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MEMORANDUM FOR: Director of Central Intelligence
Deputy Director of Central Intelligence
Deputy Director for Administration
Deputy Director for Intelligence
Deputy Director for Operations
Deputy Director for Planning and Coordination
Deputy Director for Science and Technology

FROM: Joseph R. DeTrani
Director of Public Affairs

SUBJECT: Update on Public Relations Initiatives

1. The Public Affairs Office has been working on several public relations initiatives originally proposed by the Public Relations Working Group chaired by PAO. I want to give you an update on three important programs which are now underway: the establishment of advisory committees to assist PAO in reaching specific publics, the establishment of the Speakers' Bureau, and the making of a new informational videotape about the Agency.

2. The Public Relations Working Group proposed that four advisory committees with representation from each directorate be formed to assist PAO in reaching the academic, military, business/industry, and minority communities. Committees have been formed to discuss and implement academic, military, and business/industry issues and outreach programs. (Please see tab A for membership and proposed action items.) While PAO will not be chairing a committee to examine minority outreach programs, my Deputy Director for Public Relations will be participating actively in the minority issues working group chaired by the D/EEO.


3. Initial meetings have been held for the academic and military committees, and an initial meeting is scheduled for the business/industry committee. To better reach the academic community, the committee has decided to begin by consolidating Agency efforts and information--a significant data collection effort. The military committee believes that the Agency needs to develop appropriate classified presentation material to better reach the military. From there a two-pronged approach will be used. One part is to utilize the Agency's many military reservists to reach their commands during the required active duty training periods. The other is to let the Agency's contacts at command staff colleges and other military training facilities know that PAO can send speakers to various officer training classes. Both the academic and military committees will meet again in early May.

SUBJECT: Update on Public Relations Initiatives

4. The Speakers' Bureau is scheduled to begin official operation on 1 May 1991. PAO received a tremendous response from every directorate to its call for nominations to the Bureau. We have selected ten initial members to do some speaking this summer, and we will re-evaluate the program and its needs this fall. (See tab B for membership and organizational charter.) Five members have participated in the first running of a course about speaking about the Agency developed by PAO, and the rest will participate in the second running of the course scheduled for 2 May 1991. In addition to the course, each participant will prepare a speech and present it in a videotaped session for critique by PAO. We have already scheduled the first few speaking engagements.

5. PAO is working closely with the Video Center in the Office of Communications to develop a new 10-12 minute informational videotape about the Agency. The Public Relations Working Group convened on 11 April 1991 to review the script and "storyboards" which display both what the viewer will be seeing as well as hearing. PAO is currently working on the final adjustments to the script and storyboards, and shooting will begin shortly.

6. If you have any comments or questions concerning any of these programs, please do not hesitate to contact me.


Joseph R. DeTrant

Advisory Committees for PAO on Relations With:

Academia

- [] Office of Research and Development (DS&T/ORD)
[] (alternate), Office of Information Resource (DI/OIR)
[], Assistant NIO/Europe
[] Office of Personnel/Recruitment Operations Division
(DA/OP/ROD)
[] Office of Training and Education, DA/OTE
[], Office of General Counsel

DO member to be named

Military

- [] National Photographic Interpretation Center (DS&T/NPIC)
[] Assistant NIO/General Purpose Forces
[] Office of Soviet Analysis (DI/SOVA)
(alternate), Office of Information Resources (DI/OIR)
[], Retired, DA/OP Independent Contractor
[] Office of Logistics (DA/OL)
[] Office of Congressional Affairs (OCA), (Head, Military
Reserve Unit)

DO member to be named

Business/Industry

- [], Office of Development and Engineering (DS&T/ODE)
[] (alternate), DS&T/ODE
[] Office of Science and Weapons Research (DI/OSWR)
(alternate), Office of African and Latin American Analysis
(DI/ALA)

DO member to be named

ACADEMIA

1. Establish better internal communication on academic and professional visits, seminars, and colloquia
2. Establish better internal communication on academic and professional meetings that Agency employees attend
 - use report to DCI on employee appearances to establish a program in which employees would also speak or make presentations about intelligence and the CIA while attending academic or professional conferences
3. Establish a formal mechanism for exchange of schedules between Agency speakers and recruiters so that the two groups supplement and complement each other
 - TRIPS system program just coming on line; follow up to see that it facilitates a better exchange; obtain a printout
4. Develop closer communicating and monitoring mechanisms for the Officer-in-Residence Program
5. Draft unclassified papers addressing historical issues concerning the Agency; identify success stories
6. Arrange for publication of sanitized/unclassified articles from Studies in Intelligence (project is underway)
7. Utilize alumni magazines to publicize CIA employees
8. Continue semi-annual DCI Program for Deans
9. Establish clear and concrete regulations for the Scholar-in-Residence Program and prepare a brochure giving details which can be passed to interested academics
10. Continue mailouts to professors and retirees (currently PAO sends mailings to approximately 600 addressees on a quarterly basis)
 - examine expanding mailing list to include more persons in business, industry, and government
 - consider all DI unclassified publications for possible dissemination
11. Continue to support Agency programs with high schools
 - an adopt-a-school program has been established with Friendly High School in Prince George's County by OP
 - DI/OEA is examining the feasibilities of donating extra PCs to two predominantly minority high schools in Detroit

-follow-up on "Partners in Education" program contract with Arlington County Public school system; share EXITO software; help with multi-cultural leadership and interpersonal skills training [redacted] OTE)

12. Work with [redacted] to put together a program for local gifted high school students who wish to explore broad topics with international political ramifications (i.e. energy, the environment, etc.)

