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DDA 75-5174

30 OCT 1975

STATINTL

MEMORANDUM FOR: Ms. [redacted]

SUBJECT : Comments re the paper "Telling the Intelligence Story"

1. Re paragraph 2. It is conceivable that if we overexpose ourselves we could draw criticism not only from the select committees but our oversight committees as well. Therefore, we have to be constantly aware of maintaining a low profile in "telling our story," and must avoid studiously becoming "theater."

2. Re paragraph 3.b. Should we choose to remain patient and wait, we could subtly be forward-leaning and make our willingness to address college alumni associations, service clubs, bar (lawyer) associations, etc., be known.

3. Re paragraph 3.c.

First paragraph--okay.

Second paragraph--okay, but one thing we must avoid is any criticism that we are more cooperative or forthcoming with some press inquiries than others. We have to be very careful here in responding equally, I would think, to all takers.

Third paragraph--okay.

Fourth paragraph. Agree "the fact of" remains a major concern and although the Rockefeller Commission has already attested to overhead reconnaissance, we have to be careful. It is conceivable that the Corona story could be floated without attribution, i.e., have the media protect its sources.

4. Re paragraph 3.d.

First paragraph--okay.

Second paragraph--definitely not. I believe we would merit just criticism if we aided and abetted any of our former employees in their writings. I would urge that we delete this paragraph from consideration.

5. Re Tab A. Again a word of caution re propagandizing. Re Tab A, paragraph 2--I would not limit the interviews to "senior" Agency officials. Believe there would be high interest in CTs, young

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analysts, or what makes a young person join CIA. It is possible that an article "Who Runs the CIA" could span the dimension of personages and specialists taking into account the young CT, analyst, engineer, public administrator, etc., and as Mr. Blake suggests, begin to counterbalance the "cold warrior" perception with a view of the modern intelligence officer.

/s/ JOHN N. MCMAHON

John N. McMahon
Associate Deputy Director
for
Administration

cc: D/DCI/IC

ADDA:JNMcMahon:kmg (30 October 1975)
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