

Barbara White named Deputy (Policy and Plans)

Barbara M. White, who joined the overseas information program in 1942, has been appointed Deputy Director (Policy and Plans), the third-ranking post in USIA. This is the highest-ranking position ever to be held in the Agency by a woman.

She succeeds William H. Weathersby, who retired in April to become Vice President for Public Affairs at Princeton University.

Miss White has served in Washington since she returned from her assignment as Public Affairs Officer in Santiago in October 1965 to become a special assistant to Director Marks. She was named an Associate Director (Policy and Research) in August 1966.

She began her government career with the Office of War Information, serving in Washington, Cairo, and Rome. Leaving

government in 1947, she was program secretary for international affairs on the national staff of the League of Women Voters until 1951, when she returned to the Foreign Service, first with State, then with USIA. She was an Assistant Information Officer in Rome from 1951 through 1956, then was Branch PAO in Turin for the following two years.

Returning to Washington in September 1958, Miss White became a desk officer and then assistant cultural advisor in IAE. In 1961 the Agency sent her to Harvard University for a year's study of American civilization. She went to Santiago as PAO in 1962.

A native of Evanston, Illinois, Miss White has an A.B. degree from Mt. Holyoke College and an M.A. from Radcliffe. In 1967 she won the National Civil Service League's Career Service Award.

Agency sends posts conservative book list

The Information Center Service has sent a special book list called "Some Conservative Books" to all posts with the suggestion that USIS library collections overseas carry "balanced presentations of responsible and relevant currents of American thought."

Public Affairs Officers were asked to review library collections under their jurisdiction and to order from the list of 41 books if their existing collections "are preponderantly liberal."

If the PAO's review discloses, however, that in the subject fields listed in the special book list the titles presently in the library are preponderantly conservative, the post should order liberal titles from other Agency lists to provide balance. PAOs were told that it is their responsibility "to insure that different viewpoints are fairly represented."

Among the titles:

"Up from Liberalism," by William F. Buckley, who was named to the U.S. Advisory Commission on Information by

President Nixon.

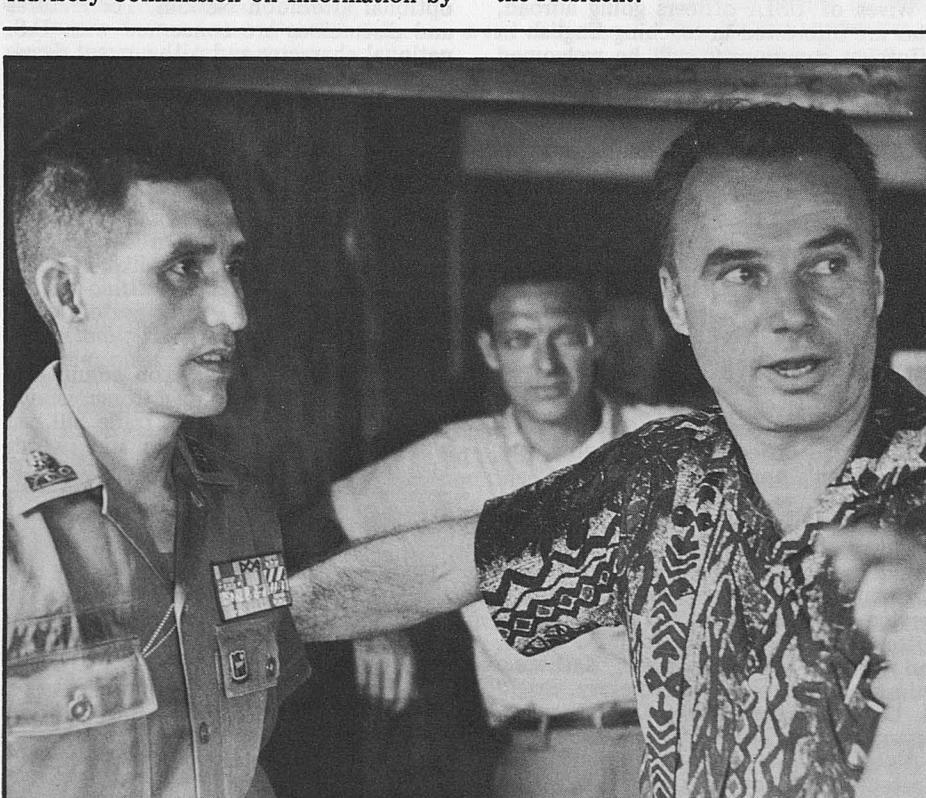
"The Creative Society," a collection of 21 speeches by California Governor Ronald Reagan.

"The Conscience of a Conservative," by Senator Barry Goldwater.

"Witness," by Whittaker Chambers.

Last year Director Shakespeare asked philosopher James Burnham to review the ICS master book list to see if the conservative viewpoint was adequately represented. Burnham concluded that "few samples of conservative thought" were represented, and the special book list was compiled.

Among the 41 books listed is one of Burnham's, "Congress and the American Tradition." The author's thesis, according to ICS, is that "Congress, because it represents the diversity of the American people, is the only truly conservative force in American government and a brake on the development of Caesarism, apparent in the increasing dominance of the President."



DEPUTY DIRECTOR LOOMIS, in South Vietnam in April, went on a one-day helicopter, jeep and riverboat trip through the vital Mekong Delta area, south of Saigon. Here he inspects the interior of a Vietnamese Army bunker with Phong Dien District Chief, Major Nguyen Duy Chan. In the background is JUSPAO Assistant Director Arthur S. Hoffman, who accompanied Loomis on the Delta tour.

USIA honors 101

One hundred one Agency employees—25 of them nationals of other countries—were honored at USIA's Thirteenth Annual Honor Awards Ceremony on June 3.

Director Shakespeare, who presented the awards with the assistance of Deputy Director Loomis, saluted the recipients in his speech to employees at the ceremony in the State Department auditorium.

Superior Honor Awards were presented to 12 employees or their representatives. A Superior Honor Unit Award was given to America House Hamburg.

Eighty-seven persons received Meritorious Honor Awards. There were 19 unit awards in that classification.

(Superior Honor Awards are listed below; Meritorious Awards on page 8).

SUPERIOR HONOR AWARDS

Joseph J. Baumer, Art Director, Africa-Middle East Magazines

For superior service in creating "Jazz," a brilliantly designed and highly effective book for USIA's American Arts Series, and for consistent excellence of design and good management in the exercise of his duties as Art Director, Africa-Middle East Magazines.

Fred Bechetti, Panama City, Binational Center Director

For his outstanding leadership and professional competence, which in a little more than seven months transformed the BNC in Panama into a thriving establishment and a leading element in the cultural and social life of Panama.

Simon Bourgin, Science Advisor (Policy and Plans)

For guiding the Agency expertly and imaginatively through the worlds of science and technology in the "year of Apollo," never losing the human path amidst instruments and rockets, indefatigable and unstinting in his dedication.

Thomas P. Crawford, Info/PsyOps Advisor, Phong Dinh Province, Vietnam

For superior accomplishment in organizing and conducting, under hazardous conditions, a unified information and psychological warfare program which has contributed towards advancing interests of the United States in assisting South Vietnam in the establishment of a viable government.

Richard G. Cushing, Deputy Assistant Director, Broadcasting Service

For competent, cool-headed administration of the Agency's largest element, the Voice of America, during an unprecedented period of major national and international events, requiring judgment and imagination to meet rapidly changing demands and challenges.

Joel Anthony Fischman, Assistant Provincial Advisor/PsyOps, Phu Yen Province, Vietnam

For developing superior techniques at the provincial level in conducting psychological operations and for devotion to duty in disregard of his own safety during the Tet attacks of 1968.

Note: Posts shown are those at which employees were stationed when nominated for awards.

USIA closes five centers in India

Following a request made by the Government of India in February, the U.S. Cultural Centers in the cities of Bangalore, Hyderabad, Lucknow, Patna and Trivandrum ceased operations on May 16.

The centers were opened in the early 1950's on the basis of an oral agreement

between Ambassador Chester Bowles and the late Prime Minister Pandit Nehru. India now bans libraries and cultural centers in cities where nations do not have consular representation.

USIS still has Centers in New Delhi, Calcutta, Bombay and Madras.

Senior Officer assignments

FSIO James J. Halsema has been named Special Assistant to Deputy Director Loomis and Executive Secretary of the Agency's Executive Committee.

He succeeds John R. O'Brien, who retired April 30. To provide a transition with Halsema, O'Brien will remain with the Agency as a consultant for several weeks.

Other senior officer assignments announced:

Margaret Clapp, Cultural Affairs Officer, New Delhi (second tour).

Dorothy R. Dillon, Desk Officer, Central America and Panama, Office of Assistant Director, (Latin America).

Robert A. Dumas, Public Affairs Officer, Lusaka.

Horace Y. Edwards, Cultural Affairs Officer, Madrid.

Frederic A. Fisher, Branch Public Affairs Officer, Dusseldorf.

Charles D. Gallagher, Chief, Field Requirements Branch, Printing Division, Press and Publications Service.

Donald G. Gould, Public Affairs Officer, Montevideo.

Peter J. Heller, Branch Public Affairs Officer, Hamburg.

Lawrence J. Hall, Chief, Research Services, Office of Research and Assessment.

Harry L. Hughes, Public Affairs Officer, Fort Lamy.

John K. Jacobs, Information Officer, Vienna.

Eugene O. Kern, Director VOA European Correspondents Staff, Munich (second tour).

Bernard L. Lavin, Deputy Public Affairs Officer, Lagos.

Leslie M. Lisle, Cultural Affairs Officer, Khartoum.

James Moceri, Chief, Evaluation and Analysis Staff.

Melvin C. Niswander, Public Affairs Officer, Managua (second tour).

Michael T.F. Pistor, Deputy Assistant Director (Near East and South Asia).

