

Adm 14.1

Policy: MOL
STIC: MOL

DEPARTMENT OF THE AIR FORCE
OFFICE OF THE SECRETARY

MEMORANDUM

March 22, 1966

Major Hermann:

I concur with the recommendation on the proposed article with a Schriever by-line for the Los Angeles Times.

I have discussed this same subject with Dr Flax in times past. Dr. Flax has indicated that there should be no speeches on MOL, but that inclusion of MOL as one of many space programs is appropriate. I believe that the inclusion of a paragraph on MOL is appropriate for the article.

On the recommendation concerning the proposed Aerospace Corporation advertisement, I concur with Major Cohen. I think all reference to MOL should be deleted.

H. L. Evans
H. L. Evans

Harvey:

Here is General Evans answer to my memo concerning the two proposals we could not agree on. I have acted according to the attached on each, and have sent them back to Security Review.

Bob

DEPARTMENT OF THE AIR FORCE
WASHINGTON

Maj. Cohen info
Adm 14:1

OFFICE OF THE SECRETARY

March 22, 1966

MEMORANDUM FOR GENERAL EVANS

SUBJECT: Request for Clearance of Proposed Material Containing
MOL References

Attached are two items containing MOL references proposed for publication in newspapers. Major Cohen and I disagree on their releasability.

The first item (atch 1) is a proposed article with a General Schriever by-line for a Los Angeles Times special space supplement. It contains one paragraph on MOL on page 9. MOL is not the primary subject of the article; it is not prominently featured; it is mentioned as one of the many space projects using and contributing to technology. I recommended approval.

Major Cohen recommends deletion of the MOL material because it is not in accord with the information policy of not generating any MOL exposure.

The second item (atch 2) is a proposed Aerospace Corp. advertisement for personnel recruitment. MOL is more prominent in this one because they are using it as an attraction for potential employees. Major Cohen recommends deleting all MOL reference because:

- (a) Not in accord with info policy.
- (b) Other contractors will want to do similar advertising if we allow this.
- (c) Mention of MOL in the ad is not important - they could substitute something like: "an exciting new manned space program."

(d) The ad will not attract the type of people needed.

Major Cohen also recommends deletion of statement about the work being "vital to the future of the free world," and also "optical simulation technique."

I agree with the deletion of the optical specialty but not with the rest. I believe the information plan is supposed to support the program and, if Aerospace needs people to do the job, and their personnel and advertising experts think this ad will help, I think we should approve it.

Request a decision on each item.

ROBERT HERMANN
Major, USAF
Operations Branch
Public Information Division
Office of Information

2 Attachments
1 Speech
2 Advertisement

cc: Major Cohen

Col. Worthman
Please note
General Evans
memo. Unless
there is some
question, I intend
to follow this
policy with discussion
in review of
similar items.
Major Cohen