

**SECRET**

65-392/1

3 February 1965

MEMORANDUM FOR THE RECORD

SUBJECT: Proposed NBC TV Program

I talked to Dick Helms about the attached and expressed my continuing grave concern at our involvement in this project on any basis other than what we might do for any request for pictures or unclassified information, and told Helms to take it up directly with the Director since the latter was the case officer on this matter.



25X1

Marshall S. Carter  
Lieutenant General, USA  
Deputy Director

MSC:blp

Distribution:

- Original - DDCI w/attachment (Memo to DCI from DD/P dated 27 January, Subject as above)
- 1 - Executive Director w/o att
- 1 - EA/DCI w/o att
- 1 - Mr. Chretien w/o att
- 1 - DD/P w/o att

**SECRET**

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65 392

27 January 1965

MEMORANDUM FOR: The Director of Central Intelligence

SUBJECT: Proposed NBC TV Program

1. Pursuant to your request, Messrs. Bross, Chrétien, and I have discussed the internal problems connected with Agency collaboration in the proposed NBC television program scheduled for May. In addition, I have attempted to assess the pros and cons and have come down essentially as follows:

a) Would you please follow up on your own suggestion that you have a talk with Mr. McGeorge Bundy, looking toward a possible appearance of the President on the program for a two- or three-minute statement on the role of intelligence in Government. The President is the only individual to whom you and the Agency really report, and there is in point of fact no substitute for his endorsement.

b) The Agency will not officially collaborate on the program. We will continue to afford non-attributable assistance to NBC in its efforts to make contacts and organize material which would give life to the show. (Incidentally, this is turning out to be more difficult than one had at first supposed.)

c) We should encourage, and I mean by endorsement from you, former Agency officials such as Mr. Dulles, Mr. Bissell, and others to appear on the program or be interviewed for background. This is the only device open to us for keeping the show from being overloaded with commentary from such critics as David Wise, Andrew Tully, Carl Meyer, and Stephen Possony.

d) We should arrange for the release of Cuban crisis U-2 shots and a few pre-1960 photographs of the USSR. Since such material has been used on TV before, it can hardly be regarded as a violation of security and would

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do much to get into the program an aspect of intelligence collection which is dramatic and effective.

e) Since I have advocated above that we do not officially collaborate, this would rule out the filming of the headquarters building from the inside.

2. I am sending copies of this memorandum to General Carter and Messrs. Bross and Chretien. I believe they would be in general agreement with the points enumerated above.

Richard Helms  
Deputy Director for Plans

cc: General Carter ✓  
Mr. Bross  
Mr. Chretien

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SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM		
UNCLASSIFIED	CONFIDENTIAL	SECRET
<b>CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP</b>		
TO	NAME AND ADDRESS	DATE
2	Executive Director DDCI	28 Jan
3	[Redacted]	
3		
4		
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6		
ACTION	DIRECT REPLY	PREPARE REPLY
APPROVAL	DISPATCH	RECOMMENDATION
COMMENT	FILE	RETURN
CONCURRENCE	INFORMATION	SIGNATURE
<b>Remarks:</b>		
<p>to: DDY</p> <p>If I do violence to any of your views, please let me know. Upon re-reading this memorandum, I note that I have implied, to an unwarranted degree, your endorsement of what I have said since I have not had an opportunity to discuss this problem with you recently.</p> <p style="text-align: right;">MK</p>		
FOLD HERE TO RETURN TO SENDER		
FROM: NAME, ADDRESS AND PHONE NO.		DATE
Richard Helms, DD/P 3 C 34 [Redacted]		27/1/65

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