Harold F. Radday, Public Affairs Officer, Bangui.

Marlin W. Remick, Cultural Affairs Officer, Moscow.

Gunther K. Rosinus, Cultural Affairs Officer, Manila (second tour).

Francis D. Ross, Deputy Chief, Physical Security Division, Office of Security.

Aristides K. Rounes, Public Affairs Officer, Libreville.

Ted M.G. Tanen, Public Affairs Officer, Tunis.

Will Anderson dies

Will Anderson, a Special Projects Officer who had been with the overseas information program since 1952, died May 12 in a Virginia nursing home of cancer.

USIA held a special memorial service for him in Room 1100 of "1776" on May 15.

In recent years Anderson spent months conducting seminars and constructing exhibits in Africa, the Near East, Southeast Asia and Latin America. In posts around the world, walls, windows, shelves and bulletin boards now reflect the Anderson expertise in portraying America. He also taught posts how to utilize native talents and materials.

Will was a recognized artist himself. He won the Dwight D. Eisenhower Presidential Award in 1953 for his design of a NATO postage stamp. He has held one-man shows of his drawings and woodcuts in both Washington and New York; he was caricaturist of Broadway plays for the old *New York Herald Tribune*, *Theater Arts* magazine and the *Brooklyn Daily Eagle*. He was a U.S. Navy artist during World War II. He illustrated a special health pamphlet which has sold more than 250,000 copies.

For six years he was cartoonist with the New York office of Walt Disney Productions. He was free-lance art director for the J. Walter Thompson Agency and with trade association accounts from 1946 until 1952, when he joined State.

With USIA, he was Art Director for *AMERICA ILLUSTRATED*. He also turned out pamphlets, books, leaflets and posters for worldwide distribution. In 1957 he went to Vienna as Chief of the Motion Picture and Exhibits Program for Austria. He went to Bonn two years later as motion picture officer. He planned the American visual presentations at the Laotian Conference in Geneva in 1961. In 1966 he accompanied astronaut John Glenn on a tour of the Far East, to help USIS posts in visual presentations of space achievement.

He received Meritorious Honor Awards from USIA in 1954 and 1966.

A native of Brooklyn, Anderson attended Pratt Institute in New York and studied at the Art Students League.

He is survived by his wife, Trilby, and three children, David, Howard, and Faith, all of the home address, 2319 North Utah Street, Arlington, Virginia.

Alumni notes

DONALD DRESDEN, who left USIA and the IPS Pamphlets Section in September 1968, has what most people must consider the best "retirement" job in the world: he alternates writing about Washington restaurants for the *Washington Post's Potomac Magazine* with biographies. He has just had published a new one: *The Marquis de Mores, Emperor of the Badlands* (University of Oklahoma Press, \$5.95, 260 pp.).

Reviewers have called Dresden's story of the Frenchman who tried to carve an empire out of the Dakota badlands in 1883 a "fascinating chronicle of adventure." De Mores became the most celebrated and the most shot-at man in the history of that area. His ranches, herds and business operations became so vast, his competition with the Eastern Establishment so audacious, that he became known as "The Emperor of the Badlands." Said one reviewer:

"It is a safe bet that no one who starts reading [this] will put it down unfinished. This is the stirring kind of biography that comes along much too infrequently."

Dresden, who has lived in D.C.'s Georgetown since 1950, joined USIA as a Foreign Service Reserve Officer in 1963. A former staff writer on *The New York Times*, he also has written for other leading publications in the U.S., France and Great Britain including *The New Yorker*, *National Geographic*, *Gourmet*, *Travel*, and *The Reporter*. He grew up in North Dakota, was graduated from the University of North Dakota and the Harvard Graduate School of Business Administration, and lived in France. He gathered material on De Mores from both sides of the Atlantic. He also is the author of an autobiography, *Le Chemin de Paris*, published in Paris in 1946. Dresden also has lived and worked in Amsterdam, Brussels, Berlin, and Southeast Asia.

Good-bye to:



PHILIP L. GREEN (left), a technical publications writer in the IPS Latin American Division, receives a portfolio-type briefcase from co-workers at his retirement luncheon. Presenting it is Latin America Branch Chief Lafe Allen; Mrs. Green is at right. Green, who had 24 years of Government service, received the Agency's Meritorious Service Award in 1961.

—George Szabo

EDWARD (TED) HEFFRON and his wife Louise receive a retirement gift of a year's membership in the American Automobile Association from friends and co-workers. The Heffrons took off in their Volkswagen for a tour of the United States, and plan to see old friends and make new ones. Shown between them at their luncheon at Dacor House is Don Torrey of IPT.

—Richard Oakland

Executive Secretariat reorganized

As a result of the recommendations of a special task force studying Agency "paper flow," USIA's Executive Committee has approved a reorganization within the Office of the Director.

The Correspondence Review Unit, formerly in IOA/SC, and the Operations Center (I/O), have been combined with the Executive Secretariat (I/S). The new organization will continue to be called the Executive Secretariat.

I/S is designing and implementing a

correspondence and program materials review system for the Agency.

George N. Butler has been named Chief of the new organization.

Deputy Director Loomis said he expects each element "to assist Butler and cooperate with him as closely as possible to implement the correspondence control system in an effort to reduce Agency paper flow to and from the field and within the Agency in Washington."

Говорите ли вы по русски?

Do you speak Russian? No? Well, how about Polish?

USIA has openings for 32 Russian-speaking guides to accompany the "Research and Development" exhibit to the USSR. It will be shown in six Soviet cities during a one-year period beginning in February 1971.

Two sets of guides are being recruited, one for the first six months, and a second group for the latter half of the exhibit.

There also are openings for six Polish-speaking guides to accompany "Architecture—USA" to Poland. The exhibit will be shown in four Polish cities between November 1970 and February 1971.

The Agency also welcomes applications

from persons having conversational fluency in the Bulgarian, Czech, and Romanian languages for possible consideration during 1970 and 1971.

Guides will be responsible for explaining the exhibits to visitors, and answering questions about life in the United States.

Guides selected will report to Washington for a month of training and orientation before assignment to the USSR or Poland.

Anyone interested should send a "Personal Qualifications Statement" (Form 171, obtainable at U.S. Post Offices), to Chief of Recruitment, attention "Exhibit Guide Recruitment," USIA, Washington, D. C. 20547.

Any USIA wives for English teaching?

Wives of USIA officers going abroad, who are interested in teaching English in a foreign community, will be welcomed in the July 20-24 Volunteer English Teaching Seminar at the Foreign Service Institute.

There are also two remaining sessions of the Wives' Summer Seminar Program: July 6-17 and August 13-14. The sessions meet from 9 to 12:30, with several

optional afternoon sessions. The lectures and discussions are concerned with U.S. national character and with current developments in the United States.

Students 18 and over who will be living with or visiting their parents abroad also may take part in the Summer Seminars. For enrollment and other information, call Mrs. Dorothy Stansbury, Chairman, Wives' Seminar, 557-5525.

An oversimplification?

The ticker copy of a recent VOA news analysis on trade began:

"The views of the Nixon administration and the members of a Congressional committee writing a new trade bill can almost be summed up in one word: '43:80 49:856.'"

LINGUISTS

The following Agency employees received S-3 or R-3 or better, or S-2 or R-2 or better in the difficult languages, in language proficiency tests conducted by the Foreign Service Institute during April:

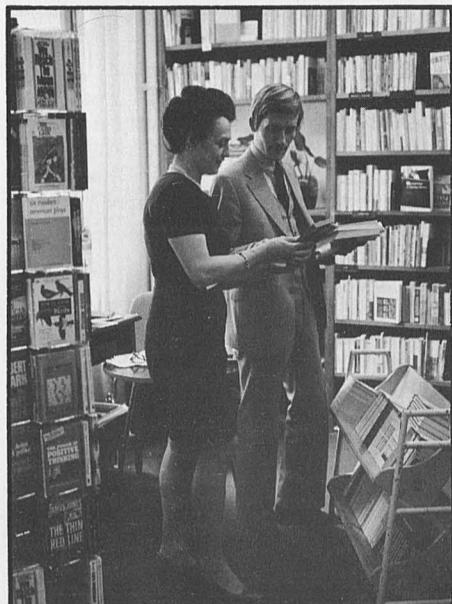
Braxton, Michael L.	Russian	S-2	R-2
Connor, Patricia E.	French	S-3	R-3
Edwards, Gary M.	French	S-4	R-4
Haworth, Mervin E.	Chinese	S-3+	R-3
Latham, Ernest H., Jr.	German	S-3+	R-3
Sutter, Willis J.	Thai	S-3+	R-3
Wagner, David P.	Portuguese	S-3	R-3
Wolcott, Peter C.	Indonesian	S-2+	R-2

The America House in Vienna

By Robert H. Behrens, PAO Vienna



VIENNESE ENJOY ONE OF THE CONTINUING ART EXHIBITS in the America House Vienna.



AMERICAN PAPERBACKS are on sale at the America House bookshop.

When the new America House Vienna was opened in November 1969, Director Shakespeare noted that it was one of the most colorful American cultural centers which he had seen.

While tending to agree with the Director, USIS Vienna staffers have since noted wryly that fiscal necessity was the mother of the invention which resulted in the present multiprogrammed Center. The genesis of the America House was talk and more talk in the form of a mini-Executive Seminar on the Danube.

USIS Americans and Austrians spent hours examining, shredding and reassembling the concepts which make an America House an effective instrument of U.S. policy. (The fact that the Austrian staff is superbly experienced and that four of the USIS officers were former

America House directors helped the process.) Guided by the Country Plan, they spent hours in tank-like isolation. Traditional roles in the USIS hierarchy were dropped, and gradually certain guidelines began emerging. Overlaying all discussions was the understood restriction that no new funds or personnel would be available for the enterprise. Past that hurdle, any number could play, and all ideas were examined by all before they were accepted or rejected.

