

The relevant audiences of U.S. actions are
the *COMMUNISTS* (who must feel strong pressures),
the *SOUTH VIETNAMESE* (whose morale must be bouyed),
OUR ALLIES (who must support our risk-taking with U.S. lives and prestige) .

...

[W]e must act with special care -- signaling to the *D.R.V.* that initiatives are being taken, to the *G.V.N.* . . . that we are behaving energetically despite the restraints of our political season, and to the *U.S. PUBLIC* that we are behaving with good purpose and restraint."

Assistant Secretary of Defense John McNaughton