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January 25, 1963

MEMORANDUM FOR

NSC REVIEW
COMPLETED,
06/26/2003

THE DIRECTOR
UNITED STATES INFORMATION AGENCY

The mission of the United States Information Agency is to help achieve United States foreign policy objectives by (a) influencing public attitudes in other nations, and (b) advising the President, his representatives abroad, and the various departments and agencies on the implications of foreign opinion for present and contemplated United States policies, programs and official statements.

The influencing of attitudes is to be carried out by overt use of the various techniques of communication -- personal contact, radio broadcasting, libraries, book publication and distribution, press, motion pictures, television, exhibits, English-language instruction, and others. In so doing, the Agency shall be guided by the following:

1. Individual country programs should specifically and directly support country and regional objectives determined by the President and set forth in official policy pronouncements, both classified and unclassified.
2. Agency activities should (a) encourage constructive public support abroad for the goal of a "peaceful world community of free and independent states, free to choose their own future and their own system so long as it does not threaten the freedom of others;" (b) identify the United States as a strong, democratic, dynamic nation qualified for its leadership of world efforts toward this goal, and (c) unmask and counter hostile attempts to distort or frustrate the objectives and policies of the United States. These activities should emphasize the ways in which United States

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EXECUTIVE MEMORANDUM
OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 90

DATE 13 February 1965

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