What emerged was a word out of first-year biology -- *symbiosis*. Under the system of symbiosis the new America House would not originate programs, it would co-opt them with Austrian institutions and individuals. Under symbiosis all programs would be a mutual international examination, not America-on-a-platter. Finally, mutual programming implied mutual funding, as it was made clear to all that the Big Daddy financial days of

America House programming were over -- probably for good.

At no point was it suggested that this approach was something new under the sun -- many America Houses had operated under a similar system in part or whole over the years. The difference here was that *everyone* had the word. Another idea emerged. Money makes the House go -- but does it *always* have to be American money? We thought not, and began approaching our Austrian friends.

Would a local carpet manufacturing firm like a shiny dedicatory plaque in our new exhibit gallery? if so, would they carpet the floor and walls gratis? They would and did.

Would some local entrepreneurs like to open a coffee-shop in our House? They would and did, investing roughly half the budget allotted for the renovation of the entire America House.

Shouldn't we have a bookstore which

would sell paperbacks? Sure, and a retired USIS employee was delighted at the chance to exercise her traditional knowledge of USIS book selection in the process.

Does your theater group want to put on American plays? If you are professional or semi-professional we'd be delighted to have you use our spanking new theater, but charge admission, because you will have to pay for the cleaning and maintenance of the room.

Does the Viennese government wish to hold a seminar on air-pollution and congestion, using a distinguished panel of experts from the prestigious Salzburg Seminar? We'd be delighted, but please pay for the simultaneous interpretation.

Are you interested in a Jazz Festival in the America House? We are too, but you will have to pay the musicians.

To make a long story short, we must be doing something right, because during the month of April there were only two nights when the America House wasn't swinging, or pondering or acting in some symbiotic fashion.



THE AMERICA HOUSE SNACK BAR during a break in a jazz concert. That's jazz star Art Farmer in the corner booth.

REPORT from the Young Officers Policy Panel

An agency against itself?

By Sigmund Cohen and Sally Grooms

Item: Lack of integration between Washington and the field; between Civil Service officers and Foreign Service officers.

If rivalries between areas and media were not enough, age-old tensions between Washington and the field (on the way to partial solution by virtue of the PAO resource allocation system), and between foreign and domestic service members, remain. The fact that most Civil Service employees in Washington work in media services, and Foreign Service employees work in area offices, tends to reinforce the division between the areas and the media. This is not only a problem for personnel (IPT) but for top management. Career development planning for Civil Servants appears underway, but how long will it take before only considerations of talent, interest, and background will be guidelines for personnel placement, rather than membership in the domestic or foreign service?

Because USIA is an agency in search of its identity, because it is more a holding company than an integrated system, it is unable to move decisively in situations which require rapid, cohesive action.

Item: The Environmental Teach-in (April 22 Earth Day) had two built-in messages for USIA audiences:

1) American youth was addressing itself to the problem of the quality of life, and 2) the U.S. Government welcomes large-scale participation in the drive to enhance man's survival. Certainly nationwide activities involving groups as diverse as certain "radical" student contingents and the Junior League would have been a superb subject for treatment by the Agency's media. Had it acted early enough, USIA's environmental task force might have been a prime mover in having a definitive film produced on the teach-in. But the real push did not occur until less than three days before Earth Day -- too late, according to some sources -- to produce a meaningful documentary. Thus, a unique opportunity was lost.

Perhaps more grievous than the examples of the Agency's organizational disunity is USIA's lack of identity. We seem unwilling, unable, or afraid to define our mission. There is little evidence that we can agree on any role beyond the *pro forma* one of spokesman for U.S. foreign policy. Lacking such a consensus beyond the scope of strictly foreign affairs positions, we are unsure how to treat controversial ideas or themes and thus often wind up as "den mother," censor, or filter for

the very ideas which could be the basis for genuine dialogue with our overseas audiences.

Lack of agreement on USIA's identity creates a crisis of confidence among Agency officers, making them fearful of dealing with the fundamental questions which occupy this nation's conscience -- questions of peace and war, national priorities, the quality of our environment, and the viability of our institutions. We have floundered on the fundamental question of whether we can afford to deal with ideas or topics potentially embarrassing to our government. But can we afford not to?

Beyond rare moments of Agency greatness, our fear has caused us to walk a tightrope of caution, ineffectiveness, and blunder. We have been afraid -- or as noted above, organizationally unable -- to depict intelligently forces at work in this country, e.g., American youth, environmental crisis, black power or the "silent majority." It is doubtful that we have enhanced America's image by this posture. Considering how many other people tell America's story, it is more likely that this has resulted in skeptical and confused audiences.

Thus, the YOPP and others dissecting the Agency have concluded that USIA too often works against itself. If our efforts are to achieve credibility with overseas audiences, and the vital role within the foreign affairs community the Agency so intensely seeks, we must rapidly resolve our organizational disarray and come to terms with our identity. This requires strong leadership, not only at the top, but throughout USIA's ranks. The leadership must be confident that presentation of the diversity of America will not weaken our image, but strengthen our relationships. It must also acknowledge that Agency personnel have the intelligence, drive, and dedication to represent American views to audiences abroad in a balanced and creative fashion. It must welcome the insulation of ideas and have the managerial competence to create and maintain a structure which is capable of giving direction and encouragement to such ideas.

The prospects for increased public diplomacy are immense. The communications revolution has arrived. However, before USIA can play a role in this more sophisticated world order, it must give its officers an organizational base and a corporate identity on which to stand.

USIA PROFILE—VOA honeymooning couple

By Ruth Walter, I/R

A carefully-planned five-month trip through Central and South America (on LWOP) was the honeymoon taken by Judy and Roland Massa. The honeymoon grew out of one of the "intramural" romances at the Voice of America, and culminated in their marriage last fall.

Taking Kimmer, their German Shepherd dog, with them, the Massas left Washington last October in a carryall.

Judy first came to VOA as a summer intern in 1962 between her junior and senior years at DePauw University. Born and brought up in the Panama Canal Zone, where her father was assistant superintendent of schools, she was assigned to the production of Spanish programs. She did so well that first summer that after graduation she was hired full-time by VOA's Latin American Division.

Her husband, a native of Uruguay and now an Editor in the Spanish Branch, has his own weekly 15-minute program, "Club de Oyentes," on which he answers listeners' questions, exchanges news about people in Latin America, and plays records which members of VOA Listeners' Clubs send him.

Before leaving, Roland asked his audience for advice on road conditions, hotels, places to sightsee, etc. Hand-drawn maps, customs regulations, information on certificates their dog would need, photographs and invitations inundated the Massas. (It turned out that Kimmer needed more clearances than they did.)

During the trip Roland phoned in beeper reports to VOA Washington for use on "Club de Oyentes." When he arrived in Guadalajara, he tried to reach Remigio Gomez, a long-time correspondent who had recommended several hotels and expected to meet them. Gomez had no telephone. So when Roland called in his report for "Club de Oyentes" later, he asked that Gomez phone him at the Yucca Trailer Park because they planned to leave for Mexico City the next day. Gomez was listening, but just before the name of the trailer park was men-



JUDY AND ROLAND MASSA look at the Old Gaucho, a sculpture carved from the base of a palm frond, given them by Club de Oyentes members in Cordoba, Argentina.

—George Szabo

tioned, his electricity failed. Gomez called all the hotels he had suggested, but not the trailer park. Despite his age, the 67-year-old man went to the main road between Guadalajara and Mexico City at 6:30 the next morning and waved a VOA pennant at every car that passed, hoping to intercept the Massas. Finally at 9:30 a.m. he returned to town, went to USIS, and learned that the Massas had enjoyed Guadalajara so much they had decided to stay over another day.

They had a wonderful visit. Roland interviewed Gomez for "Club de Oyentes," and the Massas went to his home in the outlying city of Tlaquepaque, met his family and were given home-grown oranges and tangerines, hand-embroidered place mats and other mementos.

Kimmer gave them an opening to meet some of their other listeners. When the Massas were in Mexico City, Ray Millette, with whom they were staying, asked Roland to file a beeper report to VOA on Mexican reactions to the Apollo XII flight, still in progress. This went out live over VOA and followed a report from another correspondent who had just stated what time it was at his location. Roland said he didn't know what time it was because he had mislaid his watch.

About two weeks later, they arrived at the Mexico-Guatemala border, stopped to have lunch and tied Kimmer under a small palm tree outside the restaurant. When the family at the next table commented on the beautiful dog, Roland said, "That's my dog." One word led to another, and when they exchanged names, the man asked Roland if he was from the VOA. When Roland answered, "yes" their new acquaintance amazed the Massas by asking, "Did you ever find your watch?"

Since time had grown short when they reached Panama, the Massas left their dog and carryall there with friends. They continued their tour by plane to Brazil, Uruguay (where Judy met Roland's family for the first time), and then to

Argentina, Bolivia, Peru, Ecuador and back to Panama. Altogether they covered 22,300 miles.

Their most moving experience occurred in Cordoba, Argentina. Before the Massas left on their trip they got in touch with Dr. Richard Kinney of the Hadley School for the Blind in Winnetka, Illinois. Roland had interviewed Dr. Kinney before he left on a State Department-sponsored tour of Latin American schools for the blind two years earlier. Dr. Kinney, who is blind and deaf, was interviewed with the help of his private secretary.

The Hadley School official was asked by Roland if there was anything they could take for him when they went to Latin America. Dr. Kinney sent them a "Tel-A-Touch" machine on which a person with sight can type Braille and the words can be read by touch by someone who is blind and deaf. The machine was a gift for Jose Estevez, a 25-year-old blind man, whom Dr. Kinney had met in Cordoba.

