

# USIA WORLD

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ATTENDING U.S. NATIONAL DAY AT EXPO 70 in Osaka, Japan last month were (from left) Presidential representatives David and Julie Eisenhower, Director Shakespeare, and Ambassador Howard L. Chernoff, Commissioner-General of the U.S. Pavilion at Expo 70.

## Schmidt to head new Resource Analysis Staff

A Resource Analysis Staff, under G. Lewis Schmidt, has been set up to assist the Director, Deputy Director, and Executive Committee in deciding on resource allocation and operational priorities.

Schmidt will be directly responsible to Deputy Director Loomis, and will operate independently of authorities delegated to any other Agency elements.

The new I/RA is expected to deal with key resource issues primarily on the strategic level. On its own initiative, or upon request from other Agency elements, it will look into issues of priority, anticipated effectiveness, and alternative courses of action. It will raise or review questions concerning the appropriate allocation or reallocation of Agency resources. The Staff will then present to the Deputy Director its findings and analyses, together with a statement of any conflicting views among interested parties. In all presentations, significant options and practical alternative courses of action will clearly be set forth.

While the principal function of the Staff is to provide independent and unbiased analysis, it also can make recommendations. I/RA analyses will be available to all interested elements of the Agency.

Schmidt also will head a new Agency task force on an improved RAS design

(see story on this page).

Schmidt came back from Bangkok, where he had been Counselor for Public Affairs, last June. He has been with the overseas information program since December 1951, serving also in Tokyo and Rio de Janeiro, and from 1964 to 1966 for State as Consul General in Izmir. He was a Deputy Assistant Director and then acting Assistant Director (Latin America) from 1957 until August 1959, when he attended the National War College. He was Assistant Director (Administration) from 1960 until he went to Izmir in 1964.

### President approves FSIO nominations

The Foreign Service Information Officer nomination list which the President sent to the Senate last March was confirmed by the Senate on July 23 and approved by the President the following day.

The 79 appointments were effective July 26. (The list was carried in the April 1970 USIA WORLD). This includes all lateral entry candidates approved to date.

One promotion, that of Natalie Hull to FSIO-6, also was approved, effective July 24.

## Consultant firm reports on MIS/RAS study

A management consultant firm which has done a four-month study on a new management information system and an improved resource allocation system (MIS/RAS) for USIA has reported on its findings and recommendations.

The report by the Arthur D. Little Co., Inc., says Deputy Director Loomis, "makes a valuable contribution by defining a number of major Agency problems and proposing innovative concepts helpful in analyzing USIA's operations."

Among the many recommendations in the report, the Deputy Director and the Agency's MIS/RAS Steering Committee found the following of particular interest:

- That USIA update its Statement of Mission;
- That the Agency develop operational objectives for all categories of Agency functions;
- That it should set up more systematic procedures and resources to meet the requirements of USIA's advisory function;
- That it should set up a high-level, free standing analysis group in the Executive Office of the Director to give top management an independent focus on important resource issues and its options on alternative courses of action;
- A proposal for a resource allocation system pilot experiment based on the concept of allocating media and post efforts to targets, together with a limited and selective introduction of a management information system;
- Suggestions for enhancing the professionalism of USIA's functions.

A number of these recommendations are being implemented in some form.

Others will be given further consideration in Agency planning.

The MIS/RAS Steering Committee is headed by Barbara M. White, Deputy Director (Policy and Plans), and includes as members the Associate Director (Office of Research and Assessment); Ben Posner, Assistant Director (Administration); David Nalle, Assistant Director (Near East and South Asia); and Hoyt N. Ware, Deputy Assistant Director (Press and Publications).

The Steering Committee has recommended that an Agency task force be created to develop an improved RAS design to succeed PPBS. This design will be tested on a pilot basis in one or two countries. G. Lewis Schmidt, recently Country PAO in Thailand, has been named chairman of this task force.

The task force will attempt to build a resource allocation system around efficient, time-saving procedures for allocating resources to objectives and post-identified audiences. The system will be tested in the field on a limited experimental basis to determine whether it can effectively sharpen the PAO's control and management of his resources, give him better tools for decision-making, and clarify the program issues and alternatives he must consider, without at the same time increasing his workload.

If pilot testing proves the system's feasibility, the next stage will be to devise appropriate methods of aggregating country resource allocations on an Agency-wide basis that would alert top management on a timely basis to significant problems and options in USIA's resource allocation strategy.

## Agency to continue trial retirement

The Agency has decided to continue until June 30, 1971 its program of trial retirement for eligible employees under the Civil Service Retirement Act.

The program, which began in March 1968, makes it possible for eligible employees to elect full-time retirement—with the right to return to full-time duty after a year. USIA helped pioneer the trial retirement program in Government.

The program has gained wide support for the assistance it provides most employees facing retirement. Says Assistant Director (Personnel and Training) Lionel S. Mosley:

"Of particular importance is the security imparted by the knowledge that the position involved will be held for the retiree until a final decision is made about returning."

Since the program began, 16 persons have gone on trial retirement. Four have returned to their jobs. Of the four, two have "re-retired," one after two months and another after eight months.

Agency employees eligible for an immediate annuity under the Civil Service Retirement Act may qualify. Employees under the FS Retirement System are not eligible for trial retirement.



DIRECTOR SHAKESPEARE SWEARS IN 13 NEW JUNIOR OFFICERS. They are (from left) John Wicose, John Tracey, John Thompson, Thomas Lonergan, Frank

Buchholz, Michael O'Brien, Howard Cincotta, Philip Harley, Robert Miller, Arthur Berger, Andre Gregory, Robert Heath and John Graves. — Ollie Pfeiffer



Mary Painter, Editor  
published by  
USIA OFFICE OF PUBLIC INFORMATION

## Senior Officer assignments

The following senior officer assignments have been approved:

Norman C. Barnes, Public Affairs Officer, Vientiane.

James Carrigan, Press Attaché, Phnom Penh.

Bernard Casper, Program Coordinator, Office of Assistant Director (Latin America).

E. Snowden Chambers, Public Information Officer (Office of Public Information).

Wilson P. Dizard, Chief, Planning Staff, Saigon.

Allen C. Hansen, Public Affairs Officer, La Paz.

Otis E. Hays, Jr., Deputy Assistant Director, Vietnam Affairs, Office of Assistant Director (East Asia and Pacific).

Robert W. Lodge, Correspondent-at-Large, Middle West Correspondent Staff, Chicago.

Ray E. Millette, Jr., Information Officer, Rio de Janeiro.

Leonard Reed, Editor, AMERICA ILLUSTRATED (Press and Publications).

Henry A. Ryan, Public Affairs Officer, Conakry.

Isa K. Sabbagh, Public Affairs Officer, Kuwait (second tour).

Harold F. Schneidman, Deputy Assistant Director (East Asia and Pacific).

Bart N. Stephens, Branch Public Affairs Officer, Stuttgart.

Wesley D. Stewart, Public Affairs Officer, Bridgetown.

## Alumni notes

Duncan Emrich, who retired last September, has just had three books published: *The Nonsense Book*, (Four Winds Press, New York, \$6.50); and *The Folklore of Weddings and Marriage* and *The Folklore of Love and Courtship* (both American Heritage Press, each \$1.95), and dandy gifts they would be. American Heritage will bring out a third in the series, *The Book of Wishes and Wish-making*, next February. Also in the works is a large book on "American Folklore" for Little, Brown and Co.

Emrich is considered one of the foremost authorities on American folklore. He spent 10 years as chief of the Folklore Section of the Library of Congress, and also has conducted an NBC network radio program on folklore. He joined USIA in 1955, serving as CAO in Athens and Calcutta and PAO in Lome. He is currently Professor of American Folklore at the American University in Washington, D.C., where he lives.

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Robert F. Delaney, recently Director of the Edward R. Murrow Center of Public Diplomacy at the Fletcher School of Law and Diplomacy at Tufts University (Medford, Mass.) has moved to Arizona "to recapture the State for the Irish and the Democrats," he says.

Now President of the Thunderbird Graduate School of International Management in Phoenix, he says he plans to keynote his approach with a seminar to be introduced this fall, "lovingly called

"The MisManagement of Public Affairs"—invited guests to include Averell Harriman, Edward Kennedy, Bill Moyers, Carl Rowan, and other impartial observers." His aim, he says, "is to train a new generation of internationalists in how to serve your country without being corrupted by the bureaucracy."

Delaney first joined the overseas information program in 1950, serving in Rome before returning to Washington and duty in IOP. He subsequently was a Special Projects Officer in Vienna, Chief of the East Europe Branch at VOA, and PAO San Salvador. He resigned in 1963 to return to private industry for two years. In June 1965 he returned to the Agency, going to Saigon as Deputy Assistant Director for field services with JUSPAO. In August 1967 he was named Assistant Director (Research and Analysis). He left USIA for the Murrow School in October 1968.

## Temporary lodging

### allowances increased

The temporary lodging allowance of the home service transfer allowance for Foreign Service personnel of State, USIA and AID have been increased.

The new allowances, which became effective June 14, also give single personnel the allowance for the same period as married personnel.



THE FIRST GROUP of this year's crop of new typists and secretaries is briefed by Victoria Coombs of IPT.  
—Ollie Pfeiffer

## Agency opens copy center

USIA has begun operation of a consolidated (self-service) Office Copying Center established for the increased convenience of employees in the 1750-1776 Pennsylvania Avenue buildings.

