



OFFICE OF
THE DIRECTOR

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UNITED STATES INFORMATION AGENCY
WASHINGTON

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USIA
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October 20, 1962

SUBJECT: Psychological Program

1. Fullest possible world coverage must be given to the President's statement. From USIA this will include live and continuing coverage on the Voice of America and immediate transmission of the speech text on the Wireless File to all countries.

a. It is recommended that all Armed Forces radio outlets around the world be ordered to pick up the speech and relay it immediately. This is desirable not only from the point of view of Armed Forces listeners, but also from the large "eavesdropping audience" of local nationals who listen to Armed Forces radio.

2. The sooner we can have support from the OAS and from Latin American countries, the better. It should be our goal to get as many public statements of support from Latin American presidents and chief officials as promptly as possible. These will be given a wide cross-play on USIA services around the world.

3. The same is true of NATO members. Obviously, public statements of support from any other countries will be most helpful.

4. It is important that prominent Republicans make public statements of support immediately after the President's speech. The U. S. move be labeled "an election year action" unless this is done and publicized at once.

5. A clear distinction should be made either by the President or by a leading Defense Department official of the differences between "defensive" and "offensive" missiles. It should be carefully spelled out what the offensive capability of the new missiles are.

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United States Information Agency
Under the Freedom of Information
Act. Date 6/15/88

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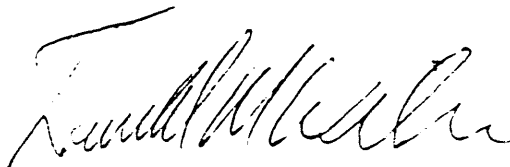
6. We should be prepared to emphasize the differences between Soviet missile bases in Cuba and our missile bases in such countries as Turkey. This will immediately become a focus of attention and once again I would recommend it be handled by the President or very shortly thereafter by the Secretary or another high State Department official.

7. If surprise aerial attacks on the missile bases in Cuba are decided upon, it is vitally important that the United States speaks out first about these attacks just as soon as the planes have left Cuban territory. We must put our case for attack out before Castro and Khrushchev have time to make theirs.

a. It will also be important in our VOA broadcasts to the Cubans that we give the reasons for these attacks at once. We must stress the military nature of the targets and the desire of the United States not to harm any Cuban civilians.

8. If an embargo (without aerial attacks) is decided upon, this, too, should be announced first by the United States. I would think that the announcement of this should precede the first interception of a ship.

9. Another problem will involve explaining the means by which the United States determined the character of the new missile sites. I recommend that we say we have obtained positive identification of the character of the new missile sites by aerial reconnaissance. If that identification came from overflight reconnaissance, I believe we will be better off to say so.



Donald M. Wilson
Acting Director

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