Judy tells of the experience:

"We carried this machine all the way down in the car to Panama. Then it was sent by USIS-Panama to USIS Buenos Aires, where we picked it up. We made a special flight to Cordoba to present the Tel-A-Touch to Mr. Estevez and to meet the very active local group of Listeners' Club members. Headed by Pedro Riesenfeld, this group of young people meets often, holds dances, competes in local events (such as singing contests) as the 'Listeners' Club of the Voice of America,' and in general is the most 'go-get-it' group I've ever seen! Young Jose Estevez is a member of this group. We all got together at the home of the President, Mr. Riesenfeld. There were 15 young people there, plus Reese Wolfe of the USIS Binational Center, and his wife. We presented the machine; Roland interviewed all the young people for the 'Club de Oyentes' program. It was a wonderful, heartwarming, exciting evening for us."



THE MASSAS pose before the temple of the sun outside Lima, Peru.

USIA holds International Communication Course

By John Stirn, IPS/ED

There are now at least 18 people in USIA who are absolutely sure their business of communicating ideas to another culture is one of the toughest.

On top of that they also are convinced they haven't all the tools to do business with, and they want new tools.

The 18 are the first graduates of the Agency's International Communication Course, given with the cooperation of the Foreign Service Institute. For eight weeks between March 23 and May 15 these officers were closeted in a seminar room in Arlington Towers where they listened to and read sociology, psychology, anthropology, political science, and journalism. They talked about the two-step theory of communication, shared attributes, communication stops, linguistics, values, role playing, and cognitive dissonance. They devised make-believe communication programs to help solve the population problem in an African nation,

anti-Americanism in Canada, and anti-space exploration attitudes throughout the world.

By the end of the eight weeks they felt they knew enough to tell USIA's top officials how to do their job. So they did that too.

A meeting was arranged with Deputy Director Loomis. The class submitted five proposals it felt would improve the Agency's functions. The students wanted:

- Establishment of "a set of communication criteria based on social science research." The responsibility for setting this up would belong to the Office of Research and Assessment.
- Establishment of a research collection center within USIA to collect, analyze and disseminate relevant research.
- Establishment of a scholarly journal published by the Agency to encourage academic discussion of communication problems useful to USIA's mission.

• Expansion of communication training. All Foreign Service and many Civil Service personnel should attend courses such as the communication seminar.

• Appointment of regional research officers to assist post research projects and to cooperate with and collect data from foreign social scientists.

Loomis met with the students twice and discussed the proposals with them at length.

The course, planned and chaired by Dr. John Reid and Dr. Frank Dorey of IPT/T, concluded with two days in New York and meetings with Bill Leonard, vice president of CBS news; Roy Rowan, Assistant Managing Editor of *Life Magazine*; David M. Ogilvy, chairman of Ogilvy, Benson and Mather, Inc., advertising; and Farley Manning, president of Farley Manning Associates, public relations.

The purpose of the course was to

Weathersby becomes

Princeton VP

William H. Weathersby, USIA's Deputy Director for Policy and Planning who retired April 30, has been named to the newly-created post of Vice President for Public Affairs at Princeton University.

Dr. Robert F. Goheen, President of the University, said that Weathersby will be responsible for "planning, coordinating and implementing effective efforts to present the objectives and activities of the University accurately to all of its various publics."

Weathersby, 55 a Career Minister in USIA's Foreign Service, was the 1970 recipient of the Edward R. Murrow Award for Excellence in Public Diplomacy.

He began his career in the overseas information program in 1951, serving Cairo as Deputy Public Affairs Officer and then as PAO. He attended the National War College in 1957, and the following two years was Deputy Assistant Director for the Near East, South Asia and Africa. Two years (1960-62) as Director of Personnel preceded three years as Minister-Counselor for Public Affairs in New Delhi.

In October 1965 President Johnson sent Weathersby to the Sudan as Ambassador. In 1966 he returned to New Delhi as Deputy Chief of Mission. He was named Deputy Director (Policy and Plans)—the highest career position in USIA—last September.

In 1963 Weathersby received a Career Service Award from the National Civil Service League.

IOR combines two staffs

The Office of Research and Assessment has combined its Special Studies Staff and its Management Information Staff.

The new unit, to be called an Evaluation and Analysis Staff, will be headed by James Moceri.

The Special Studies Staff was set up to conduct special studies:

- at the instruction of the Director and other senior officials, to meet management needs or in response to requests from the Bureau of the Budget, Congress, and other outside agencies;

- on USIA activities, products, techniques, country priorities, and the environment in which the Agency operates;

- by utilizing research, inspection and audit reports, assistance from *ad hoc* task forces, and its own investigations.

Says Associate Director (Research and Assessment) William E. Strasburg:

"There has been growing awareness in USIA of the need to modernize management procedures and tools as part of a broader movement in the Executive branch to improve the efficiency of government operations."

"The Evaluation and Analysis Staff will provide the Agency with a more effective analytical capability."

immerse Agency personnel in the most recent theories of the process of communication, and to show "just how complicated" successful communication with a foreign culture can be.

In this regard it was a smashing success. During the course the officer-students joined in discussions with 23 academic unit chairmen and guest lecturers from 16 universities.

Those who attended the eight week offering included: Speight Cooper, Donald F. Crain, Donald A. Foresta, Charles R. Gostlin, Natalie W. Hull, Bruce R. Koch, Jerome McDonough, John H. Melton, Steven J. Monblatt, Vivia Motsinger, George Naifeh, Edgar E. Noel, Edith E. Russo, Stanley S. Shepard, John Stirn, Earl J. Wilson, Peter C. Wolcott and Joseph Young.

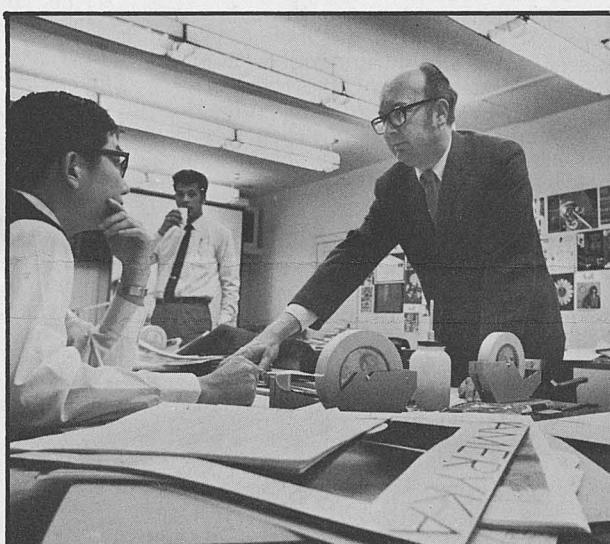
The seminar will be repeated July 6—August 28, 1970.



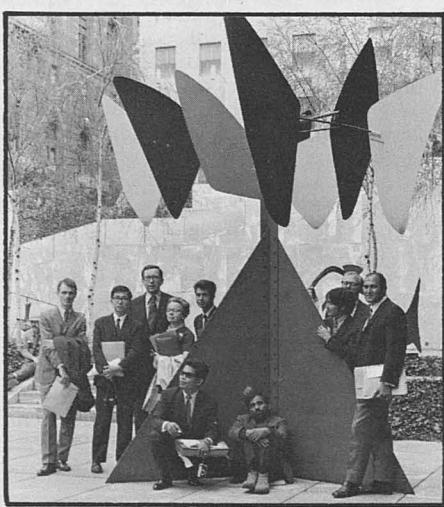
LOOK ART DIRECTOR William Hopkins (right) discusses layout with editors of three field-produced magazines — from left, Nand Katyal of Delhi's SPAN, Paul Garcia of RSC Manila's HORIZONS and Sayeed Ahmad of Rawalpindi's PANORAMA. Much of the workshop was given over to sessions at the drawing board and then in extensive discussions and critiques of the results.



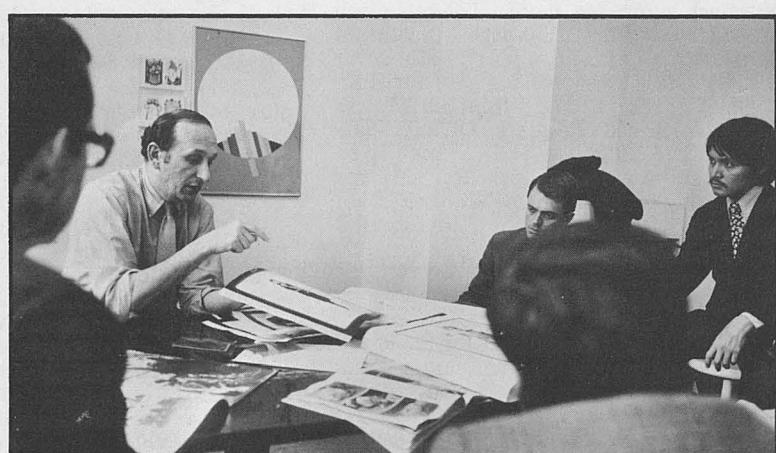
AMERICA ILLUSTRATED ART DIRECTOR Dave Moore (left) puzzles out design problem with Ahmad, RPO Vienna's Margarete Springer, Garcia, George Kinzer of Belgrade's PREGLED and Bernardino Vergara of Manila's FREE WORLD.



TOPIC ART DIRECTOR Joe Baumer (right) makes a suggestion as Chui Wing-Kwan of Hong Kong's WORLD TODAY listens intently, with Ahmad looking on.



IN NEW YORK, the art editors attended a two-day seminar organized by the New York Art Directors Club. Above left, Ahmad shoots an entry in the Club's annual awards contest. At Family Circle magazine, Art Director Alvin Grossman (above right) conducted design clinic. Between working sessions, the group visited the Museum of Modern Art and posed for souvenir photo (left); from left, Kinzer, Chui, Publications Division Special Projects Officer Wes Pedersen, Springer, Ahmad, Vergara, Katyal, Garcia, Training Division Program Officer Jeff Biggs and Abdol-Rasoul Alemazkoor of Tehran's MARZHAYE NOW. DIRECTOR SHAKESPEARE met with art editors at closing session which included an informal "graduation" ceremony (right). Far left, Picture Editor Lee Battaglia of AMERICA ILLUSTRATED, Ahmad receiving certificate from Director, Katyal and Publications Division Chief Al Roland.