The one-stop Copy Center has been designed to eliminate the search for operable copying equipment, as well as to increase the cost-effectiveness of the Agency's operation.

The new Copy Center is located on the sixth floor of 1776 in room 610, adjacent to the access door between the two buildings. The Center will employ the finest copying equipment available, and will replace all machines now scattered throughout the buildings except for those in the restricted area of the Operations and Communications Centers.

William Brown has been named Copy Center Monitor. He will be available in the Center during all regular working hours to render any assistance required, and will be responsible for the daily maintenance of equipment, for assuring that machines have adequate supplies,

and that paper sizes are available to meet requirements.



WILLIAM BROWN (left), Chief of the Agency's new Copy Center, stands by to lend a helping hand to I/EX Secretary Jennifer Walters, as William Flynn, Chief of the Requirements Section in IOA, looks on.  
—Ollie Pfeiffer

## 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 June:

Chiancone, Frank A.	Spanish	S-3+	R-3
Crowne, Sherwin A.	French	S-3+	R-4
Deligianis, George	French	S-3	
Dillon, Edward P.	Spanish	S-3	R-3
Donnelly, Neal T.	Chinese, Mandarin	S-3	R-3
Durham, William H.	Spanish	S-3	R-3
Garces, Ramon	Spanish	S-4	R-3+
Graves, John E.	French	S-4+	R-4+
Hartley, J. Frederick	Spanish	S-4	R-4
Hensgen, Bernard M.	German	S-3	R-3
Hughes, Richard M.	French	S-3	R-3+
King, Duane L.	Japanese	S-2	R-2+
Lawrence, William U.	Bulgarian	S-3	R-3
Lindquist, Robert	Portuguese	S-3	R-3
McGaffin, Gail Ann	French	S-3	
Minor, Ainslie B.	Spanish	S-4	R-5
Ross, Sherman H.	French	S-4	R-4+
Saks, Michael R.	French	S-3+	R-3+
Schneidman, Harold F.	Italian	S-3	R-3
Silverman, Arnold J.	Bulgarian	S-3+	R-3+
Sprager, Hart G.	Portuguese	S-3	R-3
Stern, Gordon R.	Bengali	S-2	
Walker, Mary Alice	Spanish	S-3	R-4

## Good - bye to:



DOROTHY STAHL, Administrative Librarian in IOR, receives an engraved sterling silver tray from co-workers at her retirement luncheon. Presenting it is Associate Director (Research and Assessment) William E. Strasburg, while Agency Librarian H. Roth Newpher looks on. Mrs. Stahl, who was with the overseas information program for 24 years, received a Meritorious Service Award in 1962 for her "unusual initiative and sustained outstanding performance in building up a remarkable collection of source materials, invaluable to the operations of USIA." —George Szabo



FRANK COSTA (right), broadcast studio technician with VOA, receives a U.S. Savings Bond as a gift from co-workers from Russ Pinney, chief of the Voice's Technical Operations Division. Costa, who has had 20 years of government service, started with VOA at relay stations in the Philippines and Okinawa. He has been assigned in Washington since January 1955. —Vert Mandelstamm



AIDA NORCIO (second from left), of the IPS Latin America Branch, listens to a farewell serenade from fellow staffers, who look better than they sounded. Mrs. Norcio is retiring after 29 years of service with the Government. She will relax at her home in Alexandria and continue to do contract translations for the Latin America Branch. —George Szabo



MISS ANNA MACKIN, chief of audio traffic at VOA, cuts the cake at her retirement party. Waiting to receive a piece of cake are (from left) Arnetter Lindsey, Leslie Daniel, Linda Suggs, Richard Rooney, Nathalie Mundell, Patrick Sheehan and Maxine Tolson. Miss Mackin, who worked for the Government almost 29 years, came to VOA in 1951 and had been chief of audio traffic since 1961. —Vert Mandelstamm



## Summer interns tell it like it is

By Mary McGann, I/R Summer Intern

USIA's 44 summer college interns represent all facets of today's kaleidoscopic image of the under-30 generation.

For statistics:

- they come from 23 states, British Columbia, and England;
- represent 26 colleges and universities;
- 23 are studying for advanced degrees;
- their fields of study (21) range from Portuguese to finance, with the majority in some phase of international relations.

Three of the interns — John Fitzpatrick (IGC), Peter Koffsky (IOR), and Mary McGann (I/R), are back for a second summer.

But the most significant fact about the interns is their intense interest in the American and international political scenes, and in the possibility of working change through the established system.



SUMMER INTERNS MARY MCGANN AND JOHN FITZPATRICK talk with VOA Director Kenneth Giddens and (at extreme right) C. Robert Moore, Deputy Assistant Secretary of State for African Affairs. — George Szabo

The feeling that it is a "cop-out" to work for USIA and the federal government is not novel for 1970. In the light of the past few years of campus unrest and collegiate disenchantment with the Establishment, the fact that so many young people have come to work for the government is notable.

Daniel McGaffie (IPT/T) disavows any such notion: "Certainly not in doing what I am doing, which is training and taking responsibility for the Summer Aides, who are disadvantaged high school students. As a black person and as a student I feel I am being most effective here." In the fall, Dan will remain with the Agency as a Foreign Affairs Intern, along with David Evans (IPT/T) and Jim McJimpsey (IAN).

Liz Newman (IBS/PC) says "doing what I am doing is not a cop-out; I was worried that it would all be propaganda, but I am really impressed with the objectivity of news coverage at VOA."

One intern states emphatically that working at USIA is a selling-out to the Establishment: "Before I came I had some pre-conceptions and they are all true! I feel I am wasting my time — the rest of the government does not even know USIA exists and is not utilizing its potential."

Another student feels that working for the Federal Government might be considered treason by her generation, but that fact "is tempered by the reason for which I came — to make a viable contribution to the changes I think are needed."

Doug Lister (IAE), who just returned from a year of study in Italy, maintains that "as a matter of fact, it would be a cop-out for young people with ideas to avoid working for the government. They would be the losers by default."

Helen Walsh (IOP) had second



KENYA'S PRESIDENT KENYATTA (left) and Nairobi CAO Sarale A. Owens seem to be saying "they went thataway." The CAO was part of a group that called on the President at his country residence when the Deep River Boys, a cultural presentation, visited Kenya. Shown with the President are (from left) DRB bass Richard Sparks, PAO Richard Erstein, DRB pianist Ray Duran, Cultural Assistant Francis Karanja, CAO Owens, and State Escort Officer Anton N. Kasanof.

thoughts about working for the Agency before the summer, but is glad she came "because I have always believed in working through the system; and because I am encouraged by the intelligent and creative people I have found here."

The interns are sometimes discouraged by the problems of the bureaucracy. They see that the Agency is human and that many of its problem areas are attributable to the bureaucratic structure. To some, trying to work within the system is a seemingly impossible task.

It is difficult to knock the system, or anything, until one has seen it from the inside. It is also possible that future political scientists, economists, historians, journalists, and Foreign Service officers

need experience in the fields of international relations and cross-cultural communications. The USIA internship provides such a learning experience for many of the students.

All of the interns have ideas. All can be effective, not as a group, but as individuals in their respective offices. Many have long range goals which will be facilitated by this summer's internship. And it is possible that the young men and women who come with ideas might leave some of them with the Agency. Their goals are many, but might easily be summed up by two of the interns, as "Idealistically, helping to solve the problems I see existing in society . . ." or more simply, "PEACE."

## REPORT from the Young Officers Policy Panel

### Reward and the target

By Stan Shepard

(Stan Shepard is now working in IAF after a three-year tour in Bolivia. The views expressed here are his, and do not necessarily represent those of the YOPP.)

USIA officers fret a lot. We worry about our mission and complain about our media products, performing what has become an Agency ritual. While most of this twitching can be dismissed as conditioned response, some of it does represent real anxiety about goal and method.

It is easy to hang oneself up on this anxiety and make a leap of despair to conclude that USIA should be disbanded. Bruce J. Oudes' article in the June 1970 *Washington Monthly* did just this, thereby saying something about its author as well as about the Agency. The view that detail-failure in performance proves a concept false — "destroy the system" — has faults in both logic and ethic, but is fashionable and easy to adopt, for by negation the absolutist liquidates his problem and releases his frustration, without doing damage to his conscience.

I hazard that if it is impossible to save the Agency by liquidating it, it will prove equally impossible to cop out through the divine intercession of consulting firms. For while it may not be theoretically impossible for an outside group to topsy our turvy for us, we will in fact make no more than random advances through such "professional" assistance. The ultimate responsibility for the development of USIA lies with its own officers, and they should expect from outside nothing more than some occasionally useful suggestions.

Granting this, where do we go now? Alan Carter, then Assistant Director (IAN), wrote about "An End to Anarchy" in the January 1969 *Foreign Service Journal*:

"Form follows function, or should, and what is needed first is a better understanding of USIA's function and capability within that function; then, an institutionalization, if you will, of what we already know about the process of

cross-cultural communication, for that — in support of foreign policy — is what we are all about."

As preface to understanding this function and capability, we might first define our objective conditions — those realities relevant to the mechanics of our mission. Forgetting for the moment program objectives, policy goals, and all of the wish-paraphernalia with which we encumber our thinking, we should examine our acts and products in terms of our own motives, and our actual relationship to our audiences. Too, it is fundamental to discover how, or even if, our audiences perceive topics important to us. More simply, we must learn more of ourselves and of our audiences.

