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United States Department of the Interior

OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20240

July 20, 1973

MEMORANDUM

To: J.M. Wilson

7 From: R.F. Delaney

Subj: Political Education Program - Some Thoughts

Concept:

I am assuming that it is the intent of a Micronesian political education program prudently but firmly to advance American objectives, especially relating to past trusteeship political arrangements. These goals must be enunciated as policy before substantive programming begins.

Problems:

Pushing U.S. information interests in Micronesia will be a touchy business subject to criticism and heat. One should be prepared for this psychologically and organizationally. A toughness and resilience will be necessary.

I gather the PAO will be an outpost of Haydn's function and will be attached to Mary's flank. This means plenty of travel and contact work and a considerable amount of transferable body chemistry.

Likewise, it not only means working with TTPI's various public affairs outlets (radio, MNS, public affairs, etc.), but constantly using their channels for dissemination. It also means paying attention to those fine lads in the Guam media world -- and their outbursts.

Programming:

Once policy lines are clear, an information program memo might most usefully be developed.

Its purpose would be less the check off of objectives and more a concise, agreed interpretation of what basic few points we wish to get across. This will, I suspect, be difficult to develop overnight. It will require a measure of consensus and a tough-minded view of what we need to do to preserve our psychological posture and ensure our credibility.

Next we would need to know in a systematic way something about our audiences--a profile, if you will--and more specifically who in particular we wish to reach and influence as communicants or moulders. It is very important to do our homework here beforehand lest we waste messages, energy and credibility.

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Furthermore, audiences often dictate messages and always dictate style and without this knowledge we are pursuing a rainbow.

Let us assume the following situation for the sake of argument.

1. U.S. Policy Objectives:

- Free Association of Micronesia with the U.S. save for the Marianas which seeks Commonwealth.
- Base Rights for U.S. Forces
- Successfully concluded plebescite and/or negotiations achieving objectives in principle.

2. U.S. Information Goal:

- Influence public opinion to support our objectives.

3. Management of the Information Program

- Identify targets to be reached:
 - a) upper secondary and college youth
 - b) tribal chiefs
 - c) business, professional, legislative leaders
 - d) churchmen
- Identify available techniques best suited to reach these audiences
- Develop requisite slide, film, radio, graphic and print materials suitable culturally and linguistically for use
- Use educational and public affairs outlets; through TTPI public affairs department develop lecture bureau, slide show and contact register for use
- Follow your program's development with reasearch and evaluation to test your results
- Be especially alert and prepared to influencing external media, visiting journalists, etc. (Time, Christian Science Monitor, etc.)
- Encourage visit of creditable, knowledgeable and sensitive speakers (Felix Moos, etc.) to speak out on issues from U.S. viewpoint.

4. Possible Themes

- 1) Interdependence of World (No man is an island)
- 2) Fallacy of Neutralism (Nothing is free)
- 3) Economic realities and need for survival
- 4) Advantages of association with U.S.
- 5) Cultural integrity and political maturity
- 6) Advantages of unity versus fragmentation in Micronesia
- 7) Meaning of Free Association and its implications for future of Micronesia
- 8) Potential for Micronesia under Free Association

CC: Capt. Scott
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