WORK AND SHOP TALK

The art editors of seven of USIA's best field-produced magazines, and a Publications Officer assigned to become the editor of another, spent two hectic weeks (April 20–May 1) in Washington and New York, attending an art and layout workshop with top American graphic talents.

Representing USIS publications with a combined monthly circulation of well over half a million, the workshop participants were: Sayeed Ahmad, 32, from USIS Rawalpindi's PANORAMA; Abdol-Rasoul Alemazkoor, 39, from USIS Tehran's MARZHAYE NOW; Chui Wing-Kwan, 30, from USIS Hong Kong's WORLD TODAY; Raul A. Garcia, 26, from RSC Manila's HORIZONS; Nand Kishore Katyal, 34, from USIS India's SPAN; George C. Kinzer, 29, now serving in Zagreb and scheduled to take over the editorship of USIS Belgrade's PREGLED; Margarete Springer, the only woman in the group, from RPO Vienna's Cultural and Scientific Bulletins for Eastern Europe; Bernardino D. Vergara, Jr., 36, from USIS Manila's FREE WORLD.

Organized by the IPS Publications Division and the Personnel Training Division, the workshop was a novel kind of undertaking for both. Sharply job-oriented, it was designed to give the art editors of top field-produced magazines an exposure to the best in American publishing design, and some intensive training in magazine layout. In addition to using its own staff, the Publications Division turned to outstanding professionals in private publishing for teaching assistance, and these volunteered their time and talents to make the workshop a success.

William Hopkins, Art Director of *Look*, was host to the group at the magazine's art department in New York, and was later in Washington for a day's working session on magazine layout. Other professional talents included photographer Harvey Lloyd, teacher, creator of the Video-Matrix system, and former associate of Alexei Brodovitch (the art director's art director); William Albert Allard, 1968 photographer of the year, formerly on the staff of the *National Geographic* and a frequent contributor to *AMERICA ILLUSTRATED*; Art Director Joe Taney of *The National Geographic* book department and Al Grossman, Art Director of *Family Circle*. At the invitation of the New York Art Directors Club, the eight workshop participants took part in the annual two-day Communication Conference organized by the Club and attended by graphic arts professionals from all parts of the country.

At a series of photography and design sessions at the Agency — run by TOPIC's Art Director Joe Baumer and *AMERICA ILLUSTRATED*'s Art Director Dave Moore and Picture Editor Lee Battaglia — the participants were put to work at the drawing board, editing pictures and actually laying out magazine stories and then critiquing the results.

At the end of two weeks, the eight were exhausted but enthusiastic, and they expressed their appreciation to Director Shakespeare at an informal closing session.

"I hope you'll have another workshop soon," *HORIZONS'* Garcia said during the goodbyes. Then he paused "... but give us some time to rest, first."

This month on media row . . .

VOA

VOA demonstrated its flexibility and resourcefulness in its coverage of the Apollo XIII mission after the mishap which forced curtailment of the project.



"With the thoughts of the entire world concentrated on three men in a tiny craft in outer space, the Voice of America dominated the air this week," said Philip Gillon in his "Media Review" column under the title "The Long Voyage Home" in the April 17 edition of *The Jerusalem Post Magazine*.

Speaking of the Voice's effectiveness, Gillon wrote: "VOA has an excellent system, one which Israel would do well to emulate both on television and radio, of scrapping all scheduled programmes when something of great interest is happening. The programme heard on Voice of America from 4 a.m. onwards on Wednesday was great, one I will never forget."

After the accident, VOA revamped program schedules to provide round-the-clock coverage in English to all areas. Special facilities also were set up to provide service in Spanish, Portuguese, Arabic, Chinese, Vietnamese, Russian and French-to-Africa. During the critical splashdown and recovery, a satellite circuit to Baguio was utilized for English and Chinese.

In addition, the Hungarian, Romanian and Greek services, which were on the air during the recovery, reported "live" from television sets in the studios. All of the vernaculars reported throughout the entire period.

More than 1,470 radio stations in 23 Latin American countries relayed VOA broadcasts on Apollo XIII to an audience estimated at 108 million listeners. VOA Spanish was relayed or rebroadcast by 948 stations in Central and South America, while VOA Portuguese was carried by 500 Brazilian radio stations. Sixteen Caribbean stations also relayed VOA English and/or Spanish.

The Agency is still assembling reports to determine how many hundreds of millions listened worldwide, and how the figure compares with the 750 million who listened to VOA programming for the Apollo XI moonshot.

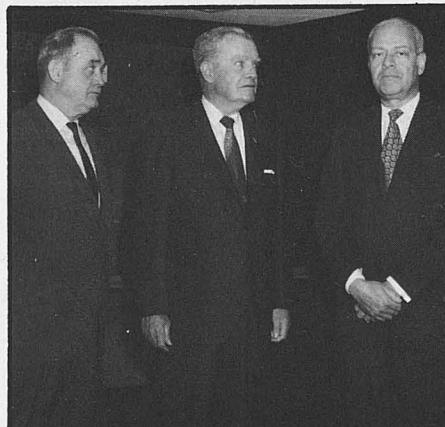
Starting with the launch, the Apollo XIII mission was covered extensively by all Voice program elements, with up-to-the minute reports of developments in the news, correspondent reports and live coverage from Mission Control in Houston. The mishap and subsequent developments were reported calmly and factually, while making the audience continually aware of the seriousness of the situation.

* * *

Correio da Manha, one of Brazil's largest daily newspapers, published in Rio



Reproduced by permission of Publishers Syndicate.



RETIRED U.S. ARMY GENERAL ANTHONY J. ("NUTS") McAULIFFE (center) was interviewed on VOA's Russian Service on the 25th anniversary of VE Day. With him are two other veterans of World War II: Captain Stanley A. Miller (right), now a special assistant to VOA Director Kenneth R. Giddens; and Master Sergeant Michael J. (Mickey) McKeogh, who was on General Eisenhower's staff and was one of four persons remembered in Ike's will. McKeogh is Deputy Chief of Special Events at VOA. —Bob Grant

* * *

de Janeiro, recently marked the ninth anniversary of VOA's Portuguese broadcasts to Brazil with an article about the Voice. The publication praised the content of the programming through the years, as well as the quality of VOA transmissions, and illustrated it with pictures of Master Control, the transmitter field, etc. *A Provincia do Para*, *Folha do Norte* and *O Liberal*, all of Belem, Brazil, also carried complimentary material on the occasion.

ICS

A new "Library Handbook," prepared by the Cultural Operations Division of ICS, has been sent to the field for use by USIS and BNC librarians.



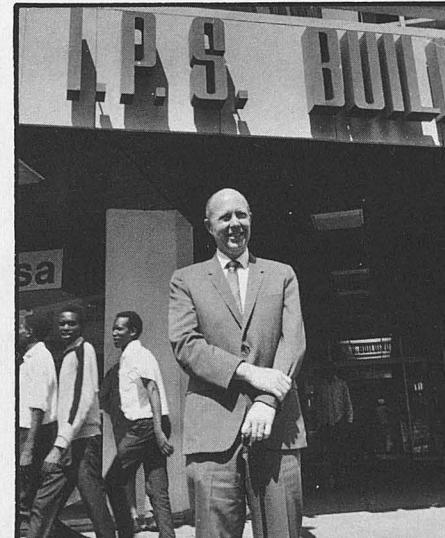
Designed to help USIS officers and library staff make the best possible use of their Information Center and Binational Center library resources with the least difficulty, the "Handbook" is not intended as a policy statement but as a practical guide for day-to-day operating procedures. The 250-page illustrated book with an attractive blue plastic cover was issued in loose-leaf for easy revision.

Chief author of the "Handbook" was Latin American Program Officer Jane Fairweather. She was able to put it to immediate use in a workshop she was conducting in Bombay for Middle Eastern librarians at the time the "Handbook" appeared.

* * *

In response to information received from the Ministry of Education in Paraguay, USIS Asuncion recently distributed the following books on education to 167 secondary and primary school principals and teachers attending a month long seminar in that country: *Problems de Educacion y Filosofia* by Charles J. Brauner and Robert W. Burns, *El Maestro y la Orientacion del Nino* by E.G. Johnston, and *Psicologia de la Ensenanza y el Aprendizaje* by Thomas E. Clayton. Ten copies of each title were also placed in the Instituto Superior de Educacion, which provides post-graduate study programs for Paraguayan teachers and school administrators. Twenty-three remaining copies of each book were sent to the Paraguayan Ministry of Education and to Regional Education Centers.

The donation of these books earned the gratitude of the recipients and received considerable attention in the local press. With ICS support, the post will continue to carry out programs which will enable it to work closely and effectively with high priority audiences.



WHEN ASSISTANT DIRECTOR (Press and Publications) Ken Towery was in Nairobi for the PAO Conference, he didn't expand the Press Service out there enough to require its own building. Towery is standing before the IPS Building owned by Industrial Promotions Services Ltd.

IPS

Wes Pedersen, Chief of the Office of Special Projects, and John Jacobs, Editor of AMERICA



ILLUSTRATED, received top awards at the annual ceremony held by the Federal Editors' Association "to honor Government's best editors." And the Agency's pamphlet, "Jazz," designed by Joseph Baumer, Art Director of TOPIC magazine, won the Award of Distinctive Merit from New York's Society of Publication Designers.

Pedersen received two first prizes in the categories generally considered the "toughest" in the Federal Editor's competition at a banquet at the National Press Club in Washington. In the category for full-color popular publications of more than 50 pages, he won the top award for the 48-page pamphlet preview of the flight of Apollo XI, "Man on the Moon." It was the first time in the seven-year history of the association awards that one editor had received two such major honors.