To begin, I suggest that we are less than objective about our work and tend to judge it by the pleasure it gives us, rather than by the effect it has upon our audiences. (Satisfaction is contingent upon the fulfillment of a perceived function.) Ideally, of course, audience reaction should be a standard by which we measure our pleasure — or pain, as is sometimes the case. But we, and especially the Washington-based branches of "we" — receive little audience reaction, or feedback.

And when we do receive heavy feedback, we sometimes distort succeeding messages, structuring them to elicit gratifying responses not necessarily relevant to our objectives. The temptation is to find the popular theme and play it to death. We have done just this with coverage of our space program, and have been saved from irrelevance only by the magnificence of the topic. We will not always be so lucky.

Because posts receive some audience feedback, they are in a happier position than are the media offices. The media have as guides only scanty and filtered

results of media surveys, vague post requests, and the sometimes unrealistic demands of policy. Working within this vacuum designers have small choice but to fit their products to their own isolated perceptions.

So if you work in the media and receive only an occasional grunt from the field, you unconsciously apply your own measure to your products. Even if you try to relate your measure to your world or area target audiences, your image of these may be so distorted through lack of contact that your product becomes irrelevant, or relevant at random, to anyone outside of Washington.

By luck or by excellence some products perform extremely well. But the vast majority do not. This is not usually through fault of craftsmanship, for by the common standard our media products are well fashioned. The great single weakness of USIA media products is their lack of consistent relevance to their proclaimed audiences, and this is the direct result of the isolation of the media from the field.

So media producers and policy makers, two groups with little contact with target audiences, design the tools of the Agency. And officers in the field, those with the most target audience contact, play no important role in the production of these tools.

An awareness of this has been growing, and moves for correction have been made. But I fear that traditional alignments will prove exceedingly difficult to alter, for they have developed as natural and logical responses to their environments. The media designer, following artistic or journalistic custom, tries to build his product as he honestly feels it should be built, for there is no other way for him to do it.

Policy must be followed, and a short and direct pipeline runs from the policy

desk to the media desk. The media designer feels successful when he fulfills his perceived function, and the policy enthusiast is happy when filling his perceived function.

But neither feels in his soul that his goal is the communication of concepts with living, breathing target audiences.

Several attacks on this problem present themselves. First, officers in the field have received more power to select the tools they use, reducing the production of marginal goods.

Second, closer communication within USIA is being encouraged. YOPP speaks monthly in the *USIA WORLD*, and junior officers have more contact with Agency leaders. But for many middle-grade officers and media personnel, isolation within the organization remains a central reality.

Third, media personnel, to end their isolation, should receive field assignments. More media responsibility should be shifted to the field, hopefully directly exposing media officers to their audiences.

Fourth, a vast increase should be made in field research. But, even after all agree that this is a great idea and truly vital, nobody wants to give up his piece of the action and provide money or a slot for research.

Fifth, every officer in the Agency should take the eight-week Communications Course offered at FSI. The 18 participants of the pilot model agree that they learned an ungodly lot about communications theory.

The source of greatest reward for all non-administrative elements of USIA must become the successful communication between cultures of concepts supporting and advising United States foreign policy. It is a serious weakness that this is not now the case.



By Arthur C. Pariente, Assistant Editor,  
AMERICA ILLUSTRATED

Everyone else was in tears, but Robert Townsend would have cheered the news that John Jacobs has left the editorship of AMERICA ILLUSTRATED after some five years in room 1020, 1776 Pennsylvania Avenue, N.W. For Townsend contends, in his best selling book "Up the Organization," that after five or six years in office, any chief executive should either get out gracefully or be kicked out.

Whether or not Jacobs agrees with this dictum, it is a fact that he has left. By the end of the summer he will take over as head of USIA's Regional Projects Office in Vienna. And while his colleagues on AI will miss him, both USIA and Jacobs will be having their *tortes* and eating them, too. For Jacobs, it will be a new challenge; for the Agency, it will bring his editorial experience to another important function in the East European area.

In a light moment, John Jacobs once wrote that he had wanted to be editor of AMERICA ILLUSTRATED ever since he was a small child. An impossibility, of course, since the magazine did not then exist. Nonetheless, his early years admirably fitted him for the task of talking about the United States to the world. He grew up on an apple farm in New York's Hudson River Valley. He went to Antioch College, at Yellow Springs, Ohio, where the school's work-study program took him through such varied occupations as newspaper reporter, assistant to a parole officer, and aide to a lobbyist.

After college, he worked for the pollster, George Gallup, as a writer. In World War II he served as a captain with a communications unit in the Army Air Corps in the Pacific.

The war over, he tried law school, worked for an advertising agency for a while, and then proved that there can be very worthwhile results of nepotism; his cousin's wife (admittedly, that's stretching nepotism to a far limit), Jane Jacobs, was working on the first version of AMERICA. He went to work for the magazine in 1948.

When that first version folded four years later, during the chilliest part of the Cold War, John transferred to the Voice of America as a commentator. The Broadcasting Service, like the magazine, then was in New York. When the Voice moved to Washington in 1954, Jacobs came, too, but not too happily, for he was a New Yorker. In the years since, though, his attitude has changed: "I hated to leave New York for Washington," he says. "Now, New York has deteriorated, Washington has improved some, and I've deteriorated some—I'm grudgingly quite fond of D.C."

One of the highlights of Jacobs' life after he came to Washington and before he became Editor of AMERICA ILLUSTRATED came in 1959, when he spent three months in the Soviet Union as Press Officer with USIA's American National Exhibition. He took with him his Russian-speaking wife Katia (who was a lecturer-demonstrator for a model apartment in the exhibit), four children under five, and a Vassar college student as baby-sitter. It was, he says, "the most exciting, exhausting, summer of my life."

In late 1967 Crowell-Collier published Jacobs' book for teen-agers on escape stories, "Against All Odds."

Having been connected, in one way or another, with America's overseas information programs since 1948, Jacobs has become something of a philosopher about the whole business.

"I think," he noted recently, "that what the Director said at



JOHN JACOBS

the Awards ceremony in June was magnificent. It's the first time a Director has said so directly that creative imagination is relevant to the Agency's work. I'm reminded of an incident when I worked at the Voice. I always type with my feet up on a chair. There was one director there who, the first time he saw this, was amused. The second time, he was irritated. And the third time he went down to Howard Maier, the policy chief, and said that anybody who types with his feet up couldn't be much of a writer. He suggested I be fired. Howard replied, 'Oh, all writers are crazy.' And this director said, 'Howard, you're a writer. Are you crazy?' And Howard said, 'crazy as a bedbug.' The point is, not all writers are crazy—but it helps. And the way to get the best out of them is to let their craziness alone—not to try to make them act just the way everyone else does."

As to the question of whether USIA is a propaganda or information agency, Jacobs notes that the word propaganda has totalitarian overtones which imply that there is a threat of force behind it. What America is trying to do, he says, is to convince people of our purposes by conversation, not force. In other words, by informing them.

Jacobs believes one thing: "Communication seems so much more important with people in the Communist nations, because the very thing that cuts them off makes them receptive to new ideas and the other world."

It's a conviction that has informed and clarified his work as Editor of AMERICA ILLUSTRATED, and it is one which he will take to his new job.

## USIA has four

### Minister - Counselors

USIA now has four Public Affairs Officers with the rank of Minister-Counselor of Embassy for Public Affairs.

They are Edward J. Nickel, JUSPAO Director, Saigon; John W. Mowinckel, Country Public Affairs Officer for Brazil; Alan Carter, Country Public Affairs Officer for Japan; and Daniel P. Oleksiw, Country Public Affairs Officer for India. The latter two arrive at their posts this month.

## "Liz" Hopkins retires

By Katherine A. Jones,  
Career Development Officer, IPT

Elizabeth Hopkins, IPT/F, the champion and guardian of Binational Center personnel, retired June 30. "Liz," as she is known affectionately around the world by literally hundreds of men and women who have served as Binational Center employees since the inception of the program, will be missed.

She worked with the deepest dedication for recruitment of the best possible personnel—and once on their way, for their own career development—both within the Binational Center program, and in opportunities to become regular career Foreign Service officers. Her successes on this score (with due credit to the individuals concerned) are witnessed by the fact that many who entered USIA through the Binational Center program have become top-level Foreign Service Information Officers—from Ambassador on down.

Many of the benefits obtained over the years for Binational Center employees were due to the untiring efforts of Liz. Notable among them are the obtaining of Social Security and health benefits and, in the early years, allowances, travel of dependents, shipment of effects, etc. Another one of her "fringe" accomplishments has been arranging of the "Tuesday luncheons" for any and all Binational Center people currently in Washington, plus former employees and friends, where over the years more than in any other way friends were made and relationships developed which proved of untold value to the program. The unusual esprit d'corps of the "BNC'ers" was generated by Liz. Her capable and devoted administration of the Grantee system won Liz a Meritorious Honor Award in 1965.

Asked what she was going to do upon retirement, Liz says: "Keep up with my friends." She will see you every Tuesday at the Binational luncheons!



