

Vol III, No. 37

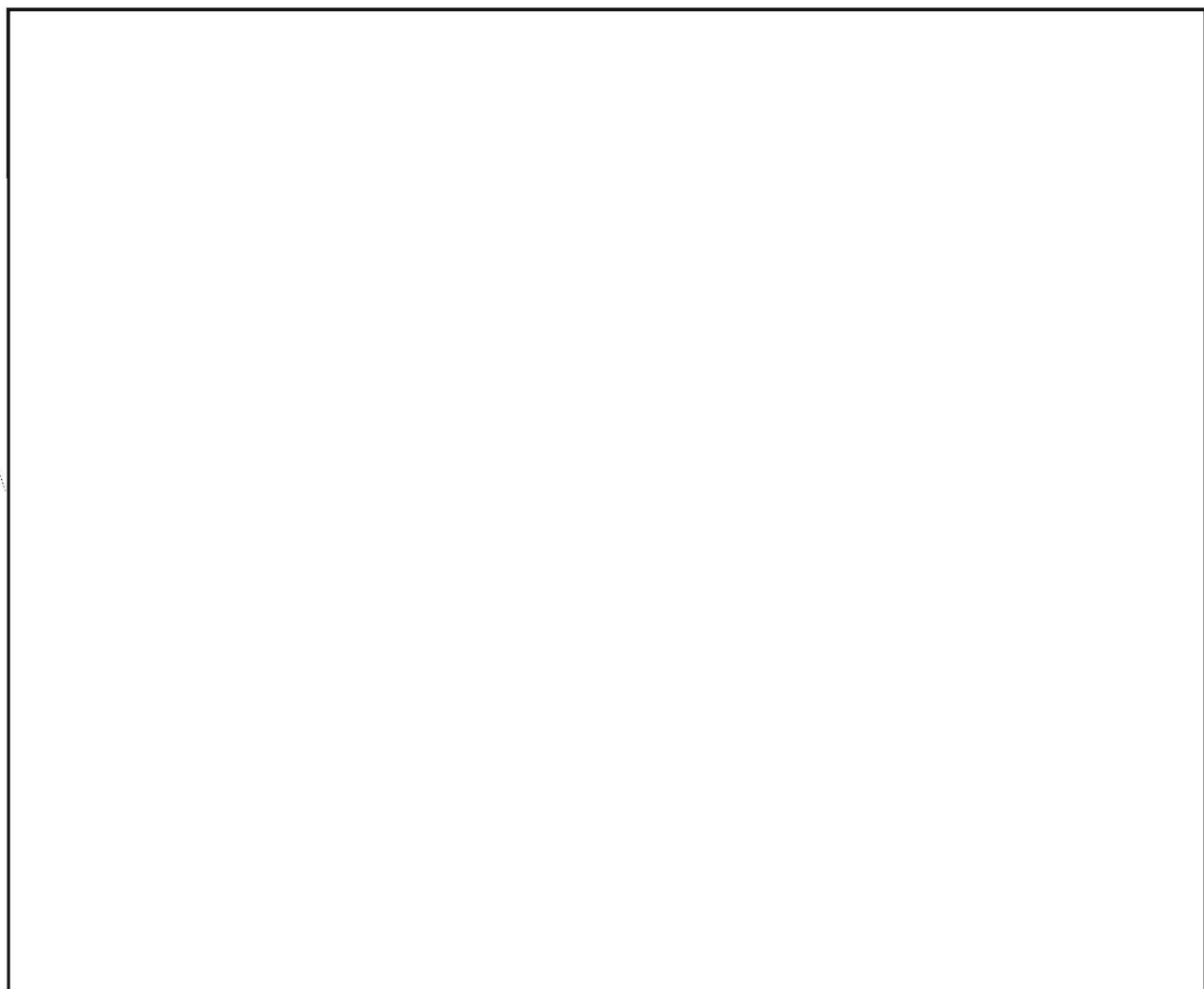


18 September 1995

~~I~~ I recently received the following letter from [redacted] which echoes President Clinton's appreciation that was passed on to you earlier this summer. I would like to add my personal thanks and congratulations to all who supported the [redacted]. Clearly your dedication, hard work, and technical expertise played a significant role in this critical [redacted] accomplishment.

