

~~CONFIDENTIAL~~ MEMORANDUM

WJL 3/10/80

This memorandum focuses upon what I believe to be the most serious ideological shortcoming in the U.S. information program.

Briefly, it cannot be denied that in theory Communism is idealistic and moralistic. It promises help for the helpless, relief for the downtrodden. In short, it appeals profoundly to those with a sense of social justice; and as a result has incredible ability to stir up a quasi-religious fervor.

I believe the United States will operate under a serious propaganda handicap until we can hold up for the world a counteracting inspirational concept. We cannot be merely against Communism; we suffer from the lack of a positive crusade. We need to focus on a moralistic idea with the power to stir men's imagination.

The President electrified the world at Geneva. Russian claims that the United States wants war will now fool almost nobody. I believe the time is ripe to take another bold step and indicate what the United States stands for in a period of peace--and so become the leader of a crusade.

In short, I suggest that a policy which the United States has pursued through the days of UNNRA, the Marshall Plan, FOA, and the President's offer to share the peaceful benefits of atomic energy be re-packaged and re-presented in dramatic form.

I suggest that the President make a major policy speech upon an important occasion such as the opening of the United Nations Assembly in the fall; that the President develop further the philosophy touched upon in his television report to the nation following Geneva, bringing out the moral origins of our society and the relationship of the individual to his Creator; and stating that as an outgrowth of these beliefs and ethics it is the goal of the United States, insofar as its resources permit, to conduct unremitting war against human suffering and human need.

Preferably, the President might also announce a new administrative setup to implement this policy, which would actually be chiefly a re-grouping of present activities. Possibly there might be established a government foundation, called the United States Foundation or United States Fund, into which would be "deposited" as assets



the surplus foods scheduled for overseas use, ICA services and funds, atomic energy reactors, devices and technical knowledge, etc.

And, if practical, into this Fund, the President might re-
announce, would go a portion of any savings from disarmament.

Finally, the President might call on the other fortunate nations
of the world to join us in this crusade against human distress--with
the object of eventually making the fund international, under United
States auspices.

We would then have a long lead in the propaganda war.

Theodore S. Repplier

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