Beginning their first English Language—American Studies Seminar in the United States, 36 teachers of English from Finland's secondary schools assemble in Helsinki's new air terminal for departure to New York. Organized by the Cultural Section of USIS Helsinki and co-sponsored by the Association of Teachers of English in Finland, the month-long program includes two weeks of intensive study at the State University of New York at Oneonta followed by a week each in Washington, D.C., and New York City for cultural orientation and sightseeing. The success of two previous seminars in Finland led to a suggestion that the post attempt to organize a similar event in the United States. By far the largest part of the costs relating to this seminar are being paid out of fees assessed each participant. The post is supporting this event with its normal seminar budget, no more than would have been required for a similar activity in Finland. Plus, of course, the sweat and occasional tears of the cultural staff. Above, CAO Edgar S. Borup (center forefront), and Mrs. Marja Wuorenheimo, Chairman of the English Teachers Association, see the travelers off following a briefing session.

## From the propaganda wars to the political wars....

Time served in USIA may or may not be a stepping stone to politics, according to this year's political races.

One of USIA's top career officers—Fitzhugh Green—until last month Deputy Assistant Director (Near East and South Asia), has announced his candidacy for the Republican nomination for Congress in Rhode Island's First District. Green, 52, joined USIA as a consultant in 1954, subsequently serving as PAO in Vientiane, Tel Aviv and Leopoldville. He attended the Naval War College in 1962, and was USIA's representative at the U.S. Mission to the United Nations in 1964-65. He was Deputy Assistant Director (Personnel and Training) before going to IAF.

Clive DuVal, who was USIA's General Counsel in the Eisenhower administration, fought the good fight as a Democratic candidate for the U.S. Senate in Virginia last month, and was narrowly defeated. He is now in his third term in the Virginia House of Delegates.

Another former General Counsel (1961), Don Irwin, was an unsuccessful candidate for the Democratic nomination for the U.S. Senate in Connecticut this year. A member of Congress from Connecticut in 1958-60, he then became Treasurer of the State of Connecticut after his USIA service, was reelected to the House in 1962 and 1964, and defeated in 1966.

## USIA's Summer Aide program

This summer marks the third one of participation by USIA in the Civil Service Commission's Youth Opportunity Program.

The program was initiated to aid economically disadvantaged youth in the Washington area, most of whom are still in high school. It is coordinated under the auspices of Dorothy Blackburn, Chief of the Secretarial Training Division in IPT, and Daniel McGaffie, a summer intern.

The Agency's program is set up to provide a meaningful and productive summer for the aides. Says Mrs. Blackburn: "We hope these summer jobs will not prove to be 'make-work' or 'dead-end'

experiences for the young people. Everything possible is being done to put the aides in a work-atmosphere that will be a learning process along the line of their individual career interests or educational goals."

With this idea in mind, the following programs in training courses were available to the aides this summer:

- Typing courses — to provide basic skills for beginning typists, and to enhance those skills in a moderate typist.
- Craig speed reading course—mainly for returning high school and college

(Continued on page 5)

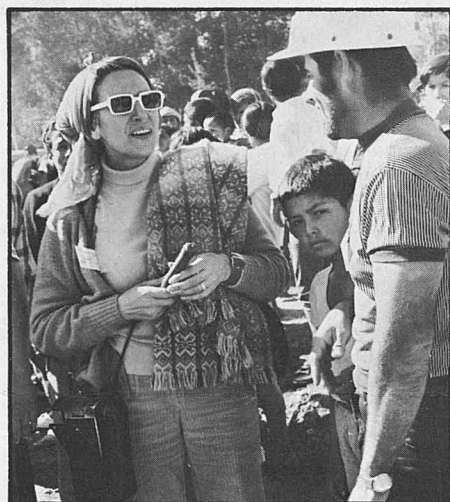


# ¡TERRÉMOTO!

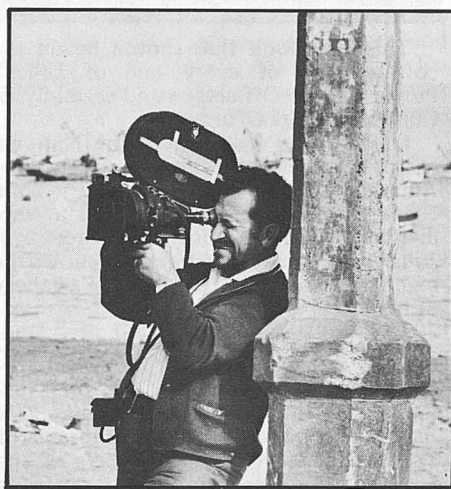
The earthquake disaster in Peru on May 31 also shook up USIS Lima. Frank Cooke, Don Mathes, and Terry Kneebone, who had been picnicking with their families in the Andean foothills about a hundred miles north of Lima, brought some of the earliest reports on the scope of the tragedy. Some of the earliest photographs too, one of which went coast-to-coast with the Associated Press.

The Post officers were shaken by what they had seen—but not unhinged. Quickly, they became the focal point for information on the disaster. Early morning calls from VOA, CBS, NBC, Metro-media News and ABC were common those first days. Telephone communications were jammed most of the day, but it seemed that 5:00 a.m. was a good hour to call USIS Lima. Not that many staffers were sleeping! The pace became furious and remained such throughout the month of June. USIS was a production, distribution, and coordination center for much of the international information effort related to the earthquake.

PAO Darrell Carter organized the Post on an emergency basis: an officer to have a place on the Mission Control Center which coordinated U.S. relief activities; another to run liaison between the U.S. military, USIS, and the local and interna-



VOA'S LILIAN TAGLE interviews a volunteer Red Cross worker in Huaraz during Mrs. Nixon's visit to Peru.



USIS BOGOTA'S BERNARDO JIMENEZ at work with his camera in Chimbote.

tional press; a third to head for the Callejón de Huaylas to get first-hand information on the disaster there; another to head a team of photographers and film crew to cover the northern coast and the rescue efforts of the USS GUAM; a fifth and sixth to coordinate the release of information and photographs received from USIS teams and others in the field.

Shortly after the disaster, the Post asked Washington for some specialized assistance and quick response brought IMV producer Jack Gaines from New York, Russell Splane from VOA, and from USIS Bogota photographer Hernan Sarmiento and 35mm. cameraman Bernardo Jiménez. Locally, the Post contracted the best local cameraman in Peru for 16mm. film clips, sent its Press Officer and Radio/TV Officer to the disaster zone with additional camera and tape capabilities, and augmented its photo lab for the onslaught of materials quickly to come. And come they did!

From USIS, military contract and any other lensmen who could produce usable material came a flood of photos. Some 4,500 individual photographs were produced during the first three weeks of June (and this did not include Mrs. Nixon's visit). Placement was very high, as few local newspapers were able to move their people as easily as USIS



USIS LIMA'S JESÚS CASTRO interviews a group of volunteer doctors and nurses awaiting airlift from Chimbote to the stricken region of Callejón de Huaylas in the Andes. To Castro's right is Lima IO Donald E. Mathes.

moved theirs.

From Splane, Mathes, and Cooke came voiced reports in English, from Tom Blacutt and Jesús Castro beepers in Spanish, from Bob Mackie features and press releases for the local press—all of which told the story of the U.S. relief effort in a quiet yet complete way.

The first big event was the arrival of the GUAM, and USIS teams were there—with GUAM choppers in the Andes and with its doctors in its hospital. Jack Gaines has the wound to prove it—a gashed forehead when he forgot to duck leaving a chopper to cover the arrival of injured. Between Gaines directing the film coverage and Mathes the still photography of the GUAM's activities, enough hours were logged in the helicopters to qualify both as co-pilots at least—and in some of the most rugged helicopter country in the entire world, where 10,000-foot landings and take-offs were as common as the New York-Washington shuttle.

Terry Kneebone, meanwhile, had moved to the Callejón de Huaylas, the spectacular valley in the high Andes which suffered the most casualties. There for four days, he walked and choppered over the buried cities of Yungay and Ranrahirca, slept in tents in the freezing Andean winter, and returned with a

complete word and photo story of what had happened.

The biggest event came at a time when USIS thought it might be reaching a point at which it could turn down the burners. Mrs. Nixon's visit was announced on Tuesday, June 23, and the First Lady arrived the following Sunday. The preparations, the planning of coverage and the USIS role in suggesting sites for her to visit, kept everything cooking for another week. Another flow of people from Washington, more conferences to discuss where and when, and two spectacular rides over the high Andes in the Presidential helicopter, Army One, were part of staff preparations for the First Lady's visit. Liaison with the White House advance party, coordination and cooperation between the Peruvian and American press on transportation matters, were other new functions picked up by a staff well-worn now from the pressure of the weeks since May 31. But Mrs. Nixon came and saw—and really conquered Peruvian hearts. The visit was an unqualified success from all points of view.

Peru will carry the scars of the May 31 disaster for years to come. But her people will carry memories of a massive and spontaneous international assistance program. The U.S. role in that program has been large and humanitarian, a bright chapter in the story of U.S.-Peruvian relations. USIS Lima will continue to tell the story of that role and its meaning both for Peru and for the United States.



IMV'S JACK GAINES (left) works with Red Cross volunteers at the airport in Chimbote, on the northern coast of Peru.

## VOA covers world soccer games

On Sunday, June 21, when the whistle blew signaling the end of the game and an impressive victory for Brazil in the IX World Cup Soccer Championship in Mexico City, the Voice of America was there.