Jacobs received second prize in the over-50-page color category for an issue of the Polish edition of AMERICA ILLUSTRATED devoted to motion pictures in the United States.

Senator Thomas J. McIntyre of New Hampshire presented the awards to Jacobs and Pedersen on behalf of the association.

Baumer received the award from the Society of Publication Designers at a dinner at the New York Hilton for his design of "Jazz," one of the IPS series of prestige pamphlets on culture in America.

"Man on the Moon" was a cooperative venture between IPS and the North American Rockwell Corporation, prime contractor for Project Apollo. Pedersen worked with members of the public relations staff of the corporation's Space Division in Downey, California, in the preparation of the publication, one of USIA's all-time "best-sellers" abroad. The Space Division's work was donated to the Agency.

* * *

The latest in the series of IPS prestige pamphlets on culture in the United States, "Motion Pictures," is now being distributed by RSC Manila, which printed the elaborate 84-page four-color publication.

David P. Moore, Art Director of AMERICA ILLUSTRATED, was in charge of design, and the text was written by Arthur Knight, noted film historian and critic, with free-lance writer Mal Oettinger serving as editorial consultant. Several AMERICA ILLUSTRATED staffers worked on this pamphlet: Joe Morgan and Bob Banks on design, Jane

Ries on picture research, Howard Snethen on text.

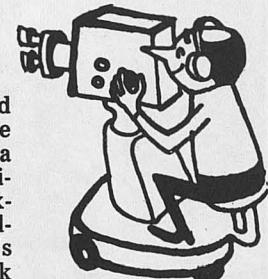
Previous titles in this cultural series were "The Americans and the Arts" and the recently published "Jazz." Due from the Regional Service Centers next are three more pamphlets: on the dance, literature and theater of the United States.

IMV

IMV produced for worldwide distribution a ten-minute television program explaining the Administration's decision to attack Communist sanctuaries in Cambodia.

The program, presented in news analysis format, incorporates segments of President Nixon's national television address announcing the combined South Vietnamese-U.S. thrust into Cambodia. It also uses motion picture footage taken of extensive arms caches uncovered by allied forces and explains the significance of these tactical successes as related to the broader conflict in South Vietnam.

Some 202 copies of the program were distributed to 122 overseas posts in ten language versions.



Eight Agency films were honored at the 13th annual CINE Golden Eagle competition held recently in Washington: "Czechoslovakia: 1968"

"Duke Ellington at the White House" "An Impression of John Steinbeck — Writer"

"My Father — Gordon Parks" "An Oasis in the Heavens" "One Man: Blaine Johnson" "One Man: Lyn McLain" "The White Cloud"

The Council on International Nontheatrical Events each year selects from among hundreds of nontheatrical films and television productions entered from all parts of the country those which it feels have the special qualities that will bring credit and distinction to the United States at international film events held abroad. This year, out of more than 600 national entries, 176 films were selected by CINE for such festival competition. The Golden Eagle is conferred in recognition of this selection.

Altogether 20 government films from seven departments and agencies received the Golden Eagle this year.

Arrangements for the entry of films in international film events held abroad are coordinated by the International Communications Media Staff of IMV with posts and in cooperation with the inter-departmental Subcommittee on Selection of Motion Pictures. During the past year, 117 government films, including Golden Eagle winners, were entered separately 229 times in 51 international events.

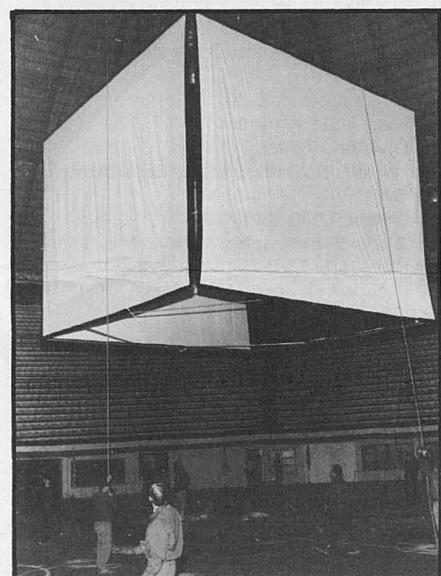
Recent Agency award-winning films include "Apollo XI: One Giant Leap for Mankind" which received a Grand Prize at the 5th Annual Budapest Technical Film Festival (April 1970) and an Honorable Mention at the 5th International Scientific and Technical Film Festival held at the Free University of Brussels (February 1970). The 10-minute version of the same film has been selected for entry in the 20th Berlin International Film Festival beginning this month, as have "Art of the Real" and "An Impression of John Steinbeck — Writer." The Steinbeck film also has been submitted in a Japanese language version to the 17th International Cultural Film Festival of Japan being held this year in conjunction with the Japan World Exposition in Osaka (EXPO '70). The Agency film "A Few Notes on Our Food Problem" was awarded the Interfilm prize at the biennial International Berlin Agricultural Film Competition held in January-February this year. A Diploma of Honor was conferred on the Agency film "Old Young Man" at the 26th International Sports Film Festival held at Cortina d'Ampezzo in March.

College and high school students who filled the circular stadium roared a thunderous welcome for Apollo-XII heroes. Chinese Youth Corps' dance extravaganza and USIS Taipei's APOLLORAMA were smash hits. →



One feature of the Chinese dance program was a delightful performance by deaf-mute students. A team of coaches speaking sign language with their hands cued performance throughout the routine.

Addressing mass rally, PAO Robert J. Clarke (inset) salutes Astronauts and greets 10,000 Chinese youth who turned out in gesture of welcome. DPAO Robert L. Nichols, on the platform with the Astronauts, was Mission Control Officer for the visit. →



ACAO Bob Knopes (foreground) directs crew hoisting APOLLORAMA screens. USIS Technical Assistant Y.Y. Yu guided USIS projectionists over walkie-talkie system to achieve near-perfect manual synchronization of four Xenon 3,000-watt projectors which filled screens with specially-edited version of USIS film, "Apollo-XII: Pinpoint for Science."



Suspension of APOLLORAMA screens from stadium dome presented structural engineering problems. ACAO Bob Knopes, assisted by USIS staffers Fred Chang-ao and Floyd Chou, consulted an engineering firm and carried the project through to successful completion.



USIS TAIPEI'S APOLLORAMA

The lights went out. Ten thousand young people hushed in the darkness. Suddenly, on four huge movie screens suspended high in the center of the indoor stadium, the fabulous journey of Apollo XII surged to life in full color. Down on the main floor, a soft spotlight played on the three Apollo XII crew members. Astronaut Charles Conrad began to narrate . . .

So began this spectacular event which climaxed the highly successful visit of the Apollo XII Astronauts to the Republic of China. USIS Taipei worked in close cooperation with the Chinese Foreign Ministry, Education Ministry and National Youth Corps to arrange the tumultuous mass youth rally in Taipei.

The imaginative USIS project to suspend four movie screens (weighing more than 1,000 lbs.) from the 200-ft. dome of Taipei's Sports Stadium not only was a dramatic piece of showmanship, but also provided a clear, unobstructed view of the Apollo-film for every one of the 10,000 people seated in the circular stadium. Four manually-synchronized Xenon 3,000-watt projectors filled the screens with a specially-edited version of the USIS film, "Apollo-XII: Pinpoint for Science."

Astronauts Charles Conrad, Richard Gordon and Alan Bean hold a press conference in Taipei. The Chinese press hailed the conference as one of the largest and most successful ever held in Taiwan. The PA system carried the conference in English; Chinese journalists using closed audio circuit with simultaneous translation to 100 headsets were able to question Astronauts and hear answers in Chinese. JOT Jim Menard worked with USIS Engineer Yeh Hoo-ming to set up the highly successful, complex press conference facilities.

USIS Radio Unit Chief Lawrence Hung and author turned the USIS Lincoln Center into an effective set for the TV panel show production. VOA's Carl Li (seated right) and Mr. Ping chung (seated far left) conducted interviews. Local TV stations and newsreel cameramen shot individual opening and closing sequences to main panel program used by all.

Kaohsiung BPAO Neal Donnelly (far right) conducted an Astronauts wives' press conference in the USIS Library. The press conference with wives proved very popular and was carried by all media.

The Chinese Youth Corps presented the stadium audience with a superb extravaganza of Chinese music and dance. The exuberant crowd roared approval of its Apollo XII heroes, the delightful dance extravaganza, and USIS Taipei's APOLLORAMA.

— By Wallace E. Gibson, IO Taipei





BPAO Frank Albert goes through the rubble which was left in the kilometers south of Sam Thong. Albert flew to safety before the USIS Sam Thong office after a North Vietnamese attack on the small northern Lao town. At right, Albert and USIS local staffers are shown in front of their new "office" at Ban Xon, 35



Albert flew to safety before the attack, but the three local USIS employees in Sam Thong walked for three days and nights to escape the Vietnamese invaders.

It's only four months until the annual Book Fair of the American Foreign Service Wives Association, but books are already being solicited and processed for the sale. Arrangements for home pickup of new and used books on any subject can be made by calling: Mrs. Redden (966-8858), Mrs. Walker (560-6914) or Mrs. Carolan (568-0219). There is also a collecting bin at the entrance of USIA's 1776 Pennsylvania Avenue NW entrance.

The Book Fair is an annual fund-raising event to provide scholarships for the children of Foreign Service Officers of State, USIA and AID. Although books are the specialty, stamps, posters, paintings and art objects also are collected and sold.

Contributions can be made through September, although the earlier the better in terms of work load for the Fair committee.

"This is a good opportunity to clear the shelves, especially if you are moving or going overseas or returning," says Mrs. James J. Carrigan, USIA wife in charge of publicity for the book fair.

