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July 22, 1953

PROJECT "CANDOR"

-- to inform the public of the realities
of the "Age of Peril"

1. Need --

- (a) NSC-151 ... Directive to C. D. Jackson to draft Presidential address initiating policy of candor. Directive to PSB to prepare follow-up steps, including speeches by Government officials, to carry out recommendations of NSC 151.
- (b) Jackson Committee Report: "The American people do not yet grasp the import of the President's words that we live in an age of peril. A greater effort is needed to make clear the dangers that confront us, the power of the enemy, the difficulty of reducing that power, and the probable duration of the conflict ... This should include information on Soviet atomic capabilities, and on the rapid development of the Soviet economy."
- (c) Recommendations of the Advertising Council, submitted by its President, T. S. Repplier, to Governor Adams -- as means of overcoming current public apathy to Civilian Defense, blood donating, Savings Bonds, etc.
- (d) Request by Gov. Adams for NSC-PSB reaction to "fiber-toughening" project (described below), which was jointly developed by White House staff and Advertising Council representatives.

2. Recommendation --

- (A) A series of six, 15-minute, nationwide Radio-TV talks introduced and concluded by the President, entitled: "The Age of Peril".

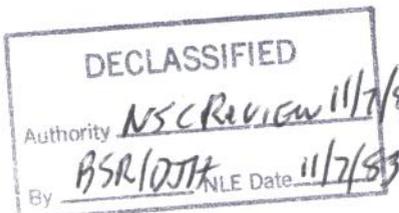
Suggested themes and participants:

- (a) "Nature of Communism" -- The President and John Foster Dulles
- (b) "Capabilities of the USSR" -- Allen W. Dulles and Gen. Bedell Smith
- (c) "The Threat to the United States" -- Adm. Radford
- (d) "The Free World and the United Nations" -- Cabot Lodge
- (e) "Communism at Home" -- J. Edgar Hoover and Herbert Brownell
- (f) "What Good Citizens Can Do" -- The President

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The first and final programs would emanate from the White House -- to insure full Presidential authority for the series. To maintain continuity, a White House "spokesman" would appear on every show in an "Ed Murrow" role -- such a person as Gov. Adams, C. D. Jackson, Robert Cutler or P. T. Carroll. (The Cabot Lodge program would originate at the UN in N.Y.C., the Hoover-Brownell program in the Justice Dept., etc.)

- (B) The Advertising Council, over a 3-month period, would swing behind the "Age of Peril" theme ... initiating a powerful advertising campaign with billions of individual impressions via newspapers, magazines, radio, TV, house organs, and car cards. (Out-of-pocket expenditures by the Council and its volunteer advertising agency estimated at \$30,000.)
- (C) The Advertising Council will stimulate leadership in labor, management, agriculture, religion, veterans, and other groups to support the program in their speeches, publications, etc. Editorial support will also be obtained from newspaper and magazine publishers, editors, and columnists; radio-TV commentators and special program directors; and motion picture producers and exhibitors with trailers and film shorts.

The entire effort would be non-partisan and non-political.

3. Timing --

Looking toward an Advertising Council media-support operation beginning in October, the initial broadcast-telecast should ideally begin as early as Sunday, September 6. Timing, however, will necessarily depend upon the commitments of the President and other participants.

Since the President is not going to Arco, Idaho, the atomic energy material prepared for Arco could most effectively become part of his message to the American people on the concluding program of the above series.

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"Age of Peril" Radio-TV Series

(a) "Nature of Communism" -- The President and John Foster Dulles

One of America's weaknesses: impatience, search for quick cures. Struggle will probably last for years. Implacability of unprecedented Soviet Communist menace. How belief in inevitability of world communism makes possible violent tactical changes with unaltered objectives. U.S. chief opponent and number 1 target. Communism a denial of individual rights and democratic principles, results in gang rule, secret police, mass murder, general perfidy. Nothing we can't lick, but facts must be faced.

(b) "Capabilities of the Enemy" -- Allen W. Dulles and Gen. Bedell Smith

Military economic manpower and scientific and technical capacities of Russia and satellites (releasing as much presently classified information as possible). Probable effects of surprise attack on U.S. High spots of Project East River and Project Lincoln reports.

(c) "The Threat to the United States" -- Admiral Radford

What this means to U.S. Our economic, manpower, scientific and technical capacities. The rationale of the "retaliatory" deterrent. The rationale of the "defensive preparedness" deterrent. The whole of Civil Defense, including industrial dispersion, Ground Observer Corps, blood stockpiling.

(d) "The Free World and the United Nations" -- Cabot Lodge

Necessity for U.S. to have and keep allies. What is needed to hold Free World together. Statistics: manpower and industrial capacities and resources of Free World (ex-U.S.) hold balance of power between Russia and ourselves. Need for strengthening UN as deterrent to aggression. Value of UN agencies in building Free World Strength.

(e) "Communism at Home" -- J. Edgar Hoover and Herbert Brownell

Danger that in fighting communism, democracy may abandon own principles of freedom, mistake external military threat for internal political conspiracy. Differences of susceptibility to Communist subversion in Italy and France (say) from that in U.S. Real extent of internal danger here, its nature and how best handled. Remarkable job FBI is doing. How citizens can cooperate with FBI.



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(f) "What Good Citizens Can Do" -- The President

Summary of preceding five talks. Age of peril demands patience, determination, fortitude. Emphasis on moral and spiritual values in American life worth fighting for and making material sacrifices for. Reminder that Government can't solve all problems and safeguard freedoms without support and active aid of every citizen. How the way we make democracy work affects relations with other peoples. What we do must be made more appealing than what Communists promise. How building moral, spiritual and physical strength can help avert World War III. Every citizen can help -- giving blood, buying savings bonds, supporting adequate defense measures, paying taxes willingly, joining civil defense, Ground Observer Corps, preserving our fundamental freedoms, etc.



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