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THE WHITE HOUSE
WASHINGTON

March 28, 1990

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NATIONAL SECURITY REVIEW 24

MEMORANDUM FOR THE VICE PRESIDENT
THE SECRETARY OF STATE
THE SECRETARY OF DEFENSE
DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET
ASSISTANT TO THE PRESIDENT FOR NATIONAL
SECURITY AFFAIRS
DIRECTOR OF CENTRAL INTELLIGENCE
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
DIRECTOR, UNITED STATES INFORMATION AGENCY
CHAIRMAN, BOARD FOR INTERNATIONAL
BROADCASTING

SUBJECT: Review of U.S. Government International
Broadcasting Activities (U)

In light of the dramatic political, economic and social changes in the Soviet Union and Central and Eastern Europe, I am directing that a National Security Review be undertaken of the international broadcasting activities of the United States Government. The review will be chaired by the Special Assistant to the President for National Security Affairs, Senior Director for International Programs, and should be completed by May 31, 1990. (U)

In a time of international transition, this National Security Review should provide the basis for short-term decisions concerning broadcasting activities over the next two years. The review should consider the activities of the Voice of America, USIA Television, Radio Free Europe/Radio Liberty (RFE/RL), and Radio in the American Sector of Berlin (RIAS). Because the implications of East-West change transcend U.S. interests in the European and transatlantic areas, the Review should encompass U.S. Government radio and television broadcasting to foreign audiences worldwide. (U)

The review should examine the mission of U.S. Government international broadcasting activities in the context of overall U.S. foreign policy objectives. It should consider the future

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Declassified/Released on 6-3-98
under provisions of E.O. 12958
by R. Soubers, National Security Council

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role of U.S. Government broadcasting at a time when many, but not all, parts of the world enjoy an increasingly free flow of information, including indigenous free media and access to Western commercial broadcasting. The review should cover planning, programming and resource implications, including allocation of limited resources to various regions, countries, and languages. The review should consider, but not be limited to, the following questions. (U)

PART I: ASSESSMENT

-- What is the mission of U.S. Government international broadcasting activities? (U)

-- What is the current scope and content of U.S. broadcasting activities? How well is the mission being accomplished? (U)

-- How has the increasing access of Eastern European and, to a lesser extent, Soviet audiences to Western broadcasting and other media changed the need for U.S. Government broadcasting to those areas? (U)

-- How will developments in the international political situation, technology, private sector activity, and actions of other international broadcasters affect formulating U.S. international broadcasting policy and programs for the immediate future and the next two years? (U)

-- Is there a role for U.S. Government broadcasting to areas that have indigenous free media and/or access to substantial Western media? If so, what is that role? (U)

-- What are the current plan and rationale for new facilities, modernization, and refurbishment of U.S. international broadcasting assets? (U)

-- What kinds of audiences are we trying to reach? What measures are used in determining the effectiveness of broadcast coverage and the types of programming used? How much of a factor should audience levels (figures) be in determining program content? (U)

-- What are the language priorities for broadcasts, and how are they established? Should these priorities be re-evaluated or changed in light of world developments? (U)

PART II: OPTIONS FOR POLICY

-- What are the principles which should underlie U.S. Government international broadcasting activities now and in the future? (U)

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- How can we ensure that U.S. Government international broadcasting reflects and articulates U.S. foreign policy in changing world circumstances? (C)
- What is the most effective mix (e.g., language services, program content, infrastructure needs, hours, coverage, redundancy) of U.S. international broadcasting activities and programs, given growing access of audiences to indigenous media and Western commercial broadcasting and the likelihood of continuing overall budget constraints? (U)
- What should be the role of U.S. Government broadcasting to the Soviet Union and Central and Eastern Europe over the next two years? ~~(C)~~
- o What should be the role of surrogate radio broadcasting (RFE/RL) to areas increasingly open to media and the exchange of ideas? (U)
 - o Given current changes, do U.S. programming, broadcast and transmitting facilities, and other assets overlap excessively? What are the likely requirements for broadcast coverage and power needs over the next two years and beyond? (U)
 - o What should be the status of RIAS radio and television in the context of German unification? ~~(C)~~
 - o What should be the scope and mission of the planned Israeli transmitter and other technical modernization programs in light of current international developments? ~~(C)~~
- What should be the role of U.S. Government broadcasting to other areas of the world which remain closed to free media and communications? (U)
- What should be the broadcast language priorities over the near term? (U)
- How might current legal mandates for U.S. Government radio and television broadcasting be adjusted in light of the emerging international political and communications environment? (U)
- What further studies, reviews or commissions should be undertaken to examine U.S. Government international broadcasting over the longer term? (U)

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- o Should a review of the overall structure and organization of U.S. Government international radio and television broadcasting activities be undertaken? (U)

- o How might technological developments affect the means of carrying out U.S. international broadcasting? (U)

A handwritten signature in cursive script, appearing to read "G. Bush".

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