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12 April 1972

MEMORANDUM FOR: Mr. Paul V. Walsh, ADDI
SUBJECT : Guidelines for Campus Appearances of
DDI Officers -- Draft Propositions
for Discussion

THE PROBLEM

To examine the purpose, benefits, and hazards of campus speaking engagements by DDI officers; and to fashion guidelines concerning the rationale of such practice, the organizing of specific engagements, and the instructing of participating DDI officers.

Except where otherwise noted in this memo, "speaking engagements" refers to discussions of substantive (Soviet, Latin American, etc.) questions, and does not apply to speaking engagements on CIA or the role of intelligence in American foreign policy decision-making.

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DISCUSSION

1. For the past few years, DDI officers have been permitted to accept occasional requests from academia for campus appearances. From 1969 to date, there has been a total of 58 such occasions: of these, 38 to April 1971, 20 since that time. There have additionally been 13 similar speaking engagements by ONE officers since January 1971.

2. To date the rationale permitting such campus appearances has recognized that the academic community also comes into contact with the Agency through many other ways: e.g., public media, recruitment, books and articles written by DDI officers, participation by DDI officers in the programs or meetings of various learned societies, and the existence on some campuses of CIA retirees or resignees. But, as far as speaking engagements are concerned, the principal rationale has been that occasional, low-profiled appearances of quality officers will enhance academic and public respect for CIA. Results to date clearly justify this rationale. Certain problems or potential hazards nonetheless necessitate a careful examination of this practice, and an according establishing of more definite guidelines.

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3. The principal benefits of campus appearances have in general been these:

a. Virtually without exception, speaking engagements have gone well: there has been constructive feedback, and the DDI officer in question has invariably felt that he has definitely struck some positive blows concerning public perceptions of CIA.

b. There have been numerous definite informal trade-offs, by osmosis and after the fact, to other CIA interests: e.g., recruitment, [redacted].

c. The speaking engagements have provided psychic income to the DDI officers concerned.

d. The outside engagements have served to broaden the perspectives of the DDI officers concerned.

e. Costs have been modest.

4. At the same time, certain problems or potential problems exist:

a. A few outings in recent months have demonstrated the occupational hazard of CIA not always being confident that the DDI speaker on campus will in fact be confronted with what has been bargained for. No major flap or embarrassments have occurred, and DDI officers have acquitted themselves well when confronted with unexpected situations. But there have been a few occasions where the DDI officer has had to fend off the press, TV, questions about CIA this and that, and even on-the-spot requests to give plenary speeches on CIA and intelligence. A chief operative factor in every speaking engagement, whether embarrassing or uneventful, has been the individual point of contact on campus for each particular occasion, and the care with which prior arrangements have been made between such professors, Deans, etc., and CIA. Where such contacts have been prior known commodities, there has been little strain.

b. There is such a thing as too much success, per certain recent embarrassingly laudatory feedbacks; successful speaking engagements do indeed give

rise to too many requests for too many speakers. This ancillary practice should not be permitted to detract in any major way from the principal mission of DDI officers: to do their jobs well, here.

c. A potential hazard could arise, if there are too many engagements, or if CIA officers do not display caution with respect to the initiation of such speaking engagements, or if there should occur possible public misunderstanding or misrepresentation of the campus speaking practice. With respect to the latter, it is possible that a hostile, or notoriety-seeking, or careless newsman or academic figure could claim that CIA has begun a new PR program, throughout the country, in an effort to con the public's attention away from CIA's more nefarious activities throughout the world. The odds of such a contingency may not be great, but it certainly is a future to be avoided.

GUIDELINES

on substantive topics
5. The practice of ^{*permitting personnel to take part in*} DDI campus speaking engagements ^{*is*} a useful one. It should continue, subject to these guidelines.

6. DDI's stance should be a responsive one only: that is, speaking engagements will be considered upon request from academia. Officers should not solicit or initiate speaking engagements for themselves or other DDI officers.

7. Acceptance of requests for DDI speakers will be made on a selective basis only, having a view to the strengths of a particular university or college,

highly

the atmosphere on that campus, confidence in the point of contact on campus, etc. In each case consultation should occur with the DDI Coordinator for Academic Relations, to determine whether a particular request seems to warrant a favorable response.

8. In those ^{cases} occasions where it does, present procedures will continue -- ~~of having~~ ^{consideration} the office director or chief and the CAR ^{will} forward such recommendations to the ADDI for his approval.



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10. The optimum setting for speaking engagements is the seminar, the class room, the faculty lounge, any such gathering of scholars and students trading views on world affairs -- and outside the view of the general public. This is the setting which should be reasonably guaranteed in accepting virtually all speaking engagements. On rare occasions, where CIA can be reasonably confident that local arrangements are fully satisfactory, engagements can be accepted where members of the public will be present.

11. In all instances, the academic point of contact in question is to give CIA reasonable prior guarantee of minimum publicity, before and after the speaker's appearance. Additionally, in no instance is a DDI speaker to grant a press or TV interview, or make any statements to public media personnel. When and if suddenly confronted with any such situation, the speaker should decline politely, and gain the assistance of the academic point of contact in explaining why public statements are not possible.

12. Except on special occasions, present procedures will continue -- of confining DDI speaking engagements to substantive questions only. Where special considerations obtain, and where

stating these must be explicit understanding with the academic contact on subject matter - the size and nature of the audience - that speaker is not available for ad hoc engagements

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the particular point of contact is fully known to and respected by CIA officers, consideration can be given to engagements on questions of CIA and the role of intelligence in foreign policy. Even in such occasions as these, the officer in question:

a. Should be guided by prior study of existing CAR files of permissible statements and rejoinders; and

b. Will speak on such subjects on a given campus only after he has first performed there (the same day or so) on substantive issues -- and thus established himself as a bonafide scholar, and not just a guy who goes out to hawk CIA from campus to campus.

13. On other, substantive, occasions when and if a speaker is confronted with questions about CIA and intelligence, he should be guided as follows:

a. In the case of questions concerning CIA activities, sources, methods of collection, or other sensitive items, the speaker should politely decline, explaining that he is on campus as a (Russian, Chinese, Latin American, or whatever) specialist, that this is what he and CIA bargained for in accepting the speaking engagement, and that he is not authorized, or prepared to answer the question.

qualified,

b. In the case of more benign questions (e.g., the general role of intelligence in US foreign policy decision-making, employment opportunities in the CIA, etc.), the speaker should state that he didn't contract to discuss such questions; that he accordingly will not do so in plenary; but that he is prepared to chat informally (at coffee or whatever) following the plenary, with any persons so interested.

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14. Even though this memo concerns only DDI officers, the subject matter should be of interest to other CIA components, and in certain instances there might well need to be coordination/agreement between CIA offices concerning campus appearances. As stated above, O/NE officers are fairly active in substantive appearances on campus. In addition, [redacted] other officers appear on campuses often. We -- here -- are aware of the differing missions and interests of these various officers, but to academia all the CIA officers may in many instances be viewed simply as just the man from CIA. Thus it behooves each component to be fully aware of what other CIA offices are doing on our campuses, and to be fairly confident that respective roles and procedures have been fully ironed out in advance.

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[redacted]
Chief, DD/I Special Research Staff
and
Coordinator for Academic Relations

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