Three weeks before, eight top VOA reporters had flown to the Mexican capital from Washington, Miami and Rio to cover the games—recognized as one of the world's greatest sports spectacles.

The eight were VOA's Luis Daniel Uncal, Roger Wilkinson, Helio da Costa, Mykola Francuzenko, Peter V. Kvedelidze, and Joseph Buday; Harry Caicedo of VOA Miami, and José de Assis of USIS Rio de Janeiro.

USIS Mexico provided supervisory and



MEMBERS OF THE VOA-USIS MEXICO team which covered the World Cup Soccer Championship are pictured in front of Mexico's Aztec Stadium. They are (standing from left) Helio da Costa, Luis Daniel Uncal, Jorge Ruiz Aguilar; (kneeling from left) Joseph Buday, and Roger Wilkinson.

technical support, headed by Acting Radio Officer Bob Thomas. Jorge Ruiz Aguilar and Emilio Caltzontzin, of USIS Mexico, rounded out the team.

A private cable was opened between VOA Washington and the USIS Mexico studio, enabling the highlights and results of the 32 games to be channeled immediately to VOA for broadcast to millions of listeners throughout the world.

Details of the games played in five cities—Mexico, Toluca, Puebla, Leon and Guadalajara—were gathered together at the studio and fed to Washington. More than 300 hours of airshow material was sent during the three-week competition. The reports, from one to 25 minutes in length, were aired in seven languages—English, Spanish, Portuguese, French, Russian, Ukrainian and Georgian.

Correspondents covering the Portuguese-language broadcasts had a special problem, since most of Brazil's games were played in Guadalajara—more than 700 miles from Mexico City. This difficulty was magnified by the fact that VOA began its Portuguese-language programming at 4 p.m. (Mexican time), the exact moment that most of the games began.

The most demanding effort was the preparation of a daily 25-minute complete package for the Latin American Division's Spanish Branch. Uncal assembled the package from reportages and interviews sent daily by reporters from the five game sites, writing and narrating the package under the pressure of a demanding deadline. Massive traffic jams to and from the stadium complicated the problems, but all deadlines were met.



BOB THOMAS (standing), Acting Radio Officer for USIS Mexico, discusses last minute details with Wilkinson (left) and da Costa.

There was no attempt to bring play-by-play action. Interviews, however, were made with numerous team coaches and stars, including the "King" of the game—Brazil's Pele.

A 28-minute Spanish wrap-up of the games was done for VOA broadcast.

Discussing the VOA coverage, Brigadier Jeronimo Bastos, President of the Brazilian Sports Delegation, especially praised the work of Helio da Costa. He said: "This correspondent merits all of our respect for his serious dedication to his job. He is a journalist."

Another Brazilian official, Sr. Silvio Pacheco, Vice President of the Brazilian Sports Delegation, commented: "The Voice of America correspondents were worthy of our confidence in view of their exemplary conduct during this championship. The Voice of America is doing an exceptional job."

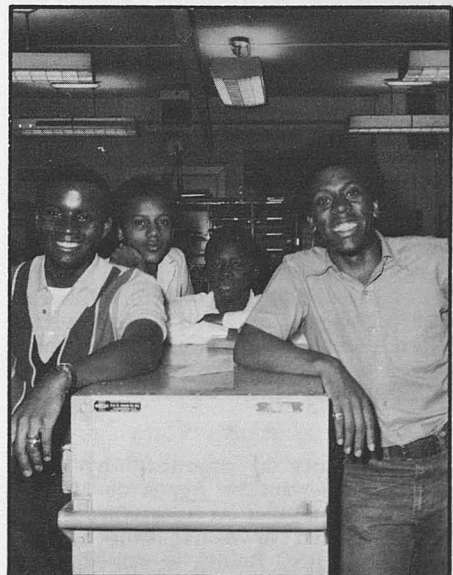
## Summer Aides

(Continued from page 4)

students, to improve reading speed and comprehension.

- General office machines training—training provided for work on most common office machines.

In addition to the training courses for the aides, there is an Educational Seminar, a Cultural Seminar, and a Job Fair planned to end the summer.



THE MOD MAILROOM SQUAD: USIA Summer Aides (from left) Raymond Catlett, Michael Bateman, Charles Smothers, and Reginald Anderson bring joy to their jobs—and to all they meet.

—Daniel McGaffie



## This month on media row . . .



COMEDIAN BOB HOPE WAS ON, but the escalator was off as he makes the climb to VOA studios with Pat Gates and Bill Reynolds of the Breakfast Show to talk about Honor America Day.  
— Carroll Foster

## IPS

In covering President Nixon's first-time-ever live television interview, IPS broke some new ground itself.



The problem was to get the President's words overseas quickly, in printed form, even though an official text of the Los Angeles show would not be available in Washington for some time.

To meet the challenge, IPS arranged with a private service in Washington to prepare an unofficial transcript directly from the hour-long telecast. The 8,000-word transcript, devoted entirely to foreign policy, was rushed in "takes" to the IPS wire room and transmitted via special wireless files.

To ensure accuracy of the unofficial transcript, editorial deskman David Ryan painstakingly checked it—before transmission—against a tape recording of the program.

As a result of the innovative approach, overseas posts had a complete and reliable transcript many hours earlier than would have been possible otherwise.

The experimental operation yielded unexpected dividends—both the White House and the State Department requested copies of the IPS transcript for their use pending arrival of the official version from California.

\* \* \*

Two days before the special transmission, IPS used its regular wireless facilities to send worldwide the President's 7,000-word report on Cambodia.

\* \* \*

Writer Mary Sherwood and photographer Joseph Pinto accompanied Mrs. Nixon on her well-received trip to earthquake-stricken Peru.

They provided coverage, augmented by USIS Lima, that got heavy play in Latin America. Mrs. Sherwood's eyewitness reports and some of Pinto's photos also were distributed worldwide.

Coincidentally, IPS' Latin America branch had just produced a 14-page illustrated pamphlet on Mrs. Nixon which proved to be a valuable corollary tool in publicizing her visit.

\* \* \*

"The Dance in America," by noted choreographer-author Agnes de Mille, is the latest pamphlet on culture in America to be placed in distribution by IPS. Printed by RSC Beirut, it was edited by Wes Pedersen, Chief of the Office of Special Projects, and designed by Clifford H. Prine, Art Director of the Pamphlets Branch. Its 120 pages are filled with a fascinating variety of color and black and white photos, many of them never before published. A highlight is a portfolio of

picture stories showing Miss de Mille and seven other prominent U.S. choreographers in action. There also is a foreword by Walter Terry, dance critic for the *Saturday Review*.

The sixth and final pamphlet in the cultural series, due off the presses shortly, is "The Literature of America," with a text by critic John Hutchens. The other four pamphlets deal with the arts in general, jazz, films, and the theater.

## VOA

A mid-summer fun giveaway on the English Service's Breakfast Show grew out of an inadvertent mistake. Editor/Producer Phil Irwin was talking about unique upcoming events in the United States and reported on the second annual national "hollering" contest to be held at Spivey's Corner, West Virginia. The item was based on a clipping from the *Washington Star*.

A few days later, the Breakfast Show received a letter from an attorney in Lillington, North Carolina, correcting a mistake the newspaper had made and VOA had copied—the location of the contest was "Spivey's Corner, NORTH CAROLINA."

Ideas began to germinate when the correction was noted. Why not invite overseas listeners to select an "internationally acclaimed" champion hollerer from Spivey's Corner? Breakfast Show Chief Bill Reynolds, Hal Banks, Deputy Chief of the English Division, and Irwin worked out the details with Lincoln Faulk, Manager of Radio Station WCKB in Dunn, N.C. The station taped the entire contest for VOA. The State of North Carolina's Travel and Promotion Division supplied attractive booklets on the history and wonders of the State, complete with mailing envelopes for every overseas listener who voted for his favorite hollerer.

The contest tapes were played on the Breakfast Show and the contestant receiving the most votes will receive a "gag certificate" as World Champion Hollerer.

\* \* \*

The Apollo XI documentary "Eagle on the Moon" has won second prize in a contest of Chinese language radio programs held in Taipei. The prize, a golden tripod, was given by National Chen-Chi University.

The program, originally written in English by Michael Hanu, chief documentary writer for the English division, was adapted by George Kao, deputy chief of the Chinese branch. The original version of the documentary earlier won an Ohio State University Institute for Education by Radio/Television and Peabody awards.



## TODAY'S BOOKS

## --- of interest to USIA

This is a book that should be on the coffee table of every one of USIA's Public Affairs Officers — and certainly its Cultural Affairs Officers.

O! Say Can You See is the National Historical Society's telling of the story of America through great paintings. Published by Stackpole Books, with a commentary by Frederic Ray, Art Director of *American History Illustrated*, it shows the highlights of a nation's growth in a gallery of historical art.

The book has 54 paintings by 35 artists, arranged in chronological sequence and accompanied by brief accounts of the people and events that inspired each one. It offers a panorama of American history, from the days of the American Indians, through Armstrong and Aldrin planting a flag on the moon during the historic flight of Apollo XI.

The book's introduction, by Robert H. Fowler, President of the National Historical Society, says that "... art influences strongly a people's view of history, their image of how they came to their place in time and even their view of themselves. It may be even that, except for a tiny minority of history scholars, Americans have been more influenced by the paintings of the Peales, Trumbulls, Remington, Pyle, Wyeth, and Ferris than by the writings of academic historians. The painting conveys its message in a swift glance; the book takes hours.

