

Possible articles or public presentations:

1. The Operations Center: The functioning of the Ops Center and its role in seeing that the right information gets to the right people--fast--is not classified. If the boards were covered and classified material removed, the Ops Center would lend itself to the TV cameras. Sixty Minutes might be an ideal placement. (Note: Saturday or Sunday afternoon would be good times for filming so as not to interfere with normal duties more than necessary. Also, DDO personnel under cover would have to be warned to take special precautions.)

OK

2. "Personality Interviews" General Walters, General Wilson, Ed Proctor, Carl Duckett come immediately to mind.

OK

25X1A [REDACTED] is understandably reluctant to attract personal attention in a public forum. Consideration could be given to publicizing Mr. Colby's WW II exploits--a real-life hero sort of Reader's Digest Profile.

Harrison
Colby

3. National Town Meeting at JFK Center: Colby has expressed interest in using this forum. He was invited last year, but declined. Should we express renewed interest?

25X1A 4. Awards: [REDACTED] is receiving (10/30) the first National Intelligence Distinguished Service Medal under the new Intelligence Community award program. Should we publicize this with a press hand-out as other government agencies do? It could afford good publicity for the IC Staff and the DCI's Community role.

No

5. Current Intelligence: Explain the process of daily current intelligence production--A Day in the Life of an Analyst, including the mid-night updating. This is probably best for magazine placement and could be done by an outside writer.

OK

6. Developing a National Estimate: Same as above, but could also be done by an insider (Carver, [REDACTED] etc) with a view toward explaining the NIO system vice the Board of National Estimates. Probably best placed in a scholarly journal.

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7. Technological Achievements: The Corona Story could be cut and sanitized to make a fine film for TV placement--10-15 minutes. This requires a major policy change with Presidential approval. Should we attempt to revise the film before seeking policy change? Emphasis here is on what the taxpayer buys for his intelligence dollar.

2
9 Failures before worked

8. For internal consumption: OTR is working on audio-visual cassettes for recording the DCI's appearances. What would be required to get this system operational throughout Headquarters? Employee morale would clearly be bettered by being able to see and hear the DCI when he wished to speak out on issues of current interest. What would be the cost of making A-V material available to overseas stations?

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1200 M

Security 143 post?

9. Backgrounders for Columnists and Editorial Writers: DDs, ADDs, and some Office heads could begin speaking on background for columnists/editorialists in an effort to

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shift focus of attention from dart guns and poisons to more relevant issues--e.g., refuting notion that it would be beneficial to separate intelligence gathering from intelligence analysis, discussing need to retain a covert action capability, discussing pros and cons of various proposals for reorganizing CIA or the Community and the DCI's role therein.

25X1A 10. Defector Program: [REDACTED] believes that it is one--and perhaps the only--DDO program that could be used for positive publicity. This notion is being further ex-
25X1A plored by [REDACTED], with [REDACTED] approval, with 25X1A appropriate DDO officers. If developed, it would probably be for magazine placement and would probably have to be written by an insider.

11. Statements by Senior Statesmen: Messrs. Harriman, Rusk, Bundy, Rostow, Galbraith, Ball, McNamara come to mind. They could be approached for assistance directly, indirectly (such as by Mr. McCone), or simply briefed on the current difficulties without any direct request for help.

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None of the above proposals would be possible without a senior-level policy decision to permit a limited amount of increased openness and accessibility. Moreover, this program envisions a gradual approach; these proposals cannot and should not be surfaced in a sudden burst of energy. Priorities must be established among them.

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FORM NO. 1-67 **237**

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