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THE WHITE HOUSE

WASHINGTON

April 9, 1965

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NATIONAL SECURITY ACTION MEMORANDUM NO. 330.

MEMORANDUM FOR: The Secretary of State
The Secretary of Defense
The Director, U. S. Information Agency
The Administrator, Agency for
International Development
The Director, Central Intelligence Agency

1. The President has given general approval to the recommendations submitted by Mr. Rowan in his report dated March 16 for intensified and expanded psychological activities in the Vietnamese conflict. It is the President's decision that USIA is to re-program funds to the extent possible in order to carry out this larger program; in addition, he has directed all agencies and departments to provide funds and resources as available to the Director of USIA. Where appropriate, provisions of funds and other resources will be subject to procedures and amounts as determined in consultation with the Bureau of the Budget.
2. The President has designated the Director of the U. S. Information Agency to execute and coordinate these expanded and intensified activities in keeping with USIA's official responsibilities abroad, subject to political guidance from the Secretary of State.
3. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence and others as appropriate on psychological and foreign public opinion aspects of the Vietnamese situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.
4. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

DECLASSIFIED

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Authority NSC 5/1/80 re NSJ-79-109
By MFE DATE 5/30/80

SECRET

- 2 -

5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in South Vietnam under the direction of the U. S. Ambassador is here reaffirmed.



McGeorge Bundy

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THE WHITE HOUSE

WASHINGTON

April 9, 1965

~~SECRET~~

NATIONAL SECURITY ACTION MEMORANDUM NO. 330.

MEMORANDUM FOR: The Secretary of State
The Secretary of Defense
The Director, U. S. Information Agency
The Administrator, Agency for
International Development
The Director, Central Intelligence Agency

1. The President has given general approval to the recommendations submitted by Mr. Rowan in his report dated March 16 for intensified and expanded psychological activities in the Vietnamese conflict. It is the President's decision that USIA is to re-program funds to the extent possible in order to carry out this larger program; in addition, he has directed all agencies and departments to provide funds and resources as available to the Director of USIA. Where appropriate, provisions of funds and other resources will be subject to procedures and amounts as determined in consultation with the Bureau of the Budget.

2. The President has designated the Director of the U. S. Information Agency to execute and coordinate these expanded and intensified activities in keeping with USIA's official responsibilities abroad, subject to political guidance from the Secretary of State.

3. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence and others as appropriate on psychological and foreign public opinion aspects of the Vietnamese situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.

4. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

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DECLASSIFIED

Authority NSC 5/1/80 re NLJ-79-109
By MJE, NARS, Date 5/30/80

SECRET

- 2 -

5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in South Vietnam under the direction of the U. S. Ambassador is here reaffirmed.

McGeorge Bundy

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April 9, 1965

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NATIONAL SECURITY ACTION MEMORANDUM NO. 330.

MEMORANDUM FOR: The Secretary of State
The Secretary of Defense
The Director, U. S. Information Agency
The Administrator, Agency for
International Development
The Director, Central Intelligence Agency

1. The President has given general approval to the recommendations submitted by Mr. Rowan in his report dated March 16 for intensified and expanded psychological activities in the Vietnamese conflict. It is the President's decision that USIA is to re-program funds to the extent possible in order to carry out this larger program; in addition, he has directed all agencies and departments to provide funds and resources as available to the Director of USIA. Where appropriate, provisions of funds and other resources will be subject to procedures and amounts as determined in consultation with the Bureau of the Budget.
2. The President has designated the Director of the U. S. Information Agency to execute and coordinate these expanded and intensified activities in keeping with USIA's official responsibilities abroad, subject to political guidance from the Secretary of State.
3. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence and others as appropriate on psychological and foreign public opinion aspects of the Vietnamese situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.
4. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

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Authority NSC 5/1/80 re NS-79-109
By MFE, NARS, Date 5/30/80

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- 2 -

5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in South Vietnam under the direction of the U. S. Ambassador is here reaffirmed.

McGeorge Bundy

1 cy ea: C. Cooper
C. Johnson
NSC Files

Dispatched 4/13 - Rcpts nos. 156-160

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April 6, 1965

NATIONAL SECURITY ACTION MEMORANDUM NO. 330

MEMORANDUM FOR: The Secretary of State
The Secretary of Defense
The Director, U.S. Information Agency
The Administrator, Agency for
International Development
The Director, Central Intelligence Agency

1. The President has given general approval to the recommendations submitted by Mr. Rowan in his report dated March 16 for intensified and expanded psychological activities in the Vietnamese conflict. ~~The President withheld approval of any request for supplemental funds at this time.~~ ^{the Pres'} It is his decision that this program is to be energetically supported by all agencies and departments and by the reprogramming of available funds as ^{to provide} ^{resources} ^{available to the Director} ^{necessary} within USIA.

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2. The President has designated the Director of the U.S. Information Agency to execute and coordinate these expanded and intensified activities in keeping with USIA's official responsibilities abroad, subject to political guidance from the Secretary of State.

3. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence and others as appropriate on psychological and foreign public opinion aspects of the Vietnamese

this program is to be continued

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E.O. 12958, Sec. 3.5
NSC/Memo, 1/25/95, State Dept. Guidelines
By NY, NARA, Date 12-25-95

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situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.

4. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in South Vietnam under the direction of the U.S. Ambassador is here reaffirmed.

6. The coordinating mechanism in Washington for the entire range of psychological and informational activities regarding the Vietnam conflict is the Vietnam Interdepartmental Coordinating Committee established under NSAM 280.

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NATIONAL SECURITY ACTION MEMORANDUM NO. _____

FOR: The Secretary of State
 The Secretary of Defense
 The Director, U.S. Information Agency
 The Administrator, Agency for International Development
 The Director, Central Intelligence Agency

1. The President has determined that psychological and informational activities in the Vietnamese conflict shall be intensified and expanded both in South Vietnam and in third countries.

2. The President has designated the Director of the U. S. Information Agency to execute and coordinate these activities in keeping with USIA's official responsibilities abroad.

3. All Departments and Agencies of the United States Government are directed to support the Director, USIA, with such personnel, funds, equipment and other assistance as available which will be required for this intensified effort. Where appropriate, provisions of funds and other resources will be subject to procedures and amounts as determined in consultation with the Bureau of the Budget.

4. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence and others as appropriate on psychological and foreign public opinion aspects of the Vietnamese situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.

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 E.O. 12958, Sec. 3.5
 NSCMemo, 1/30/93, State Dept. Guidelines
 By *AM*, NARA, Date: 2-15-99

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5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in South Vietnam under the director of the U. S. Ambassador is here reaffirmed.

6. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

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