

MUN47

9 AUG 62

TO: RICHARDSON KOERNER

FM: OTT FOR SMITH COPY MINTON, GEIGER, MATER

091245 U R G E N T

RE NYC 44. WE ARE PLEASED TO HAVE AT & T'S OFFER OF TELSTAR TIME.

INITIAL TELSTAR BROADCAST LAST MONTH WAS SUCCESSFUL BECAUSE A FIRST AND SIMULTANEOUS. WE FEEL USE OF TELSTAR NOW MUST ALSO BE SIMULTANEOUS AND CARRY ONLY TOP MATERIAL TO WARRANT EXPENSE AND EFFORT INVOLVED. SIMULTANEOUS USE WOULD INVOLVE DIRECT TRANSMISSION DURING PEAK LISTENING TIME BETWEEN 2000 AND 2200 MUNICH TIME. GOING ON AIR LIVE, PRE-KNOWLEDGE OF EXACT TIME OF TRANSMISSION WOULD NOT BE NECESSARY IF COULD BRACKET, I.E., KNOW IT WOULD BE OFFERED IN FIXED PERIOD OF UP TO HALF HOUR, ALTHOUGH BROADCAST ITSELF WOULD BE ONLY FOR FEW MINUTES.

BEST IDEA HERE WOULD BE MESSAGE FROM PRESIDENT KENNEDY, BEAMED SIMULTANEOUSLY AND FOLLOWED BY TRANSLATION IN OUR LANGUAGES DONE FROM HERE. MESSAGE NOT NECESSARILY PURELY POLITICAL BUT COULD BE SIMPLE GREETING TO PEOPLE OF EAST EUROPE PERHAPS MENTIONING RFE. WITH ADVANCE TEXT, WE COULD BE WELL PREPARED FOR IMMEDIATE TRANSLATION. PRESIDENTIAL MESSAGE WOULD BE GREAT PUBLICITY FOR RFE AS WELL AS FOR CAUSE OF EAST EUROPE.

WE DO NOT FEEL LATER USE OF TAPED TELSTAR CAST WOULD BE OF ENOUGH IMPACT TO MAKE EFFORT WORTHWHILE. WE DO NOT BELIEVE USE OF TELSTAR FOR ALL SIX WEDNESDAYS AND THURSDAYS WOULD BE JUSTIFIED. ONE OR AT MOST TWO SUCH BROADCASTS WOULD SUFFICE. THERE SEEMS TO BE NO GREAT TECHNICAL PROBLEM HERE. LINE TO FRENCH RECEIVING POINT ROUTINE.

END MSG