

1097.

DEA/50182-40

Note pour le sous-secrétaire d'État par intérim aux Affaires extérieures
Memorandum for Acting Under-Secretary of State for External Affairs

SECRET. PERSONAL.

[Ottawa], September 8, 1948

As I have not been very closely in touch with all the developments leading up to this morning's meeting and the discussions on Psychological Warfare generally, I may have got off the point somewhat without knowing it.

I think the meeting was very useful because the proposals made by Pidgeon were dealt with and, in the process, as far as I was concerned anyway, I came away with a few of the major points better sorted out in my mind.

As I said, I think there are two reasonably distinct joint operations between the C.B.C. International Service and ourselves. The first is the broadcasting of news and comment about Canadian affairs by the Service. This is primarily a C.B.C. responsibility and it takes the initiative and works out its plans for maintaining the proper standards of speed, accuracy and coverage. Except on the general principle that Canadian news sent abroad should serve this country well and reinforce its international policies as far as possible, there is no clear-cut plan, specified objective or specialized technique other than that of a regular news agency.

In the effort to maintain the standards mentioned, the Service has or will set up quick means of communication between their office and ours, has appointed a liaison officer to keep closely in touch with the Department for all checks and counter-checks, and through him and the Information Division is now going on to utilize further their liaison officer so that their news broadcasting may be better handled on all counts so far as this Department is concerned. It is proposed that a member of the Information Division should be appointed to work with him on this, and that selected material clearly usable by the C.B.C. should be forwarded to Montreal and that general directions for the handling of news under major current headings should be prepared in the appropriate divisions.

After this machinery has been whipped into shape and the people who compose it are quite sure how to work amongst themselves and together, it seems to me that the news broadcasting by the International Service should be in fair shape. No doubt it will have some propaganda character and in so far as our suggestions are adopted by the International Service news will be slanted to definite needs which we hope will further Canadian policy.

I still think, however, that what is called Psychological Warfare which is the second problem before us, can be clearly and usefully distinguished from news broadcasting. If it is properly so-called, it is an active use of ideas, news, commentary, to resist and overthrow counter-policies which endanger our country and social system. While the C.B.C. is one of the main weapons in carrying on this "warfare", the directing mind and the driving force should come from this Department. It is essentially the planned use of information calling for its selection, its timing, its phrasing and its continuity. It is not information in the ordinary sense of the word, that is, the liberal and objective diffusion of news and facts so as to