

A suggested plan for the Vietnamese Government in the fields of
Information, Propaganda and Psychological Warfare.

POSITIVE

OBJECTIVE: To attract and hold the strong support of the majority of the Vietnamese people for a strong, independent, unified, anti-Communist, democratic Vietnam.

I. By exploiting all action of the Diem Government, such as:

(1.) Administrative reform.

a. Getting rid of three provincial Governors.

b. Anti-corruption decree.

(2.) Getting full powers.

a. Control of the Army.

b. Direct dealing with U.S. on financial aid.

(3.) Nationalization of the Army.

(4.) Integration and resettlement of refugees.

II. By exploiting government objectives and plans such as:

- (1.) National Assembly.
- (2.) Land Reform.
- (3.) Community development.
- (4.) Economic development.
- (5.) Social Welfare.
 - a. Education
 - b. Public health
 - c. Labor
 - d. Housing
- (6.) Establishing internal security.

III. By exploiting National leaders such as:

- (1.) President Diem
- (2.) Members of his cabinet.
- (3.) Other Nationalists.

NEGATIVE

OBJECTIVE: To discredit and weaken the Vietminh, their administration in North Vietnam, and their efforts to extend their influence in Free Vietnam.

by positive
I. By attacking Vietminh government actions such as:

- (1.) Conscription.
- (2.) Suppression of civil rights.
- (3.) Oppressive taxation.
- (4.) Atrocities.
- (5.) Violations of Truce Agreement.

II. By condemning Vietminh Government objectives such as:

- (1.) Colonization.
- (2.) Denial of democratic representation.
- (3.) Farm collectivization.
- (4.) Anti-family social pattern.
- (5.) Materialistic approach to education.

III. By attacking Vietminh leaders.

SUGGESTED THEMES FOR POSITIVE OPERATIONS:

1. You must work together to achieve the ideals you cherish and

support the government which is fostering and protecting those ideals.

2. Independence brings responsibilities, both to the government and to one another, which all must share for the good of all.

3. The government is making sound efforts to improve your living conditions and to permit maximum opportunity for you to benefit from them without fear for your safety.

4. A national structure which endures must be established on a firm political, economic, social and military foundation.

5. *The Free Nation of the World* are
~~The United States and France~~ stands by you, and ~~is~~ providing the assistance which you and your government have requested.

6. *The Free Nation of the World* are
~~The United States and France~~ is helping you to help yourselves
because like you, ~~Americans and French~~ cherish freedom and understand the individuals need for the opportunity to provide for himself and his family.

7. *The Free World*
7. The interest of ~~The United States and France~~ in your country is limited to assisting you to maintain your freedom and better your lot.

8. *The Free World*
8. The ~~United States and France~~ sympathizes with your legitimate aspirations for independence, peace and social and economic development and actively supports these aspirations with economic, military and diplomatic assistance.

nations of the Free World
9. The ~~United States and France~~ are your powerful friends and

allies and ~~is~~ they have the physical resources and moral forces to help you.

SUGGESTED THEMES FOR HOSTILE OPERATIONS:

1. The Vietminh are agents of a foreign power. Their leader, Ho Chi Minh, follows the directions of Peiping and Moscow.
2. The Chinese support and control the Vietminh. Through them they wish to control all of your country. At Geneva the Vietminh representatives were seen but not heard. The Chinese Communists did all the talking for them.
3. The Vietminh are the agents of foreign colonialists. They will take as much of your country as they can get. Every time they gain, you lose. They will trick you in order to enslave you.
4. Hundreds of thousands of your countrymen know the Communist Vietminh for what they are -- a group which would destroy your freedom, your religion, your way of life. Your countrymen from the North chose a life of freedom and hope with you rather than slavery under the Vietminh.
5. Communism would destroy your religion, your culture, as well as your personal liberties.

IMPLEMENTATION

1. That this plan be forwarded to President Diem immediately with the recommendation he appoint a committee under the chairmanship of the Minister of Information consisting of a representative from his office and each Ministry, that this committee be directed to implement the above plan immediately.
2. That a representative of the French Information Service and the United States Information Service serve as an Advisory Council to this committee.