13. Continue to support Agency programs with predominantly minority universities

-the DI currently has a beneficial relationship with Jackson State University

-Officer-in-Residence established at Morris Brown University

-Agency employees who are graduates of Howard University have begun meeting to discuss ways to improve Agency relations with Howard and minority communities in general and to discuss minority life within the Agency

14. Make maximum use of invitations from and memberships in professional and/or academic societies

-attend regional academic and professional meetings

-seek opportunities to speak about the Agency at national/regional academic and professional conferences

15. Expand dissemination of unclassified DCI speeches to interested members of academia, industry, and the media (current quarterly distribution goes to 91 recipients, including CIRA and AFIO chapters)

16. Arrange with [redacted] for CAA to be introduced to National Association of University and College Presidents (1 Dupont Circle)

17. Sponsor periodic visits of alumni associations to HQ for briefings and discussions

-Yale Alumni will be coming to HQ in the fall

18. Look into the feasibility of working with academic institutions to establish short-term internships

-Harvard University has a week-long internship program that we may consider

-Claremont College has a semester program

19. Former NIO Julian Nall is bringing a group of young scientists to the Agency in May through a program called the Defense Science Study Group. The program is run by the Institute for Defense Analyses in Alexandria, VA, and it attracts top up-and-coming professors and researchers.

ACTION ITEMS-MILITARY

1. Expand the system of periodic, but regular briefings of military command officers
 - General Armstrong, NIO for General Purpose Forces, arranges briefings for all new Four Star Generals going abroad
 - explore ways to get to other general and flag officers
2. Use Agency reserve officers to reach a broader military audience, especially during active duty assignments
3. In a recent "Introduction to Special Operations" course given by the USAF, the Intelligence Community and the Agency in particular were give high marks for support provided during recent special operations (Desert I, Grenada, Panama). One instructor urged his commands to strengthen ties to the IC and the Agency. The Agency should look for opportunities to reach Special Forces commands and facilitate a mutually beneficial relationship.
 - USAF Special Operations Schools officials will visit the Agency on 22 April 1991 for briefings
4. DDCI spoke at AF Academy recently
 - an invitation from the USNA for DCI/DDCI to lecture in fall to all 4500 students may be forthcoming
5. Do more to coordinate with CIA officers stationed at military schools
6. Coordinate efforts with CIA officers in liaison jobs with military bases
7. Continue regular briefings at Defense Intelligence College
8. Host young military officers at HQs
 - West Point Academy groups coming in April and May 1991