Very Respectfully, VADM J.M. McConnell

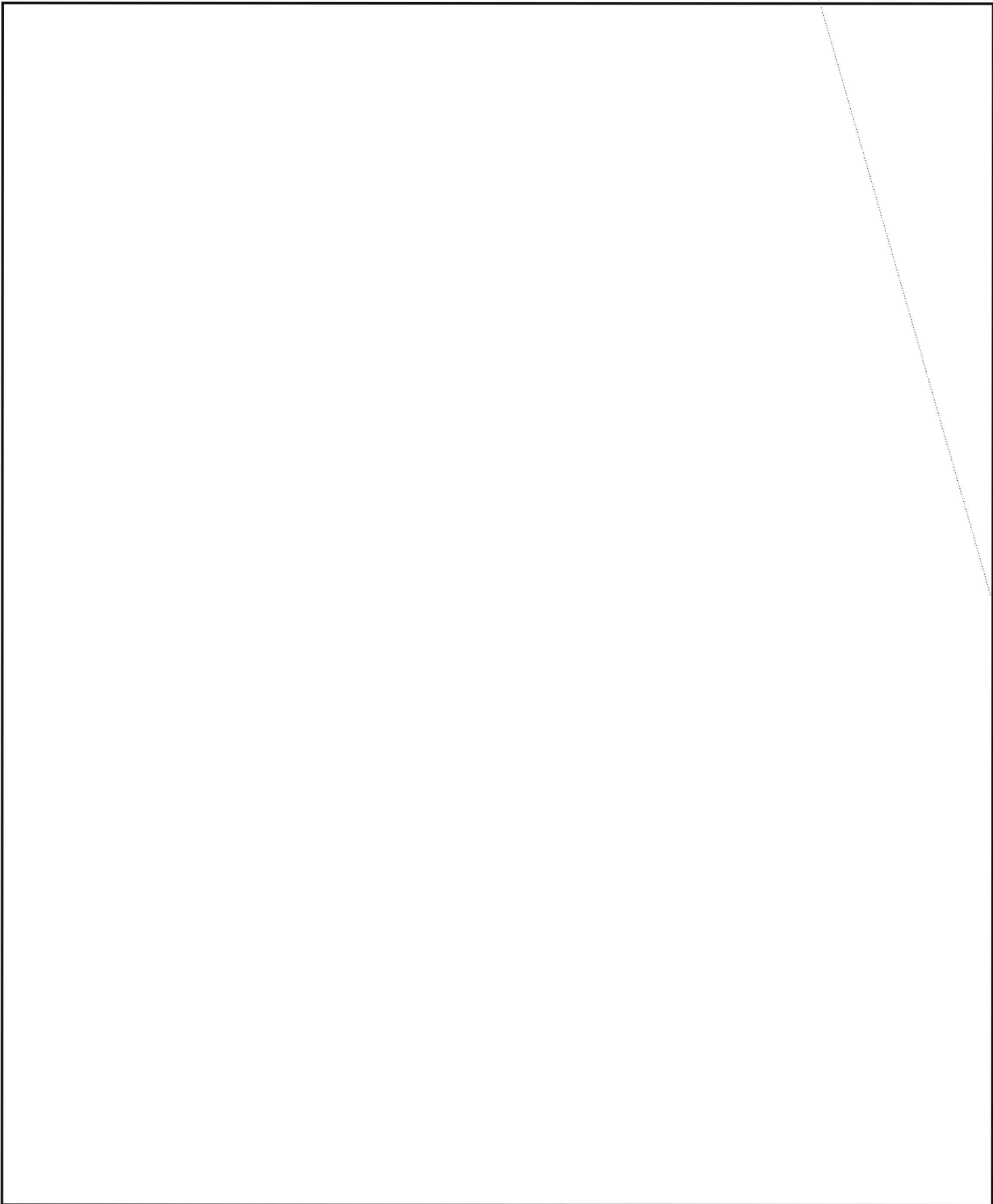
UNITED STATES ARMS CONTROL AND DISARMAMENT AGENCY
 WASHINGTON, D.C.