MERITORIOUS HONOR AWARDS

Donald Bruce Albright

Lilian R. Alenius

Ali A. Al-Warchafani

Peter J. Antico

Otto Michael Artus

Abdel Salem Ben Azouz

Ibrahim Baba

Douglas J. Baker

Elvia Barberena

Bay Nguyen Van

Nancy Blakekelly

Delores T. Brabham

Peter F. Brescia

Mary Routh Buchanan

William M. Butler (State)

William J. Caldwell

Ivan M. Campbell

Michael P. Canning

Shamboo Nath Chandhok

Edward F. Conyngham

Halbert T. Cupps

George Deliganis

Jose Perez del Rio

Vasil D. Furnad

Amiya K. Ganguly

Angelina Garcia

William H. Giltner

Hector Gobbi

Jules B. Grad

Constantine Grigorovich-Barsky

Anne J. Gurvin

Howard W. Hardy, Jr.

Khwaja Shamsul Hasan

Madeline T. Hawes

Florette Henri

Adriana Hernandez

Nancy Hood

Richard M. Hughes

Juri Jelagin

Robert O. Jones

Philomena S. Jurey

Sean Kennedy Kelly

Jacques Kessons

Herman E. Klappert

Ferenc Kormendi

Joseph I. Krone

Nicholas Laskovsky

Leonard L. Lefkow

Claude Loembe

Truong Van Long

Haydee Amezquita de Lopez

Loretta Lulker

Ung Van Luong

William F. McCrory

Gabriella E. Metcalf

Ray E. Millette, Jr.

George Osmolovsky

Assistant Cultural Affairs Officer (BNC Director), USIS Quito

Director of the America Center (Cultural Affairs Assistant), USIS Helsinki

Librarian, USIS Baida

Assistant Information Officer, USIS Lima

Information Specialist, USIS Bonn

Wireless File Operator, USIS Tripoli

Administrative Assistant, USIS Fort Lamy

Motion Pictures Officer, JUSPAO, Saigon

Assistant to the Director of the Library, USIS Mexico City

Information Specialist, Dinh Tuong Province, Vietnam

Senior Public Affairs Assistant, USIS Melbourne

Secretary, IAF

Public Affairs Officer, USIS Kabul

Assistant Cultural Affairs Officer (Regional Librarian), IAN

Communications Officer, USIS Conakry

Chief of Press Section, IPS/EN

Radio/TV Officer, USIS Bangkok

Assistant Cultural Affairs Officer, USIS Lima

Multi-Media Specialist, USIS Kabul

Cultural Activities Officer, JUSPAO, Saigon

Project Manager, Tinang Construction Project, Office of the Engineering Manager, VOA

Assistant Cultural Affairs Officer, USIS Dacca

Radio Script Writer/Announcer, Spanish Branch, Latin American Division, VOA

Editor-in-Chief, Bulgarian Service, VOA

Editor, English, USIS Calcutta

Contract Specialist, IMV/A

Worldwide Program Officer, IMV/MW

Radio Chief, USIS Montevideo

Press Officer, JUSPAO, Saigon

Supervisory Radio Script Writer, USSR Division, VOA

Assistant Cultural Affairs Officer (Regional Librarian), USIS Montevideo

Deputy Director, American Cultural Center, USIS Paris

Information Advisor, USIS Rawalpindi

Editor, Editorial Branch, Publications Division, ICS/PES

Ladder Series Editor, Publications Division, Editorial Services Section, ICS/PES

Assistant Information Specialist, USIS Santiago

Public Affairs Assistant, Special Projects Office, USIS Vienna

Director, Binational Center, USIS Vientiane

Writer-Editor, IAS

Cultural Affairs Officer, USIS Lahore

Coverage Editor, News Division, VOA

VOA Correspondent, USIS Lagos

Principal Program Assistant, USIS Rabot

Motion Picture Officer, USIS Seoul

Radio Script Writer (Hungarian), Hungarian Service, VOA

Branch Public Affairs Officer, USIS Naples

Commentator, USSR Division, VOA

Publications Officer, USIS New Delhi

Film Operator, USIS Libreville

Information Assistant, My Tho, Dinh Tuong Province

Publications Clerk (Books), USIS Guatemala

Secretary, USIS Blantyre

Administrative Specialist, JUSPAO, Saigon

Worldwide English Division, Assistant for Special Programs, VOA

Director, America House Sebrucken, USIS Frankfurt

Assistant Information Officer (Radio), USIS Mexico City

Writer/Producer, USSR Division, VOA

Robert Petersen

J. Paul Phillips, II

Jerry Lincoln Prillaman

D. Radhakrishnan

Roger C. Rasco

Barrett M. Reed

John M. Reid

Jane A. Ries

Melvin L. Rizzie

Aristides K. Rounes

McKinney H. Russell, Sr.

Mariano Sanchez

John L. Sandstrom

Frank J. Scherschel

Margrit Seewald

Harrison L. Shaffer, Jr.

Katherine T. Shimabukuro

William A. Swartworth

William L. Swing (State)

Doghan Mehmet Tahsin

Howell S. Teeple

Nguyen Van Thach

B. Rhett Turnipseed, III

Shirow Uyeno

Montri Vichitporn

Ernest G. Wiener

Kenneth C. Wimmel

Mohammed Yakoob

Murray B. York

Stanley A. Zuckerman

Branch Public Affairs Officer, USIS Kuching, Sarawak

Assistant Director/PsyOps, Bien Hoa Province

Information Officer, USIS Tananarive

Managing Editor, USIS Madras

Regional English Teaching Officer, USIS Amman

Public Affairs Officer, USIS Bujumbura

Assistant Executive Officer, USIS Bangkok

Picture Editor (Visual Information Specialist), America Illustrated, IPS/EA

Exhibits Officer, USIS New Delhi

Executive Officer, USIS Kinshasa

Chief, USSR Division, VOA

Radio Script Writer, Spanish Branch, Latin American Division, VOA

Information Officer, USIS Berlin

Laboratory Chief, Photographic Laboratory, IPS/OL

Program Specialist, USIS Bonn

Assistant Information Officer, USIS Lagos

Librarian, IOR/L

Technical Publications Writer, IPS/ET

Visa Officer, USIS Hamburg

Chief Information Assistant (Turkish), USIS Nicosia

Information Officer, USIS Tripoli

Information Assistant, Kien Hoa Province, Vietnam

International Radio Information Specialist, Worldwide English Division, VOA

Assistant Information Officer for Language Services, USIS Tokyo

Multi-Media Unit Operator I, USIS Phitsanulok

Deputy Public Affairs Officer, USIS Brasilia

Assistant Province Advisor/PsyOps, Kien Hoa Province, Vietnam

Administrative Clerk, USIS Kabul

Chief, Investigative Operations Branch, IOS

Information Officer, USIS Brussels

UNIT AWARDS

Acquisitions Staff, Program Office, Motion Picture and Television Service

America House Munich

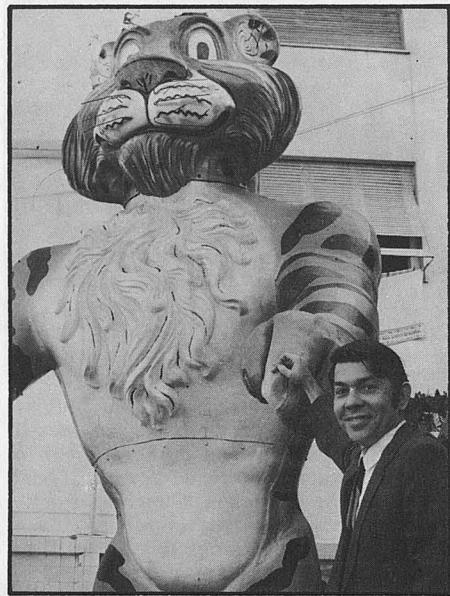
Argentine Staff of the Lincoln Library, USIS Buenos Aires

Armenian Service, USSR Division, Broadcasting Service

Circulation Section, USIS New Delhi

Who's news

ROBERT D. CROSS, a USIA officer who has been a Special Assistant for Youth Affairs in State, has been named a Princeton Fellow in Public Affairs for the school year 1970-71. He is one of 18 Federal officials and one state official, representing 13 departments and agencies, who have been selected for study in Princeton University's Woodrow Wilson School of Public and International Affairs next year. The Princeton Fellows program seeks to bring to the campus each year a group of government career officials who have demonstrated "high competence and unusual promise."



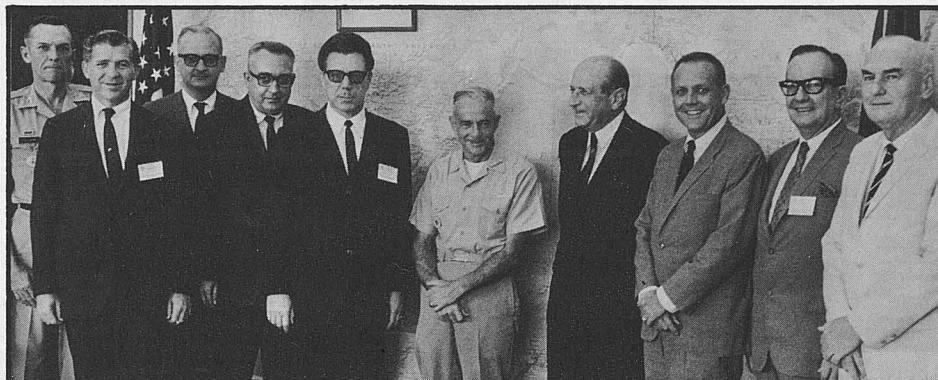
IT MAY NOT BE PRINCETON'S TIGER, but in Rio de Janeiro it was the only tiger that Radio and Labor IO Art Lefkowitz could find upon learning that he is one of 18 U.S. Government officers selected for a year's study at Princeton under the Federal Mid-Career program.