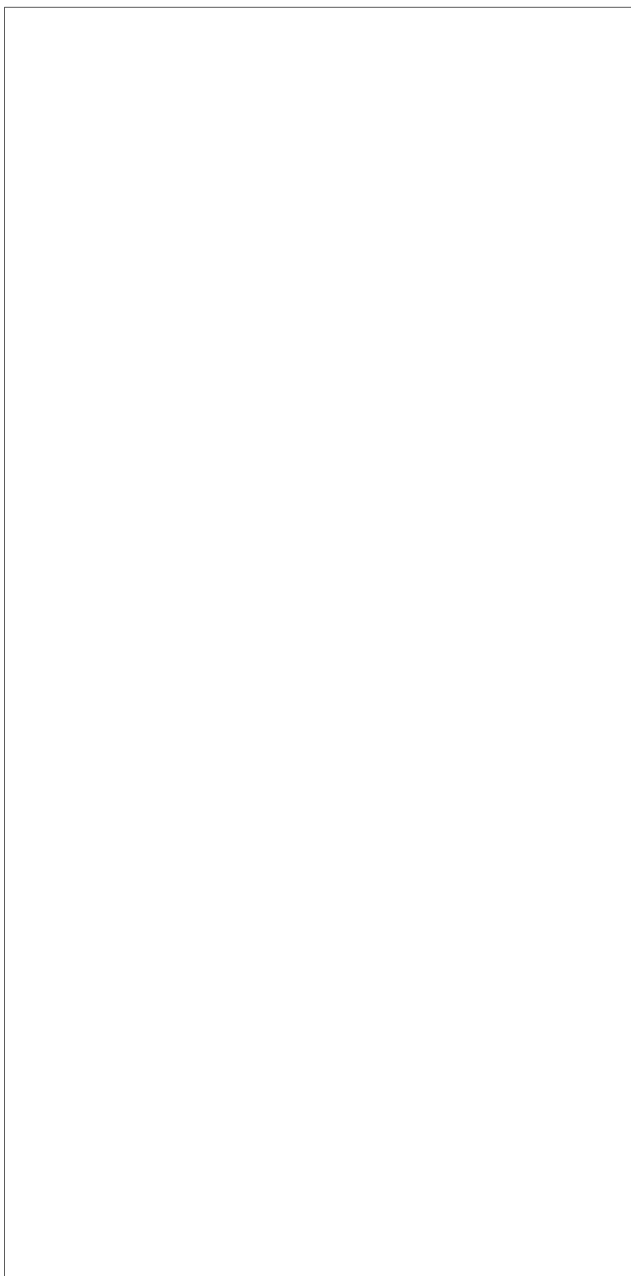
ACTION ITEMS-BUSINESS/INDUSTRY

1. Make maximum use of Agency time during the program for executives run by the Brookings Institute
2. Establish a DCI Program for Chief Executive Officers similar to the on-going program for deans or some other venue for DCI contact with CEOs
 - work with DS&T/OD&E to arrange for a half-day program of substantive briefings for cleared contractors
 - work with DO/NC to arrange for individualized briefings for key CEOs
3. Explore possible industry rotationals
 - President's Commission on Industrial Exchange participants will be hosted at HQs in March and are scheduled to meet with the DDCI
4. Establish a program of briefings for individuals and/or firms having contractual relationships with the Agency (some briefings done now)
5. Make maximum use of invitations from and memberships in professional and/or academic societies

ACTION ITEMS-MINORITIES

1. Consult with firms specializing in minority relations, such as the Mingo Group under contract to OP, to develop a strategy for improving the CIA image in minority communities
2. Distribute and publicize the signed Minority Hiring Plan (DCI letter sent to all employees; display on bulletin board)
 - follow progress on implementation of the Plan
3. Continue events such as the recent visit to CIA by the Howard University President and three members of his administration
4. Develop brochures on Agency issues which reflect the concerns of minority communities
5. Encourage meetings between senior Agency officials and selected minority business people and community leaders
 - DCI met with in Chicago on 10 December
6. Continue to support Agency programs with high schools
 - an adopt-a-school program has been established with Friendly High School in Prince George's County by OP
 - DI/OEA is examining the feasibilities of donating extra PCs to two predominantly minority high schools in Detroit
 - OTE has set up a task force to explore a partnership with a school in Arlington
7. Continue to support Agency programs with predominantly minority universities
 - the DI currently has a beneficial relationship with Jackson State University
 - Officer-in-Residence established at Morris Brown University
8. Look for ways to publicize minority success stories in Agency
 - Trailblazer and Pathfinder awards were given to senior black officers for the first time at February black history program
9. Agency employees who are graduates of Howard University have begun meeting to discuss ways to improve Agency relations with Howard and minority communities in general and to discuss minority life within the Agency

SPEAKERS' BUREAU



Speakers' Bureau

Purpose

An Agency Speakers' Bureau would provide a vehicle through which to inform the public about the general mission and goals of the Central Intelligence Agency and the CIA's role in the Intelligence Community. Such a program would provide a means to dispel myths and misconceptions about the Agency, and allow the Agency to better respond to a potentially large number of requests for "general briefings."

Structure

1. The Speakers' Bureau will concern itself with presentations on the make-up of the CIA, its mission, and its role in the Intelligence Community. A member will be discouraged from discussing his/her specific area of expertise, unless it is of particular interest to a given audience. In addition, Speakers' Bureau presentations shall be off-the-record unless otherwise arranged. Screening of invitations will ensure that speakers do not get involved in "debate situations."
2. Speakers shall be nominated by their Directorate or Office Director and screened by PAO. Minimum requirements include significant Agency experience and a grade of GS-14, except in extraordinary circumstances. In addition, multi-cultural factors will be considered. PAO, in conjunction with OTE, will provide a one-day training course for speakers. PAO will provide support, such as current media briefings and Q&A packages. Speakers would be expected to serve for a period of at least one year. As a starting figure, no more than 25 speakers will serve in the Bureau.
3. The Speakers' Bureau will be run by the Public Affairs Office. PAO shall be responsible for final selection of speakers (based on agreed upon criteria such as poise, knowledge, grade, and delivery style), reviewing all invitations, and matching appropriate speakers to appropriate audiences.
4. The Speakers' Bureau will initially respond to invitations already in the pipeline. After a trial period, PAO will consider developing publicity to target certain publics in accordance with HR6-4. Should the volume of invitations warrant it, retirees may be considered for the Speakers' Bureau.
5. Speakers will be expected to submit a "trip report" to PAO following each speaking engagement. PAO will cull and pass along to other speakers or appropriate offices all pertinent information from the reports.
6. Travel, lodging, per diem and related expenses associated with a speaking engagement will be met by the speaker's Directorate or Office. An attempt will be made to "piggy-back" speaking engagements on previously scheduled trips and to arrange multiple engagements on a given trip.