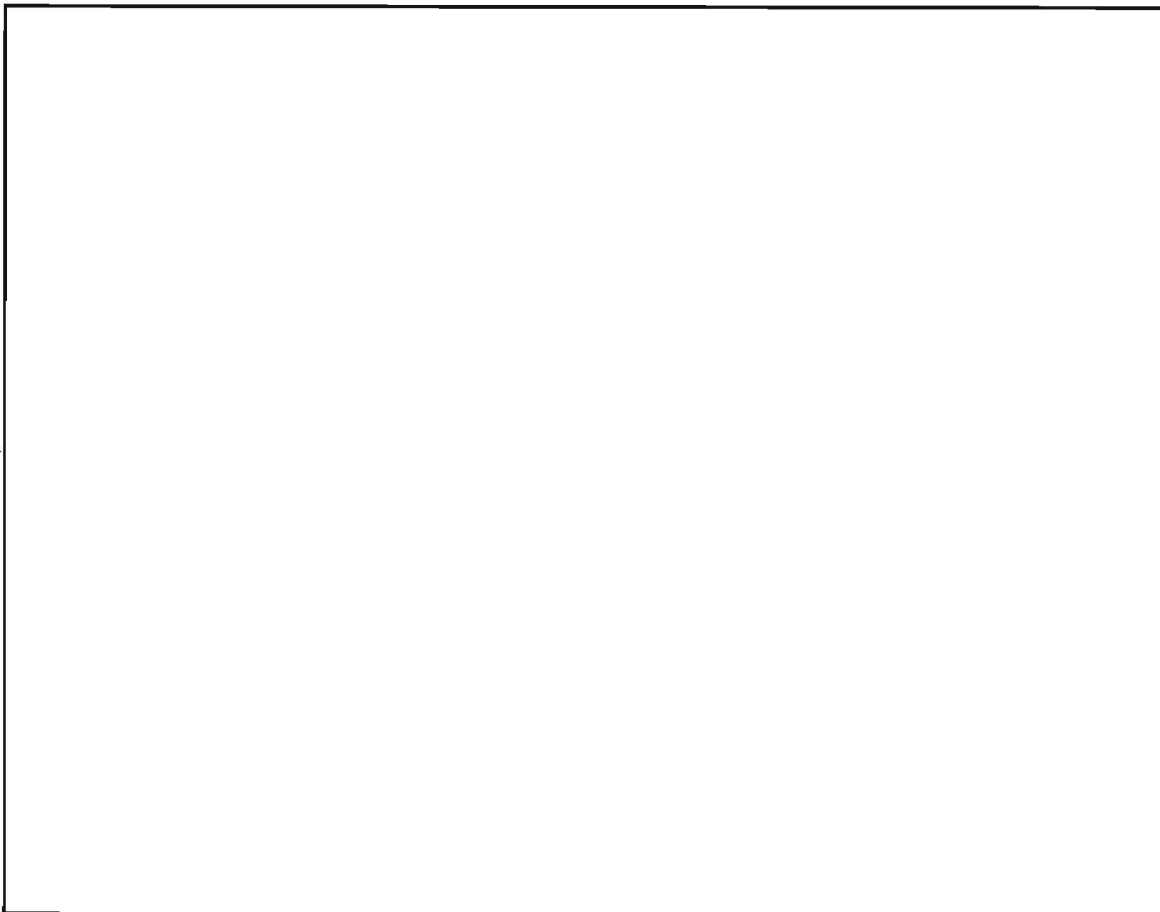


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**A NEW
APPROACH TO
PUBLIC
AFFAIRS**
(U)

(U) During a recent conference, the Director of the Public Affairs Staff at CIA, Mr. Dennis Boxx, announced several new outreach initiatives which may impact not only CIA but also the entire Intelligence Community (IC) in terms of their relations with the media, interest groups, and the general public. In an article published in *What's News at CIA*, Mr. Boxx indicated he hopes to improve the public's understanding of the work of the Intelligence Community (IC) and the importance of intelligence in the post-Cold War world.

(U) Predicting a more aggressive stance in terms of "setting the record straight when (the IC) has been wronged," Mr. Boxx anticipates an increased number of DCI meetings with editorial boards of major newspapers, as well as more background briefings for reporters to improve the media perspective on the real world of intelligence. In addition to the DCI, key CIA leaders will meet with the media to discuss issues in their fields.

(U) Observing that the "days of unquestioned blind support for CIA and the IC are gone," Mr. Boxx noted that the American people are questioning the role and methods of the IC and "we need to regain their confidence based on good performance and a willingness to talk about it." The DCI has also expressed his intention to be more open with the public, declassifying where appropriate, in order to build public confidence and support.

~~(FOUO)~~ NSA has also adopted a new approach for dealing with the media. With the approval of the Senior Agency Leadership Team, the Public

~~SECRET~~


*NSA's Strategic Vision—
To Create Value for Our Customers Through Intelligence that Counts
and Superior Information Systems Security Solutions*

Affairs Office (PAO), N5P4, devised an executive strategy advocating that the Agency develop a more proactive level of interaction with the media and public. The strategy, which is currently being incorporated into a new regulation, focuses on telling NSA's story to the extent possible. The recent VENONA release event is an example. This does not mean, of course, that current classified operations will be discussed. Instead, PAO will continue to look for opportunities to help the public and media understand the important role NSA plays in maintaining the national security and contributing to the local area.

~~(FOUO)~~ The Agency's more public posture does not alter in any way, however, employees' responsibilities relative to dealing with the media. It remains essential that NSA speak with one corporate voice and that employees and affiliates refrain from responding to media inquiries concerning the Agency's activities and operations. Employees who receive queries of this type should refer the callers to the PAO on 301-688-6524, and provide a "heads-up" as soon as possible to the PAO on 963-5825s. NSA/CSS Regulation 10-70, "Media Contacts," will soon be revised to reflect the new strategy, but may be referenced for additional details.

~~(FOUO)~~ The PAO has asked us to remind you that the appearance of information in the media does not guarantee that its release was authorized by NSA. When Agency activities are mentioned publicly, caution must prevail when commenting to family, friends, or acquaintances. Unless authorized, confirmation or denial of specific information should also be avoided.

~~(FOUO)~~ The PAO is eager to hear about NSA activities that can translate into positive media and public exposure for the Agency. If you are aware of an item that has the potential for a story, please call the PAO at the numbers cited above. With the new proactive strategy, you may just see your idea in print or on TV!



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Postscript File

~~(FOUO)~~ VADM McConnell's appearance on TALK NSA scheduled for 26 September has been postponed until 6 December from 0930 to 1030 hours.

~~HANDLE VIA COMINT CHANNELS ONLY~~
~~SECRET~~