

HEADQUARTERS
UNITED STATES MILITARY ASSISTANCE COMMAND, VIETNAM
Office of the Commander
APO 143, San Francisco, California

MACPI

22 June 1964

Miss Beverly Deepe
London Daily Express
101 Cong Ly
Saigon, Viet Nam

Dear Miss Deepe:

Of the many details associated with assumption of this unique and complex command, one of the most important, in my opinion, is that of our relations with media representatives. It is for this reason that I wish to establish at the outset a working relationship with you which will contribute to accomplishment of United States goals in Viet Nam, namely to assist the government in bringing to an end the insurgency by the Communists.

First, I feel that the press and the American advisory effort are seeking the same basic objective -- a true appraisal of the situation in Viet Nam. On that premise let me assure you that I intend to cooperate with media representatives to the maximum, consistent with policy and security directives which must control my actions.

I will meet with media representatives from time to time for background discussions on subjects about which I feel I am knowledgeable.

As you know, a few weeks ago we set up a program whereby I would take a media representative with me on a trip to the field usually about once a week. Unfortunately, I have missed a couple of weeks because of the Honolulu Conference and official trips to Thailand and Kuala Lumpur. (Incidentally, the latter trip was exclusively to learn at first hand the management techniques used in the counter-insurgency campaign in Malaysia.) I intend to continue the program until we have completed the cycle, at which time a new roster will be arranged by the Information Office for future trips.


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In our desire to give maximum service to you and your cohorts, we are going to set up a new Special Projects and Liaison Branch in the Office of Information. It will be co-located with the Embassy Press Attache and USIS in order to achieve maximum coordination of the efforts of the three agencies, as well as to facilitate contacts by media representatives. We plan to make a helicopter available to that office, with the view of expediting trips to the field for coverage of newsworthy events. This should take place in the near future.

In the meantime, if you have any problems which you would like to discuss with me, please contact the Office of Information and I will be glad to see you as soon as my schedule will permit.

Sincerely,



W. C. WESTMORELAND
Lieutenant General, USA
Commanding