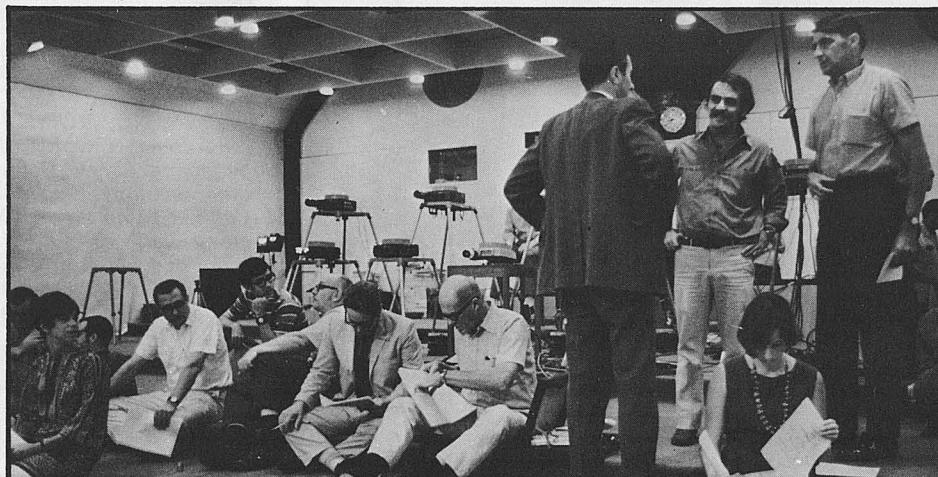
KATHARINE KEANY, IAL's Paraguay Desk Officer, recently visited Asuncion, where she had a lively meeting with that country's Fulbright Commission in the home of the Commission Chairman, PAO Richard Wooton. Shown are (from right) National University Rector Gonzalez Torres, Miss Keany, Deputy Education Minister Fabio Rivas, and Wooton.



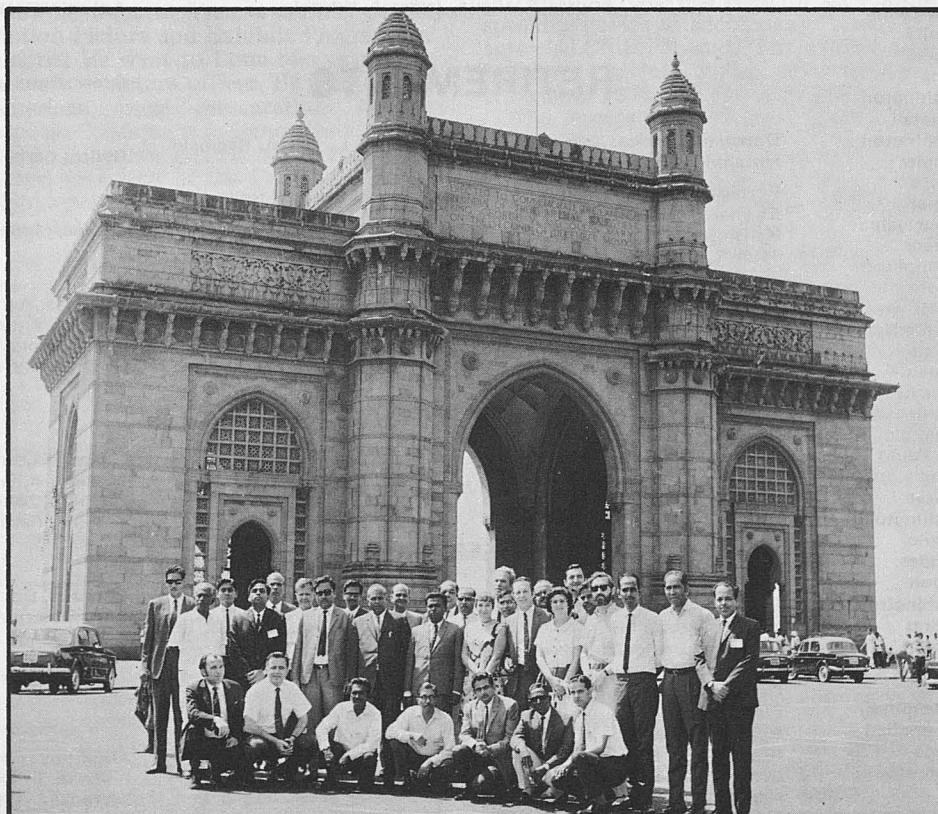
Captain WILLIE BLUE (left) and Coach LES DANIEL of the victorious USIA Bullets basketball team pose with their trophies in the Recreation Association store in "1776." Both are with VOA. Other members are Erast Borisoff, John Hall, Gregory Hayward, Jim Martin, Calvin McDaniel, J. Miller Nelson, Benny Thomas, Frank Robinson, and Kurtis Ferguson. The Bullets became champs in the RA league by beating the State Department Lakers 70-69. —Joe Pinto



USIA OFFICERS WERE BRIEFED BY COMMANDER IN CHIEF PACIFIC Admiral John S. McCain, Jr., in Honolulu. After the Manila PAO Conference, several of the conferees went on to Hawaii to participate in the CINCPAC Psychological Operations Conference. From left: Col. Leilyn M. Young, Chief Psyops Branch, CINCPAC; Jack Zeller, Program Coordinator, IAF; Daniel E. Moore, PAO Seoul; L. Clyde Slaton, Chief North Vietnamese Affairs Division, JUSPAO Saigon; G. Lewis Schmidt, PAO Bangkok; Admiral McCain; Edward Weintal, Consultant to the Director, USIA; Norman C. Barnes, PAO Vientiane; Joseph S. Evans, Jr., Public Affairs Director, U.S. Civil Administration Ryukyu, Okinawa; and USIA's John E. McGowan, Psychological Operations Advisor to Admiral McCain.



In March IAN held a three-day audio-visual clinic at USIS Karachi for American officers. A creative team led by Tehran BNC Director Dion Anderson conducted sessions dealing with presentation, staging, and display techniques. USIS Rawalpindi CPAO Gilbert Austin (standing at right) talks with Karachi Consul General Herbert Luppi (back to camera) and Artist Center Designer Robert Azzi. Also shown are Calcutta AIO Dennis Donahue, Delhi ACAO Kathy Kline, Athens ACAO David Grimland, Pakistan Country Center Director Ray Peppers, Lahore Center Director Jim Edris, Dacca ACAO Don Horan, Peshawar Center Director Jim Thorpe, Nepal PAO Richard Hopwood, and Bombay ACAO Katty Kane. —M.L. Rizzi, USIS India



Senior local employees of USIS posts in New Delhi, Calcutta, Madras, Bombay, Rawalpindi, Karachi, Lahore, Dacca, Athens, Ankara and Tehran gathered together in USIS-Bombay for workshop/conferences on administration and distribution. The conferences were chaired by IAN's Post Management Officer Don McNertney and assisted by IOA/B's Bruce J. Kreutzer, Mike Walsh and IOA/M's Howard Biggerstaff. The group is shown here in front of the famous Gateway to India near the entrance to Bombay's harbor.

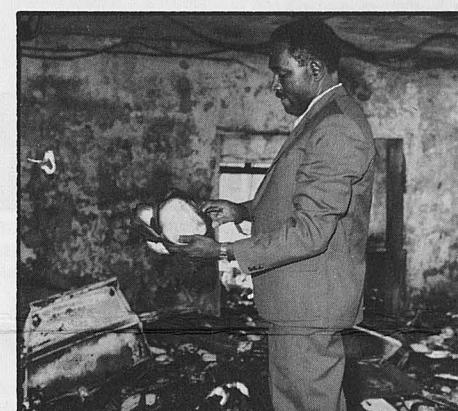
Administrative participants included Mrs. R. Hatzivachou, Athens; Hamit Otus, Ankara; Sohrab Nadershahi, Tehran; Aftab Siddiqui, Karachi; M. Zafar Iqbal, Rawalpindi; K. Nagaswaram, Calcutta; M. Tharasingh, Madras; K. Oberoi, New Delhi; S. Batra, New Delhi; Pat Vogel, Jidda; P.M.N. Menon, Bombay.

Distribution participants included George Krytatos, Athens; Ilhan Kayaalp, Ankara; Hassan Bitaraf, Tehran; Seao Rahman, Dacca; Sayid Laiq Ali, Lahore; Nasoodur Rehman Khan, Rawalpindi; B. Mitter, Calcutta; G. Immanuel, Madras; K. Bhargava, New Delhi; A.K. Mitra, New Delhi; C. Rajan, Bombay.

An award honoring the memory of STEPHEN H. MILLER of USIA has been established by the Political Science Department of Haverford College. Miller, a 1962 graduate of Haverford, was killed in Hue, South Vietnam, during the Tet offensive in early 1968. He was engaged in village redevelopment work with USIA at the time. In December 1968 Miller was a posthumous recipient of the Secretary's Award by the Department of State.



LONDON PAO WILLIAM WELD and his wife Jane greet International Publishing Corp. Chairman Hugh Cudlipp at a preview of an exhibition which included examples of the best works of America's most famous cartoonists. The preview was held at the American Embassy for cartoonists and publishers attending the International Cartoonists' Convention in London.



AMMAN PAO DAVID STRATMON examines what is left of the USIS Library after bombs and a fire set by mobs had wrought destruction.



DACCA PAO BRIAN BELL presents a latest model Zenith Transoceanic radio to 12-year-old Munshi Ali Akbar, a student at Bonogram High School, Faridpur District, East Pakistan. Akbar was one of seven lucky listeners from East Pakistan to win the shortwave radio in VOA's most recent transistor contest.



USIA'S MARK LEWIS, now Director of the Office of Cultural Presentations at State, and his son Matthew greet Secretary of State and Mrs. Rogers at a reception for the "Deep River Boys" who will tour six African countries.