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# Office Memorandum • UNITED STATES GOVERNMENT

TO : Roy B. Snapp, Secretary

FROM : Morse Salisbury, Director  
Division of Information Services

SUBJECT: RELEASE OF "IVY" FILM

SYMBOL: IS:MS

408948

DATE: March 15, 1954

*M.A.*

*3/16/54*

*OK given*

*Salisbury*

*MS.*

**BEST COPY AVAILABLE**

Nearly all the essential information about the plan for release of the IVY film and the caveats against foreign exhibition, and use of color stills are contained in the attached from the Operations Coordinating Board which arrived just after I talked with you Friday. I would propose to circulate copies of this to the Commissioners and General Manager with the following note for my signature:

Attached is the guidance formulated by the Operations Coordinating Board for the handling of re-release of the Operation IVY film adapted for civil defense promotion. The guidance does not state the following pertinent facts:

1. The tentative release date is set for April 7; this will be firmed up on Tuesday, March 16, after a meeting with Mr. Hagerty at the White House to consider all angles of media service -- it may be necessary to set back the date in order to make sure that some long lead-time picture magazines are not slighted.

2. Congressmen purchasing copies of the color film for showing in their areas, and State and local civil defense directors who receive on loan copies of the color film are to be required to agree to stipulations that they will not:

- a. Lend the film for color TV transmission;
- b. Allow use of the film in making color still pictures;
- c. Allow showing of the film outside the United States.

3. Requests from Congressmen to purchase prints of the film will be routed through the AEC and honored only on assent of the AEC.

REPOSITORY *MSA Copy Kit*

COLLECTION *MS 322 51-57 Printing*

BOX NO. *192 (MSB-322-92-49)*

FOLDER *MSA 7 Aug, 1954*

DEPARTMENT OF ENERGY DECLASSIFICATION REVIEW	
DETERMINATION (CIRCLE NUMBER(S))	1. CLASSIFICATION RETAINED
1ST REVIEW DATE: <i>4-3-85</i>	2. CLASSIFICATION CHANGED TO:
AUTHORITY: <i>28 CFR 171.16</i>	3. CHANGES TO USE CLASSIFIED INFO
2ND REVIEW DATE: <i>4/14/85</i>	4. COORDINATE WITH:
AUTHORITY: <i>MS-KORSAK</i>	5. CLASSIFICATION CANCELLED
	6. CLASSIFIED INFO BRACKETED
	7. OTHER (SPECIFY):

*3-23-54*

*MSK*

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*5-15-54*

March 15, 1954

Though implicit in the background information for all media (Tab "B" of the enclosed) it is not directly stated that the FCDA is to be the issuing point for the film and stills and sound track. This is because the film has been adapted for the purpose of stimulating citizen participation in civil defense. The whole history of the successive steps leading to public release is one of employing various adaptations of the film for civil defense orientation and appeals. These steps were:

1. Adaptation in the late summer of 1953 through excerpting and downgrading the resultant version of the film to 'SECRET: showing of this version at a Washington meeting in September to State and territorial civil defense directors given emergency clearances for this purpose. This was requested by the FCDA and approved by the President.
2. Further adaptation through excerpting and declassification of the resulting product, but with the marking OFFICIAL USE ONLY applied and general public showing withheld; this ~~is~~ again was requested by the FCDA and approved by the President for the purpose of showing the film to the White House Conference of Mayors in December, 1953. Subsequently the Chairman of the Congressional Joint Committee on Atomic Energy asked Presidential authorization to show this OVO version to all members of Congress. This was granted, and the film shown to more than 300 Representatives and Senators.
3. Further excerpting, adding at the beginning a roll-on text explaining the civil defense purposes in showing a public version plus a kinescope of appropriate portions of the President's December 8 address to the UNGA and adding at the end an appeal spoken by Director Peterson of the FCDA for citizen participation in civil defense local organizations. This adaptation was also asked by FCDA. This is the version which is now approved by NSC action on the recommendation of the OCB for public showing under the stipulations noted in the attached OCB paper and in the earlier portion of this memorandum.

Throughout these various steps the AEC position has been that this agency was not promoting the public showing of the film since it would not give aid in the operations of the agency; but that it was not opposing, once the question of clearance of classification was resolved, the showing of the film to the various groups for purposes of expediting civil defense.

We have not proposed to show the unclassified publicly releasable version to the Commissioners and the General Manager (who have sat all too many weary times through the showing of the classified and Official Use Only versions) until it was certain that the Executive Branch would authorize public release. Now that this point has been settled, we will be glad to arrange a screening for Commissioners and the General Manager at their convenience.

← Please amend the note in any way you think desirable and I will dispatch it.