

MEMORANDUM FOR HENRY LOOMIS  
DEPUTY DIRECTOR  
USIA

FROM: Henry A. Kissinger.

Thank you for your memorandum of February 27 detailing the Agency's efforts to give the widest possible dissemination to the President's Foreign Policy Message. You obviously did a first-rate job on the message and have my congratulations. I have asked my staff to be mindful of your time requirements on similar ventures in the future. I am pleased that it worked out so well on the President's message.

RGH:nm:2/28/70

February 28, 1970

MEMORANDUM FOR GENERAL HAIG

FROM: Bob Houdek

At Tab B is a memorandum from Henry Loomis where he toots USIA's horn on the great job they did on the President's Foreign Policy Message (and they really did). I have drafted a short reply from HAK at Tab A which pats Loomis on the back and promises our cooperation in the future.

RECOMMENDATION:

That you sign the memorandum for HAK at Tab A.

RGH:nm:2/28/70



OFFICE OF  
THE DIRECTOR

UNITED STATES INFORMATION AGENCY

WASHINGTON 20547

February 27, 1970

MEMORANDUM FOR: The Honorable  
Henry A. Kissinger  
The White House

SUBJECT: USIA Treatment of President's  
Report on Foreign Policy

The President's comprehensive report to the Congress on U.S. foreign policy for the 1970's provides us with nearly limitless opportunities to explain abroad the direction in which the U.S. has embarked. Your briefing and being able to work on the report two days in advance have been of much help.

This advance lead time enabled the Voice of America to organize news reports, commentaries, and analyses on a geographic basis and to prepare for broadcasting them in 35 foreign languages as soon as the embargo was lifted.

Our press service wire room had its busiest time in recent history. Each of our five regional press files carried large portions of the report in the early hours of February 18 in addition to several interpretive articles stressing the major thrust of the President's "new strategy for peace." Our posts overseas translated these excerpts and distributed them to the media, as well as to key public officials, political contacts, and other opinion leaders.

Frank Shakespeare carried a copy of the report with him to Kinshasa, where he participated in the African Chiefs of Mission Conference. Within six hours after his arrival on February 19 participants had copies of the African section of the report.

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Special television coverage of the report, produced in 18 language versions and tailored to area interests, went to 98 USIA posts for placement on local stations.

Copies of the report were sent by air to all posts overseas. Seven hours after release time the full text was distributed in English in Saigon, and portions of it were distributed in Vietnamese. USIS London commissioned a fast pamphlet (copy attached), which came off the press two days after the report was presented to the Congress. London also distributed 4,000 copies to posts in Europe.

We are reproducing the full text in language versions at our various printing centers, and we have encouraged a Bantam book for commercial distribution abroad. As the report comes out in these more permanent forms, it will support our efforts to keep its substance before the public in the months to come.

I cannot overstress the importance of having copies of the report in advance. But for the 48 hour lead time we should not have been able to do our job properly.



Henry Loomis  
Deputy Director

Attachment: As stated