"The debt of history to art goes far back; long before the American experience began. This tremendous debt ranges from some prehistoric Michelangelo for the drawings of a bison hunt

he left on the walls of a French cave, to the artwork found on the walls of Egyptian tombs."

Fowler adds:

"At the heart of American liberty is full freedom of expression for all. The ordinary citizen has been free to speak, the editor to print, the author to write, the historian to record and interpret... and the artist to paint. Add to this their sense of participation; rather, the fact of participation that most Americans have possessed over the centuries as they have elected representatives and served on village councils, gone first to colonial and later state legislatures, sat on juries, voted in free elections. This sense of participation is shared by the American artist. He is both spectator and participant."

Aside from the excellent reproductions, Ray also provides a descriptive narrative highlighting the times and events represented in the paintings, and a brief biography of each of the 35 artists.

This obviously is the perfect going-overseas present for any USIA officer.

O! Say Can You See — a National Historical Society Book

*Selections and Commentary by Frederic Ray*

Stackpole Books, Cameron and Kelker Streets, Harrisburg, Pa. 17105, 188 pp., \$29.95

\* The National Historical Society, with headquarters in Gettysburg, Pennsylvania, is dedicated to stimulating interest in and preserving the heritage of American history.

\* \* \*

VOA broadcast a half-hour documentary on Bishop James E. Walsh within 24 hours after his release from a Communist Chinese jail. The program, entitled "The Story of Hwa Li Sze (Pillar of Truth)," told the life story of the Bishop in the words of his brother, William, a childhood friend, and two other Maryknoll Brothers, as well as the story of his imprisonment in China. The documentary was written and produced by Michael Hanu and directed by Jim Parisi. Hal Banks narrated.

\* \* \*

The New Zealand Broadcasting Corporation once again took advantage of Voice of America technical facilities. Its correspondent in Saigon sent two voiced reports via VOA two-way telephone circuit from Saigon to Washington. On the same day they were received, the reports were carried on the Asian Feed transmission for pick-up and use by NZBC. The reports were on Secretary Rogers in Vietnam and former astronaut Michael Collins, now a State Department Assistant Secretary, accompanying Mr. Rogers.

## IMV

Recent films shipped to posts include: "I Am A Man," built around three of the many U.S. civil rights leaders — Mayor Stokes of Cleveland, the Rev. Jesse Jackson of Chicago, and Ernie Green of Arkansas and New York. It uses extensively direct comments from these three, showing the characteristics of their different kinds of leadership of Negro America—Mayor Stokes as a political leader in a great American city, the Rev. Jackson as a militant preacher and head of Operation Breadbasket (black capital) and Green (who, incidentally, appeared in an earlier Agency film as one of the "Nine From Little Rock"), now active in New York in encouraging black apprenticeships in the building trades.

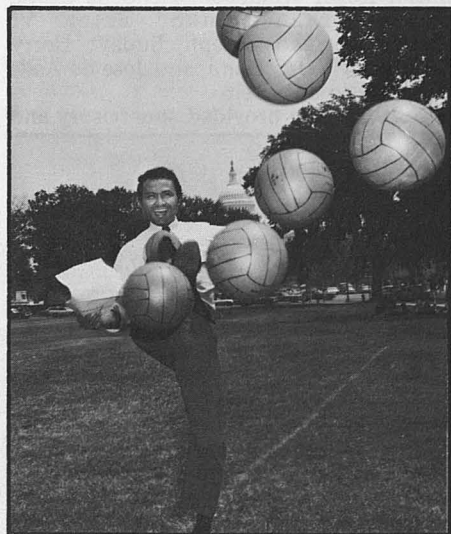
"President Nixon's TV Conversation"—1 hour, b/w. Acquired from ABC, this program in which correspondents of



the three major U.S. networks participate, is a "live" conversation with the President discussing Cambodia, Vietnam, the Near East, and other subjects. Worldwide distribution.

"Honor America Day"—15 minutes, b/w. IMV released to 123 countries this television show on the Washington, D.C. July 4 activities, beginning with the morning ceremonies at the Lincoln Memorial, the procession and flag raising at the ellipse, the big evening show hosted by Bob Hope, and ending with the brilliant fireworks display. First prints left for overseas within hours of the close of the fireworks.

"Agnew"—15 minutes, color. Using as a framework the Vice President's visit to 11 countries in East and Southeast Asia December 1969-January 1970, the IMV production interpolates among these scenes films, stills and comment on his activities before he became Vice President in January 1969. For example, it points up his campaign against racial discrimination and for aid to education while he was Governor of Maryland 1966-68. By the frequent use of split screen techniques, the film compresses a great deal of action and information into a short space of time. Included in this are excerpts from several of the Vice President's speeches. Worldwide distribution.



ZULKARNAIN TAJIBNAPIS, host of the Late Evening Show of VOA's Indonesian Service, awarded soccer balls to his first 40 listeners who correctly picked Brazil to win the Jules Rimet World Cup Soccer Championship.



# PERSONNEL CHANGES

## TRANSFERS

	From	To
Anderson, Dion	Tehran	Washington
Anthony, William H.	Washington	Saigon
Aulicino, John V.	Munich	Washington
Ballow, Barry E.	Casablanca	Washington
Bardos, Arthur A.	Washington	Brussels
Barr, Robert W.	Casablanca	Lome
Benson, Raymond E.	Washington	Bonn
Blosser, Charles B.	Lahore	Seoul
Boylan, Robert J.	Calcutta	Washington
Brokenshire, Melvyn R., Jr.	Washington	Cotonou
Calhoun, Thomas A.	Washington	Athens
Chaplin, Stephen M.	Buenos Aires	Mexico City
Chatten, Robert L.	Washington	Quito
Clayton, Maynard G.	Merida	Sucre
Cooper, Patricia L.	Santiago	Nairobi
Daks, Lawrence D.	Washington	Taipei
Darlington, Frank	New Delhi	Saigon
DeCou, James H.	Washington	Montreal
Dees, Joseph L.	Seoul	Washington
Deligianis, George	Dacca	New Delhi
Dillon, Edward P.	Washington	Guayaquil
Dobson, Mason C.	Saigon	Washington
Donahue, Dennis D.	Calcutta	New Delhi
Drucker, Darrell I., Jr.	Washington	Saigon
Dumas, Robert Andre	Bangui	Lusaka
Edwards, Horace Y.	Barcelona	Madrid
Findlay, Edward J.	Kuala Lumpur	Kyoto (Cancellation)
Fitz, Richard B.	Warsaw	Frankfurt
Flanders, Donna H.	Rio de Janeiro	Mexico City
Folts, John L., Jr.	Mogadiscio	Kingston
Foy, Helen M.	Canberra	Washington
Fredenburg, John A.	Songkhla	Bangkok
French, Graham K.	Washington	Brasilia
Garufi, Laurence	Washington	Rawalpindi/Islamabad
Goplen, Orville H.	Saigon	Washington
Gordon, Robert D.	Washington	Saigon
Gosende, Robert R.	Mogadiscio	Pretoria
Gould, Philip F.	Moscow	The Hague
Graves, John E.	Lome	Yaounde
Halepas, Georgia E.	Beirut	Manila
Heger, Anita Jeanne	Belgrade	Freetown (Cancellation)
Heintzen, Harry L.	Addis Ababa	Rabat
Hess, Clyde G.	Seoul	Washington
Higgins, John R.	La Paz	Mexico City
Hoffman, Myron L.	Washington	Bonn
Huges, Harry L.	Washington	Fort Lamy
Hyde, Wayne F.	Bangkok	Washington
Jensen, James A.	Maseru	Bamako
Kibble, Stepney C.	Rosario	Monrovia
King, Duane L.	Niigata	Saigon
Kline, Katherine	New Delhi	Washington
Koch, Bruce R.	Washington	Teubingen
Lasor, Frederick E.V.	Vientiane	Blantyre
Lavin, Bernard J.	Washington	Lagos
Logan, Frenise A.	Lusaka	Washington
McGinley, James A., III	Lusaka	Vientiane
Merian, Robert A.	Washington	Colombo
Millett, Caroline D.	Sao Paulo	Brasilia
Milton, Robert P.	Bern	Santiago
Minehart, William L.	Washington	Addis Ababa
Minor, Ainslie B.	Santo Domingo	Mexico City
Morrison, Dale A.	Washington	Oslo
Oleksiw, Daniel P.	Washington	New Delhi
Olguin, Nicholas P.	Rhodes	Thessaloniki
Overturf, J. Richard	Cantho	Washington
Peel, Harris	Saigon	Washington
Prass, Nancy Ann	Saigon	Bonn
Reid, John M.	Bangkok	Saigon
Rich, Stanley	Dacca	Bangkok
Rivera, Ismael	Washington	Saigon
Ross, Christopher W.S.	Tripoli	Fez
Ross, Sherman H.	Algiers	Yaounde
Russell, Roger S., Jr.	Rabat	Bamako
Saunders, Richard	Tunis	Washington
Schmidt, G. Lewis	Bangkok	Washington
Shaver, Fred M., II	Saigon	Washington
Silverman, Arnold J.	Washington	Sofia
Sprager, Hart G.	Rio de Janeiro	Tokyo
Strovas, Frank C.	Bamako	Lome
Swan, Marshall W.S.	Stockholm	Bujumbura
Taylor, Larry R.	Rabat	Kaduna
Telkins, A. Stephen, Jr.	Kaduna	Tananarive
Tonini, Franklin J.	Washington	Warsaw
Weinhold, William J.	Yala	Songkhla
Wheeler, Paul E.	Belgrade	Rio de Janeiro
Wilkinson, Jacqueline A.	London	Washington
Yaki, Michael M.	Hong Kong	Taipei

