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NATIONAL SECURITY DECISION
DIRECTIVE NUMBER 130-US International Information Policy (U)

International information is an integral and vital part of US national security policy and strategy in the broad sense. Together with the other components of public diplomacy, it is a key strategic instrument for shaping fundamental political and ideological trends around the globe on a long-term basis and ultimately affecting the behavior of governments. (U)

While improvements have been made in US international information programs and activities over the last several years, there is a need for sustained commitment over time to improving the quality and effectiveness of US international information efforts, the level of resources devoted to them, and their coordination with other elements of US national security policy and strategy. The role of international information considerations in policy formulation needs to be enhanced, and wider understanding of the role of international information should be sought within the Executive Branch as well as with the Congress and the public. (U)

The fundamental purpose of US international information programs is to affect foreign audiences in ways favorable to US national interests. Such programs can only be credible and effective by respecting accuracy and objectivity. At the same time, the habits, interests, expectations and level of understanding of foreign audiences may differ significantly from those of the domestic American audience, and require different approaches and emphases in the selection and presentation of information. While US international information activities must be sensitive to the concerns of foreign governments, our information programs should be understood to be a strategic instrument of US national policy, not a tactical instrument of US diplomacy. We cannot accept foreign control over program content. (U)

International Information Strategy

Essential to a successful global information strategy is recognition of the diversity of the audiences the US seeks to address. Beyond the obvious differences among Western,

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Communist country and Third World audiences, there are significant ideological and cultural differences within countries and regions and between elites, key opinion sectors, and the general population. Programming must be more effectively differentiated to reach these audiences. The critical importance of elites in the formation of public opinion must be recognized. At the same time; intensified efforts must be made to address the general population in areas where government control of elite communications is strict. Specific information themes and strategies outlined in the study accompanying this directive should serve as the general basis for US international information programming. (S)

International Radio Broadcasting

International radio broadcasting is the US Government's most effective means of communicating the truth directly to the peoples of the world. Improvement in the US international broadcasting effort must continue to enjoy the highest priority. National Security Decision Directive 45 affirmed the essentials of existing US policy relative to US international broadcasting and, among other things, authorized a major, long-term program of modernization and expansion, approved revised guidance for determining languages and broadcast hours, and called for a major effort to overcome jamming of US broadcasts and ameliorate its effects. A review of implementation of NSDD 45 should be undertaken by the Senior Planning Group. Such a review should include a revision of current language guidance, to include recommendations concerning the possible initiation of new language services. It should also incorporate reports on programming policy and objectives relating to international audiences of the Radio in the American Sector of Berlin and our Armed Forces Radio and Television Service. (S)

Other International Information Instruments

Several other instruments of international information merit special attention and long-term planning and development. (U)

More systematic thought needs to be given to the opportunities offered by international television broadcasting. A conceptual study should be undertaken of technical and political options for US international television broadcasting over the next several decades. (U)

In the area of publications, steps should be taken to reconstitute as a major ongoing program support for publishing and disseminating abroad books and other publications. This includes strengthening a working partnership between the USG and the private sector to make available broad serious works on American or Western institutions and principles. (U)

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In addition to the traditional instruments of international information, new technologies (particularly in the area of audio and video tape cassettes) have created new instruments whose potential should be explored. (U)

It is important to recognize that information disseminated by private and commercial organizations is likely to have special credibility with many audiences. A high priority should be placed on improving liaison and cooperation with, and support of, appropriate private sector information efforts. (U)

An interagency study in support of US objectives relative to the free flow of information and the potential of new communications technologies should be carried out under the auspices of the Senior Planning Group. Special attention shall be given as to how to overcome barriers to information flow and how to utilize communications technologies to penetrate closed societies. (U)

Information and Communications Assistance

Strategically targeted information and communications assistance to other nations can contribute significantly to achieving US objectives. It should be recognized as an integral part of US international information activities. A study should be undertaken by the Senior Interagency Group on International Communications and Information Policy to define the role and contributions of the various agencies involved and to develop a long-term strategy in this area. (S)

International Information Policy in Peace and War

In view of the importance of psychological factors in maintaining the confidence of allied governments and in deterring military action against US national interests, and in order to be prepared for the immediate and effective use of psychological operations (PSYOP) in crisis and wartime, it is vital that the Armed Forces maintain a strong and active international information capability. Revitalization and full integration of PSYOP in military operations and planning should be a high priority of the Department of Defense. In order to employ PSYOP effectively and economically, a set of national guidelines and a funded program will be established and roles and relationships of the agencies that are involved will be defined. The Department of Defense is directed, with appropriate interagency coordination and in accordance with national law and policy, to participate in overt PSYOP programs in peacetime. The SPG should take the lead in developing coordinated interagency plans, including the utilization of DOD capabilities, for international information activities in support of national security objectives. (S)

Crisis and wartime conditions impose special requirements on US international information activities. In wartime or during crises (which may be defined as periods of acute tension involving a threat to the lives of American citizens, or the imminence of war between the US and other nations), US international information elements should be ready to initiate special procedures to ensure policy consistency, timely response and rapid feedback from the intended audience. Appropriate agencies should review and, as necessary, develop procedures for their operations during crises. ~~(S)~~

International Information: Functional Requirements

Research on public opinion, media reaction, and cultural factors needs to be substantially improved and more fully coordinated and applied to US information activities. The proposed Foreign Opinion Research Advisory Group (FORA) is hereby approved, and agencies should seek funding for it as required. (U)

There is an urgent requirement for more extensive and sophisticated training of USG personnel in the international information environment, and in substantive and technical requirements of effective international and intercultural communication. Agencies should review their existing training programs and augment them as necessary. In the area of career development, a special effort should be made by all agencies to develop career tracks which encourage qualified individuals to remain in the field of international information. (U)

The lack of adequate resources devoted to international information remains a problem of fundamental importance. All Executive departments with significant activities in the international or national security areas should comprehensively review their participation in and support of US international information activities, with a view both to increasing resources devoted to this area within current allocations and establishing clear requirements for future budgetary submissions. (U)

There is a need to enhance the role of international information considerations in the national security policy process. Wherever appropriate, major national security policy studies and decision documents should include an assessment of the impact of policy options or decisions on foreign opinion and on the international information environment generally. (U)

In order to generate the public consensus that is essential to support of a vigorous international information effort, agencies will review current mission statements and other existing policy declarations and revise them as necessary to reflect the guidance provided by this directive and the accompanying study. Other activities in support of this

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objective should be pursued by the involved agencies on a coordinated basis. (U)

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