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OPERATIONS COORDINATING BOARD
WASHINGTON 25, D. C.

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J. Kehn 3/25/92
REVIEWED BY DATE
J. Dray 3/31/92
per B. Scrogan 7/28/92

March 23, 1954

MEMORANDUM FOR THE BOARD ASSISTANTS

SUBJECT: Information Program to Accompany Release of
the Ivy Film

In accordance with the Board action of February 17, 1954, in which the Board recorded its "feeling that Soviet propaganda will play up this film abroad as evidence of U.S. warmongering and as support for the Soviet proposal to outlaw atomic weapons", the Working Group has developed the enclosed information program to counter such a line of propaganda.

The FCDA has scheduled a briefing for the members of the U.S. domestic press on March 31, 1954, at 10:30 a.m. It will be appreciated if you can be prepared to act on this matter at the meeting of the Board Assistants on Friday, March 26, 1954.

BEST COPY AVAILABLE

Elmer B. Staats
Elmer B. Staats
Executive Officer

Enclosure:

Draft information program
to accompany release of the
Ivy Film, dtd 3/23/54.

Unclassified when attach-
ment is removed.

D R A F T

CONFIDENTIAL
OPERATIONS COORDINATING BOARD
WASHINGTON 25, D. C.

March 23, 1954

SUBJECT: Information Program to Accompany Release of the Ivy Film

Background

1. The Operations Coordinating Board at its meeting of February 17, 1954, requested the development of an information program to counter any Soviet propaganda abroad which might play up public display of the Ivy Film as evidence of U.S. warmongering and as support for the Soviet proposal to outlaw atomic weapons.

2. Operational stipulations set forth in OCB minutes of its meeting of March 10, 1954, and in the Record of Actions of the Board Assistants' meeting of March 19, 1954, are incorporated herein by reference. These have been separately furnished to AEC and FCDA.

3. In view of the considerations set forth by the actions noted above, the following actions are recommended to offset possible Soviet propaganda.

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4. Recommended Actions

(a) Issue Joint State-Defense-USIA INFO GUIDE based on attached draft (TAB "A"). (Action: State, Defense, USIA).

(b) Issue pre-release statement and "Why Statement" to all domestic media (based on TAB "A.") (Action: FCDA).*

(c) Evaluate effect abroad of any public release of the film, or still pictures, and report significant trends to the Operations Coordinating Board. (Action: State, Defense, USIA).

(d) Unclassified technical information on Operation IVY and background facts should be made available in U.S. missions abroad for civil defense and other authorized components of our allies at their request.

(e) Provide for showing of the 28-minute black and white version of the film to U.S. mission Chiefs and their staffs in non-iron curtain countries. At the discretion of the mission Chief, exhibit the film to selected diplomatic, military and official audiences. Such showing should be initially handled on a request only basis made by the missions to the Department of State.

*To insure accuracy of newspaper quotations, the FCDA, on April 7, will also make available to the press the complete sound-track text of the public release version of the motion picture.

Attachments:

TAB "A" - Draft Guidance Memo on International
Aspects of Operation IVY Film, 3/17/54

DRAFT

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TAB "A"

March 17, 1954

DRAFT GUIDANCE MEMORANDUM ON INTERNATIONAL ASPECTS OF
OPERATION IVY FILM

In his historic address before the United Nations, President Eisenhower charted the outlines of a bold plan whereby the awesome force of atomic energy and the "miraculous inventiveness of man" might be "not dedicated to his death, but consecrated to his life."

It is against the background of "a danger shared by all" that the President spoke to the world when he said, "The atomic age has moved forward at such a pace that every citizen of the world should have some comprehension, at least in comparative terms, of the extent of this development, of the utmost significance to all of us."

"Clearly if the peoples of the world are to conduct an intelligent search for peace, they must be armed with the significant facts of today's existence."

Consequently, the Atomic Energy Commission and the Department of Defense have prepared for public issuance by the Federal Civil Defense Administration a non-secret portion of the motion picture account of "Operation IVY," for civil defense purposes in the United States and to assist in an intelligent understanding of the problem.

The film prepared for public issuance was carefully edited to eliminate any information which would compromise the security of the United States. What remains is a dramatic story of the emergence of U.S. weapons research

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TAB "A"

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into the new world of nucleonics. It is a world which contains undreamed of opportunities for peace and progress for all men -- as well as the elements of the destruction of civilization. And it is a world whose problems all peoples must understand if the world is to survive.

For as President Eisenhower has expressed it, "in nuclear explosions, enormous amounts of energy are in an instant released -- and as quickly lost to the service of men. As our atomic weapons steadily improve, the United States will continue to strive patiently and prayerfully to speed the day when this gigantic energy shall become exclusively the servant of peace -- a tireless benefactor bringing greater health, comfort and happiness to all men, women and children on earth."

The earlier joint policy guidance furnished to overseas missions indicated that the grim threat from atomic weapons, outlined by President Eisenhower in his UNGA speech December 8, 1953, should not be minimized.

The public release of this film in the United States and still photographs abroad is in keeping with the President's dictum:

"Clearly, if the peoples of the world are to conduct an intelligent search for peace, they must be armed with the significant facts of today's existence."

In the event that Soviet propaganda plays up this film abroad as evidence of U.S. war-mongering and as support for the Soviet proposal to outlaw atomic weapons, positive statements why this film was released should

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be made along the following lines:

(a) It is essential to the democratic process that if peoples are to attempt to control their own destiny, they must obtain knowledge of the significant events of their age.

(b) The United States, and more recently the British Government, have published the essential facts about atomic weapons in order that the peoples of the world may be kept informed of developments which will affect their destiny.

(c) Although the Soviets have proclaimed the existence of their nuclear weapons, they have yet to release pictorial or eye-witness accounts in this category.

(d) By way of contrast, in recent years the United States has released, for public consumption, pictorial and technical reports on weapons effects, as well as full information on peace-time uses.

(e) The United States has continuously taken the initiative in seeking agreement on a comprehensive disarmament program, with safeguards to protect all nations against violations, and failure to achieve agreement is largely due to USSR intransigence. U.S. efforts in this field demonstrate the United States is no warmonger. Until such disarmament agreements are concluded, obviously all nations must protect themselves by all means.

(f) With regard to the Soviet proposal to outlaw atomic weapons but without proper safeguards, the United States has specifically committed itself to refrain from the use of force of any kind contrary to the law of the United Nations Charter. This is a much broader commitment than a paper agreement to eliminate the use of one weapon.