## APPOINTMENTS

**Domestic Service:** Carolyn P. Allen, Linda D. Answine, John M. Baker, Frances Brooks, Phyllis D. Carter, Joanne B. Cashwell, Rosemary Chalk, Constance E. Clemons, Rosa L. Coleman, Michael J. Collins, Deborah S. Compton, Bonnie Lee Cook, Linda Kay Cummings, Victor F. Dickens, Kathryn R. Fullen, Sharon R. Funkhouser, Catherine A. Garner, Mary K. Gefrovich, Stephany L. Graves, Joyce Y. Harding, Marian A. Harrison, Emily Ann Hogue, Patricia Ann Holloman, Barbara C. Jackson, Jane Janney, Denise L. Jones, Dorothy M. Jones, Mary H. Jones, Bonnie Lee Kisic, Charlotte M. Large, Delores M. Lilley, Peggy Ann Mathias, Ronda Kay Mays, Martha A. McInnis, Beverly K. Merenda, Patricia A. Mongold, Stella M. Napier, Agnes R. Nitterright, Mary K. Nitterright, Christine Pannell, Laszio Pasztor, Seria J. Pegram, Dianne Pendergrass, Patricia A. Pleven, Carol L. Pritt, Patricia W. Ragland, Rita L. Scott, Ophelia M. Sims, Lisa Ann Smisko, Ronnie L. Snow, James D. Taylor, Susie M. Tucker, Victoria L. Van Sickle, Anne M. Whittaker, Mark M. Willen, Carol Jean Williams, Viola D. Wray

**Foreign Service:** Michael M. Boll, George A. Dolney, Nikita Grigorovich-Barsky, Nancy K. Moore, Igor Zurkin

## RETIREMENTS

**Domestic Service:** Jules J. Bond, Joseph Cangioli, Richard Collins, Laura V. Dunn, Paul Grabbe, Lillian G. Hartman, Elliott M. Helfgott, Richard A. Hilling, Dwelle S. Hoag, Elizabeth W. Hopkins, Robert G. Kreer, Willie V. Lynch, Anna L. Mackin, Aida R. Norcio, Donald K. Reichling, Jane A. Ries, Lloyd D. Roberts, Virginia P. Shreve, Margaret R. Warden, Fred W. Welty

**Foreign Service:** James P. Barker, Fitzhugh Green, Leonard R. Greenup

## SEPARATIONS

**Domestic Service:** John K. Adams, Carolyn L. Allen, James P. Bachman, P. Chinnaraj, F. Gunther Eyck, Mary E. Fores, Grace K. Fujii, Sadie R. Grant, Abdul Hannan, Shirley Harmon, Tamara Holmes, Robert L. Jacobs, Barbara A. Johnson, Gail D. Johnson, Robert L. Jones, Robert G. Kingsley, C. Santana Krishnan, Kathleen M. Krutzky, Marlane Liddell, Sheila G. Maticic, Mary E. McKelvin, Darlene J. Miske, V. Nallathambi, Katie B. Parry, Paula M. Platt, Jacqueline Powell, Manickam Rajarum, Joyce A. Roberts, Eugene J. Skora, Joy L. Streng, Arthur R. Stuart, Khin Maung Thwin, Arjono Tirtohardjo, U. Tin Tun, Anita T. Van Brakle, Moira M. Waldeck, James Walker, Khin Win Yee

**Foreign Service:** Gregory L. Anderson, Elizabeth Baker, Wallis D. Bishop, Kenneth E. Clair, Ann M. Corrick, Ronald I. Deutsch, Lloyd John Erickson, Arthur D. Golby, Ruth L. Greenstein, Adelet C. Kegley, Peter Moraga, Sergei Schachowskoj, Harold B. Senter, Jr., Judith Elsie Werner, Thomas L. Wright

## PROMOTIONS

### FOREIGN SERVICE

	FROM	TO
Bonn	Reich, Ellen Paula	FSS-9
Bogota	Terada, Margaret H.	FSS-10

## PROMOTIONS

### DOMESTIC SERVICE

	IOA	
Brown, Rita M.	GS-7	GS-9
Currie, Joe N.	GS-2	GS-3
Deist, Shirley K.	GS-4	GS-5
Fennell, William S.	GS-9	GS-11
Goodwin, Gerald E.	GS-9	GS-11
Gold, Joseph J.	WG-1	GS-4
Moloney, William G.	GS-7	GS-8
Ratchford, Vivian A.	GS-3	GS-4
Ruffin, Brenda J.	GS-4	GS-5
Smith, John H.	GS-6	GS-7
Tacinelli, Joseph J.	GS-4	GS-5

### IPT

Bachman, Philomena A.	GS-4	GS-5
Dobson, Judith A.	GS-4	GS-5
Hainer, Virginia J.	GS-3	GS-4

### IGC

Medico, Anne L.	GS-5	GS-6
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### IOP

Money, Sue A.	GS-3	GS-4
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### IAL

Lettmann, Norma M.	GS-6	GS-7
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### IOR

Amabile, Helen M.	GS-11	GS-12
Sims, Sherry L.	GS-3	GS-4

### IPS

Balash, Tillie A.	GS-6	GS-7
Calvin, Lionel R.	GS-4	GS-6
Jordan, William C.	GS-6	GS-7
Minicone, Anna F.	GS-6	GS-7
Nelson, Iris L.	GS-6	GS-7
Noble, Florence J.	GS-6	GS-7
Scherr, Edmund F.	GS-11	GS-12
Truitt, Susanne S.	GS-7	GS-9

### ICS

Ayers, Elizabeth A.	GS-4	GS-5
Bivins, Denise	GS-4	GS-5
Dudley, Glenda C.	GS-3	GS-4
Goldbeck, Sedrick A.	GS-7	GS-9
King, Bobbie J.	GS-6	GS-7
Soos, Edythe R.	GS-5	GS-6

### IMV

Anthony, Helen R.	GS-11	GS-12
Blizard, Teresa A.	GS-6	GS-7
Ewalt, Larry T.	GS-11	GS-12
Hall, John C.	GS-2	GS-3
Johnson, Henry A.	GS-6	GS-7

### VOA

Allen, Kirill L.	GS-12	GS-13
Cain, Belinda M.	GS-2	GS-3
Hemphill, Veronica L.	GS-4	GS-5
Hendrick, Marcia J.	GS-3	GS-4
Liang, Stephen S.	GG-9	GG-10
Lucas, Mildred P.	GS-6	GS-7
Moravsky, Carol S.	GS-7	GS-9
Piciocchi, Lena C.	GS-11	GS-12
Rabchevsky, Olga	GS-11	GS-12
Rodriguez, Luis G.	GS-9	GS-11
Sagranichiny, Juan	GG-10	GG-11
Schonfeld, Johanna H.	GS-7	GS-9
Spade, Linda R.	GS-5	GS-6
Sprung, Rhoda	GS-5	GS-6
Tcherkassky, Alexis N.	GS-12	GS-13

## Obituaries

**RICHARD J. SULLIVAN**, 47, Chief of the VOA Burmese Language Service, and an FSIO, died July 9 of cancer at Holy Cross Hospital. He had been with USIA since 1960, when he went to Rangoon as Publications Officer. In 1962 he went to Hong Kong, also as Publications Officer, and in 1965 to Seoul as Press Attaché. He joined VOA in 1968. A native of Sioux City, Iowa, Sullivan worked as a campus sports reporter for the Sioux City *Journal-Tribune* while attending Morningside College. He served with the Marine Corps in the South Pacific during World War II, earning a field commission as 2nd Lieutenant, a Purple Heart with Gold Star and a Bronze Star Medal. He returned to the *Journal-Tribune* after the war and eventually became Sunday editor. He is survived by his wife, Arlene, and a son, Michael, of the home address, 905 Crest Park Drive, Silver Spring, Md.; a daughter, Mrs. Everett Acker of Wheeling, Illinois; a grandson, Sean; and his mother.

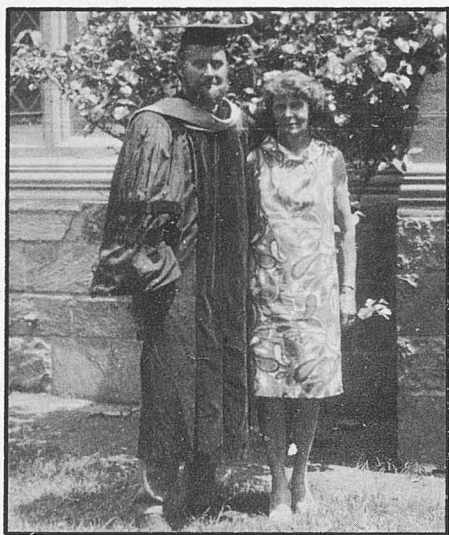
**MISS META E. TAYLOR**, long-time secretary in VOA's Chinese Branch, died June 26 following a stroke sustained seven weeks earlier. She had joined VOA in October 1954, and her entire Government service was devoted to the Chinese Branch. Born in Palmyra, Virginia, on August 10, 1900, she was graduated from Templeton Business School in Staunton, Virginia. She is survived by three sisters and two brothers who live

in Palmyra and Staunton. In 1968 she received an Agency Meritorious Honor Award "for unsurpassed loyalty and devotion to duty, maintained consistently throughout her many years of service to the Agency, and for her unexcelled contributions for the Chinese Branch over the past 14 years."

