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NYC 25 SEPT 62
TO SCHNEIDER INFO SMITH BURKS MILLER AGNIEL
FROM WALTER INFO KAUFMANN

1146 AM

STRICTLY CONFIDENTIAL

YOUR MUN 90 OF 21 SEPT. STATED "ENTIRE QUESTION OF IMPLEMENTATION OF DGS IS NOW UNDER REVIEW HERE". REPORTS ARE REACHING DESK PERSONNEL HERE TO THIS EFFECT AND WE, UNFORTUNATELY, FIND OURSELVES IN THE DARK ON A MATTER WHICH IS CLEARLY OF DIRECT CONCERN AND APPLICATION TO OUR DAILY WORK. ONE REPORT CIRCULATING HERE IS THAT EVERY ITEM IN EVERY DAILY GUIDANCE MUST BE COVERED BY EVERY DESK EVERY DAY. I HAVE DENIED THAT SUCH IS THE CASE, REFERRING TO MR. SMITH'S STATEMENT MADE WHEN WE DISCUSSED THE GENERAL PROBLEM OF GUIDANCES DURING HIS PRESENCE HERE-- THAT MANAGEMENT DID NOT CONSIDER THE GUIDANCE OF RIGID, HARD AND FAST SET OF RULES BUT CLEARLY EXPECTED THE USE OF "HORSE SENSE" IN THEIR IMPLEMENTATION BY THE DESKS AND BDS. WE HAVE ALWAYS OPERATED WITH THE UNDERSTANDING THAT EACH DESK MUST TAKE INTO CONSIDERATION THE NEEDS OF ITS PARTICULAR AUDIENCE, AS WELLAS THE AMOUNT OF PROGRAM TIME IT HAS AVAILABLE TO IT. IN THE PREPARATION OF THE DAILY GUIDANCE SUMMARY AND NEW YORK COMMENTS AND SUGGESTIONS, SOME ITEMS APPEAR ON AN ALMOST DAILY BASIS WHICH CALL ATTENTION TO CERTAIN NEW EVENTS EFFECTING A GIVEN SITUATION SUCH AS CUBA. HOWEVER, THIS DOES NOT
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SEEM TO ME TO INDICATE THAT EACH DESK MUST PROGRAM ON CUBA EVERY DAY. PROGRAMMING SHOULD BE PLANNED BY THE DESKS WHEN THEY HAVE ENOUGH MATERIAL TO PRESENT A LOGICAL, INTELLIGENT PROGRAM. NEWS COVERAGE MAY VERY WELL SERVE IN THE INTERIM. WE NEED SOMETHING FROM YOU VERY QUICKLY HERE IN ORDER TO HOLD DOWN THE SPREAD OF WHAT MAY OR MAY NOT BE MISINFORMATION WHICH IS ARRIVING FROM MUNICH BD SOURCES. PARA. THIS CASE ALSO DEMONSTRATES THE NEED FOR MUNICH'S KEEPING US FULLY INFORMED OF ANY LINES OF THOUGHT AND DISCUSSION WHICH ARE DEVELOPING ON MATTERS AS BASIC AS HOW THE DAILY GUIDANCE IS TO BE IMPLEMENTED. WE ALL KNOW THE RAPIDITY WITH WHICH INFORMATION AND MISINFORMATION IS SPREAD IN THIS ORGANIZATION, AND WE CANNOT HOPE TO KEEP DOWN THE MISINFORMATION WITHOUT FULL COMMUNICATION BETWEEN THE TWO AMERICAN MANAGEMENT GROUPS INVOLVED.
END MSG