



DEPARTMENT OF STATE INSTRUCTION

US

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Att: Enrice  
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File 2328  
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FOR DC USE ONLY

NO.: USIA CA-352 December 24, 1953

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ORIGIN SUBJECT: President's UN Speech: Utilization of People and Materials  
USIA with local significance

INFO

DCL

REP

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AIR

ARMY

CIA

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NAVY

OSD

NSC

NBP

elm

to: Formula IE-B except Radio Relay Bases and Regional Service Centers

ACTION REQUESTED:

A campaign to be launched immediately as a follow-up of the President's UN proposals, to make meaningful to people in every country the significance of atomic energy and research in their daily lives. This campaign will not emphasize the U.S. role as initiator of the proposal or as the source of materials, but simply what atomic development means to private citizens now and in near future.

This campaign should command percent of your effort.

BACKGROUND:

The President's proposal of December 8th before the United Nations for the creation of an international atomic stockpile for peaceful uses, available to all nations, is an initiative of historical importance. Since its success depends on world-wide support, the task of the information program concerning it is greater than any undertaken for several years past and any in prospect. Soviet agreement to discuss the matter makes it urgent that we adequately convey the meaning of the President's proposal.

DISCUSSION:

The international press, broadcasting, motion pictures, information centers and private enterprise staffs have concentrated their efforts to achieve effective and lasting impact on world audiences. Support of information activities by all Government agencies has been on an unprecedented scale.

The first and early stages of exploiting the President's proposal have been conducted along usual lines. Now, several weeks after the event, problems arise calling for more studied and subtler methods. This is a challenge to both the Agency in Washington and USIS abroad.



DECLASSIFIED

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OBJECTIVE:

To have every thinking man and woman understand what the President's proposal for the peaceful application of atomic energy means to them and their children individually.

While this mass information task is a monumental undertaking, we must try to do it. Without building false hopes for the future, a great deal about the present uses and possibilities of atomic energy can be expressed in terms that everyone can understand in the light of his own interests.

SUPPORTING MATERIALS:

Although we cannot launch a campaign promising specific benefits to specific countries, since this might later create damaging disappointments, nevertheless there has been much concrete action by this Government of benefit to foreign countries in the field of peaceful uses of atomic energy.

The Atomic Energy Commission has furnished USIA with the following:

- (a) Names of key scientists in atomic programs abroad, especially those engaged in reactor work.
- (b) Names and nationalities of foreigners receiving training courses in isotope technique given at Oak Ridge, Tennessee by the Oak Ridge Institute of Nuclear studies. Twenty-three countries are represented.
- (c) Names of countries that have received shipments of isotopes from the United States, together with names of institutions and investigator-scientists involved, types of isotopes and intended uses.

These lists are being sent as an attachment to this instruction to the countries concerned under separate cover. (These lists are dated August 1951. Revisions will be sent as soon as prepared and delivered to the Agency.)

POSSIBLE USES OF LISTS:

1. If at all practical, contact the student, scientist, or institution listed to:
  - a) Stimulate news and feature stories, together with photographs, tying in news peg with President Eisenhower's proposal.
  - b) Encourage appearances on radio or TV, preferably under private auspices.



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c) Encourage statements for popular magazines or scientific journals.  
d) Promote acceptance at scientific meetings of resolutions favoring the President's proposal.

e) Consider lectures, personal appearances, etc.

2. Other methods of exploitation:

a) Encourage governments and scientific institutions to develop experts in nuclear science, and to include atomic science in the curricula of colleges and universities.

b) Encourage individual interest in training courses on radio-isotope techniques.

c) Consider promoting prizes or awards by indigenous organizations to outstanding persons in your country who have contributed most to peaceful uses of atomic energy.

d) Supply books from a special ICS list (being sent you under separate cover) to experts as bases of popularized books and articles.

e) Encourage local translations and re-publication of approved books favorable to the President's proposal.

f) Plan exhibits on the everyday meaning of atomic research based on IPS material to be furnished.

At those posts not receiving the attachments mentioned above, the following actions are suggested:

1. If a country other than the United States has supplied isotopes, bring this fact to light.

2. By illustrating what other underdeveloped countries have done in the use of isotopes, try to encourage steps in this direction. (A simple kit of information materials on the use of radio-isotopes is now in preparation for distribution to the field.)

3. Stimulate the interest of leading hospitals, agricultural colleges, labor unions and industrial organizations in the peaceful uses of fissionable materials.



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CAUTIONS:

1. We do not wish to emphasize the fact of U.S. gifts of knowledge, facilities or isotopes. We seek instead to get an understanding that the President's is a revolutionary proposal which can benefit every person in every country at all levels of society.

2. The British have supplied more isotopes to other countries than the United States.

3. Although the Atomic Energy Commission has furnished the names of certain key scientists of other governments for use in this circular, such a listing is not to be construed as an indorsement by the AEC of their political views.

STREIBERT *RAH*