**JOSEPH C. WHEELER**, a USIA Foreign Service Information Officer who was serving as U.S. Consul General in Florence, died there of a heart attack on July 5. He was 58 years old. He joined USIA in 1957 after 18 years with the Department of Agriculture, where his last position was Director of Finance and Budget Director. He served the Agency as Executive Officer in Rome, Deputy Public Affairs Officer in Belgrade, and Deputy Assistant Director for Administration in Washington, before his assignment to Italy in 1966. A native of Columbus, Ohio, he received his B.A. degree from Oberlin College in Ohio, and a master's from the University of Cincinnati. He also attended the YMCA Law School there for three years. He held several positions with the Ohio State Government before coming to Washington. He is survived by his wife, Shirley; two daughters, Robin, and Mrs. Arthur Lester, of the home address in Falls Church, Virginia, 3409 Greentree Drive; and a son, Christopher, a professor at Beloit College in Wisconsin.



## Who's news . . . . .



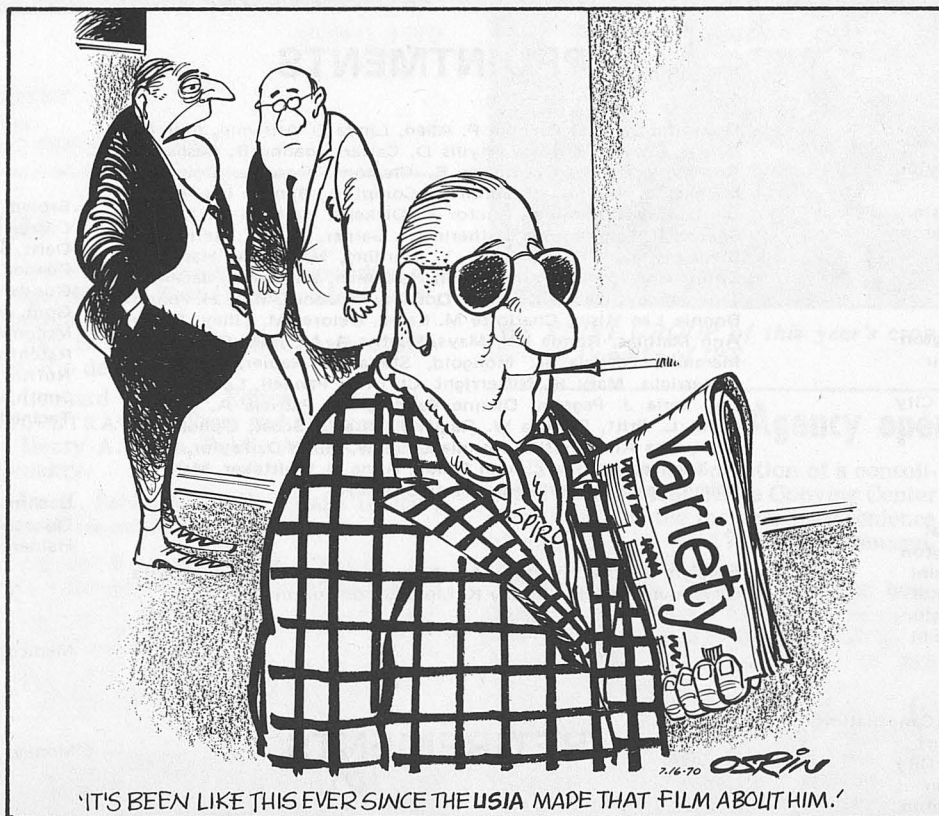
**HONG KONG CAO LEON M.S. SLAW-ECKI** stands with his Mother in his doctoral robe after receiving his Ph.D. in International Relations at Yale University. He returned to New Haven for the June commencement from his assignment as CAO in Dakar. Much of his thesis research was completed during a previous three-year assignment in Tananarive, since he wrote about the Chinese of Madagascar.

\* \* \*

**HAROLD M. OTWELL**, who retired in April after 19 years with the overseas information program, returned to work last month as Director of the Binational Center in Merida, Mexico. Otwell, who joined State as a Motion Picture Officer in 1951, subsequently served USIA in Trivandrum (PAO), Kaoshiung/Tainan, Kabul (PAO), Alexandria and Rawalpindi (Radio-Motion Picture Officer). He also was chief of the Pakistan Service and the South Asia Branch at the Voice of America.



**BELGRADE PAO WALLACE W. LITTELL** and his wife congratulate Duke Ellington on his Belgrade success. A few moments before, Ellington had been surrounded by the last of autograph seekers who flocked to the reception which followed the Duke's back-to-back concerts in Belgrade's Trade Union Hall July 14. The following day Ellington set a precedent with the first jazz program to be included in the Dubrovnik Summer Festival.



— The (Cleveland) Plain Dealer



**BERLIN'S GOVERNING MAYOR KLAUS SCHUETZ** met informally with European Cultural Affairs Officers at their recent conference in the America House Berlin. Shown are (from left) Paul Wheeler, CAO Belgrade; Fleming Nyrop, Cultural Advisor, IAE; Albert Hensing, Assistant Director (IAE); Hans Tuch, PAO Berlin; Mayor Schuetz; John Richardson, Assistant Secretary of State (CU); Guy Coriden, Director, Office of European Programs (State CU); and Gordon Ewing, PAO Bonn.



**TWELVE LEADING CHINESE PUBLISHERS** received a briefing from IPS Director Kenneth Towery (at extreme right, on sofa) and Foreign Correspondents Center Director Robert Bauer (beside him) when they visited the Center last month. The publishers were led by Mrs. Nancy Yu Huang of the China Post. They spent a week in the Washington-New York area, programmed by the Center.

— George Szabo



**DR. S.A. ESSEFIAN** of VOA's Broadcast Support Division received her doctorate in history from Georgetown University this June. The subject of her thesis was "Medieval Armenian Monarchies." Out of 12 courses, Dr. Essefian received 11 honors. Four years ago she was elected to Phi Alpha Theta, a national honor society in history. She also lectures at Georgetown in the Armenian Studies Program which she helped initiate.



**LESLIE A. SQUIRES** and Mrs. Squires pose happily following his receipt of the Christian A. Herter Award (see story in the July USIA WORLD).



**HAPPILY DISPLAYING** the VOA/IMV Bowling Trophy are (from left) Jack Adkins, VOA, President of the VOA/IMV Bowling League; Earle Johnson, IMV; Les Daniel, VOA; Roy DePew, VOA; and Marty Kostelec, IMV, holding the Edward R. Murrow Memorial Bowling Trophy won back from State.

— John Lawful

## Three USIS locals die in ambush in Thailand

Three veteran local employees of USIS Chiang Mai died on June 20 in an ambush on the Thung Chang-Chiang Klang Road in Nan Province in the northwestern part of Thailand.

They were Vimol Siddhipraneet, 44, information specialist; Mana Smithapindhu, 37, information specialist; and Prasert Wastunkakan, 27, multi-media operator.

Chiang Mai BPAO David Smith had sent the three to Thung Chang District to help provincial officials conduct an information training seminar. They were ambushed on their way back to Chiang Mai and believed killed by a volley of gunfire from Communist terrorists, who then set fire to their jeep. The USIS staffers were unarmed.

The ambush was believed to be the first against a USIS mobile unit.

Vimol Siddhipraneet had been with USIS for 17 years. A native of Chiang

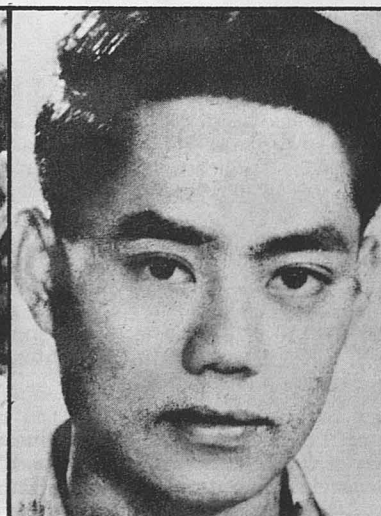
Mai, he was graduated from Yupparat School, took education courses and later became headmaster of Wat Sidornchai. He worked with the Aeronautical Radio Co. in Thung Mahamek and Steel Co. at Koong Toey in Bangkok before joining USIS. He is survived by his wife, Aphorn, a son and a daughter.

Mana Smithapindhu, a native of Bangkok, had worked with USIS for seven years. He attended Silliman University in Dumaguete City in the Philippines, where he met his future wife, Letty Medina, a Filipino. Their first child, Malinee, was born there. He worked with the Church of Christ, which had granted him the scholarship for study in the Philippines, for three years before joining USIS. His wife, two daughters and a son will remain in Thailand.

Prasert Wastunkakan joined USIS four years ago. A bachelor, he lived with his mother and sister in Chiang Mai.



VIMOL



PRASERT



MANA

USIA WORLD