any objection to delegating that sort of thing to specific interested people to follow through on and notify everybody responsible for that type of thing and see if we can work this in that way?

MR. GLIDDEN: Do you know there exists a stained glass window of Avincenna in the Princeton University Chapel?

THE CHAIRMAN: Yes, it is that sort of thing-- Is there anybody here who would prefer to be left off of the committees because too busy or they don't feel their duties would permit? I won't ask you to let me know now but let me know later.

A final thing I think we must do is to get out a report to the field--a request to the field to give us ideas and a request to the field to evaluate these types-- As I say, I think each individual thing may be unimportant in itself but to evaluate the impact of them if they come in in a steady flow and if we get an increased amount of repetition.

MR. CLELAND: Do we ask what they want from us?

THE CHAIRMAN: That's right. Tell them if they see a book like the one on Allen if they want one hundred copies

for presentation to ask for it or if they see a children's book and want to translate it--of course they know they can ask for it already.

MR. CLELAND: I would like to ask a question about magazine articles. On occasion we have projected special issues for IPS to get reprints. Are they set up to be sure they get all the articles and magazine reprints? I don't understand it.

MR. MILLER: Yes, that is one of our activities.

THE chairman: In addition to those five or six things--getting a survey of our program; eventually trying to do a little better evaluation of effectiveness; picking out a few key programs to get started on with the media--that is three--and having a central clearing-house for ideas, to which I hope all of you will shoot any information that comes to your attention that could be used and we in turn will shoot it out; five, notifying the field about this and, (1) asking their opinion about it and, (2), asking them for the kind of things to translate. Six, getting certain working subcommittees. Are there any suggestions on the subcommittees or do you want to leave it up to us to pick out the ones?

MR. MILLER: There is one subcommittee that I would like to propose or get your ideas on it at least. As

Mr. Harris pointed out in his paper, we have a number of experts on the Middle East in the Department. Quite often we need actually working assistance with people who know the Middle East and also the various organizations pertaining to the Middle East in this country; that is, so we can go to individuals or organizations for assistance on certain projects and certain cities or even we might want to get implementation from Arabs on certain subjects and if we could have the assistance of those in the Department who are familiar with the people who might be available or know where to get them and how to approach them, that would be helpful to us in IPS.

THE CHAIRMAN: We have four of the very top people on Arab affairs and we have two on Persian affairs and Mr. Wright covering for both areas but since we are going to concentrate this on the Arab States for the moment, would any of you gentlemen like to say if you would be available for calls and they would discuss with you the problem of how to present something, say, a press story or an exhibit, or do you feel we ought to channel that in such a way that it may be less burdensome on your time?

MR. ALLEN: I would suggest on anything of that sort if you have something you would like to have discussed, you could arrange to have them ring me.

I represent what they call CPI and I can get in touch with Dr. Cleland or somebody specialized.

THE CHAIRMAN: That is Mr. Allen, extension 5091. How does that tie in with your policy responsibility for the whole thing?

MR. SANGER: It does tie in. I would be glad to arrange specific things and desk officers, if they have to be drawn in, should be drawn in. I would be glad to sit down and talk to them where I can help.

THE CHAIRMAN: Charlie was suggesting that they are working on a story, say a coverage of the Middle East Institute. They have stories they have to get out in an hour. They want to be able to buzz somebody. Should they buzz you or Mr. Allen?

MR. SANGER: We are right there ready to do what we can once the organization is unscrambled so somebody has time to do something.

THE CHAIRMAN: I know that over in NEA/P I was never able to take the time off to help with something of that kind.

MR. ALLEN: Ours would be more if they wanted to have background information, etc. We could make it available.

THE CHAIRMAN: Let us look into the problem a little bit further. In DRN and OIR, have you anything in mind

on information we are not capitalizing on--the exact way of doing it-- If it works in channels and isn't a burden on anybody I think we should think about it a little bit.

MR. GLIDDEN: Incidentally, with regard to that first subject you brought up--the need for listing what we are doing already, etc., don't you think it would be wise to analyze your targets as well?

THE CHAIRMAN: Have you seen our country papers?

MR. GLIDDEN: Perhaps you have defined your targets carefully and decided just what elements of the population you want to hit.

THE CHAIRMAN: We have and asked the field to redefine them and constantly keep up an analysis of targets and the content of our program with relation to the suggestions. That is something that could always be improved on. We all feel we could do more of that. We have the mechanism going for doing it. It is fairly recent--only one year old. We need to constantly improve the implementation of that mechanism.

MR. CLELAND: It would help us to refresh our memories on those. I read one or two of those papers a long time ago.

THE CHAIRMAN: We shall see you get a complete file of the most recent ones.

MR. GL

MR. CLELAND: Aren't they all distributed?

THE CHAIRMAN: I think they are.

MR. CLELAND: They should be on the country desk.

THE CHAIRMAN: There also, as the field comments come in, which we are expecting any day--within the next month anyway--we will call your attention to them. I think we need a great deal of sharpening up. We have come a long way and improved a lot. In the public relations propaganda field there is a lot of room for improvement always.

I want to thank everybody for taking so much time today in coming here. As to subsequent meetings of this group, I think it is unwieldy and cumbersome and I think it should not meet too often. I think we should have progress reports--problem statements and little summaries gotten out every two or three weeks for circulation of everybody here. We will set up a mechanism for doing that unless there is a feeling it is useful to get together at fairly regular stated periods.

MR. SANGER: I think there should be a steering committee to get together and to call the whole committee together.

THE CHAIRMAN: If we could do a lot of this by telephone and memorandum, it would be more efficient than meeting. I do think we have a great deal to be

gained by an interchange of ideas and thanks everybody.

[The meeting adjourned at 4:55 p.m.]

EW

Office Memorandum • UNITED STATES GOVERNMENT

TO : NEA/P - Mr. Richard Sanger

DATE: April 2, 1952

FROM : IPO/S - G. H. Damon *GHD*

File

SUBJECT: Transcript of Meeting,
Tuesday, March 25, 1952.

When your need for the enclosed transcript is finished, would you please circulate it to the members of OIR and DRN *and IPO/L* to whom copies of this memorandum are addressed.

This copy of the transcript is for your files and should be returned to you after circulating in OIR and DRN *and IPO/L*.

Enclosure:

Transcript of Meeting
Tuesday, March 25, 1952.

- cc: OIR - Mr. Cleland
- DRN - Mr. Allen
- DRN - Mr. Glidden
- DRN - Mr. Upton
- DRN - Mr. Wright
- IPO/L - Mr. Hendershot

FW 511.80/4-252

MAR 28 1952

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