

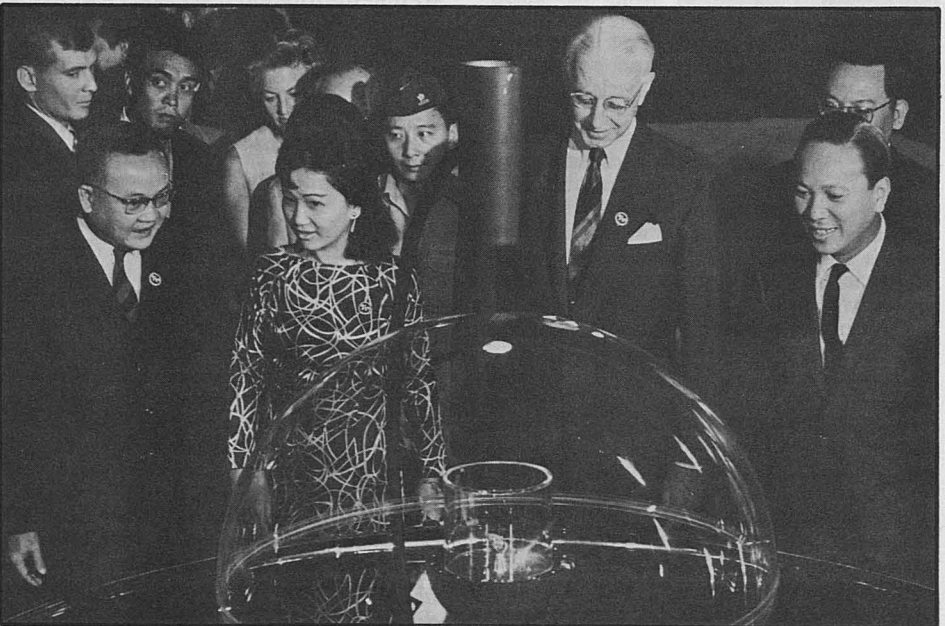
Moon rock viewers . . .



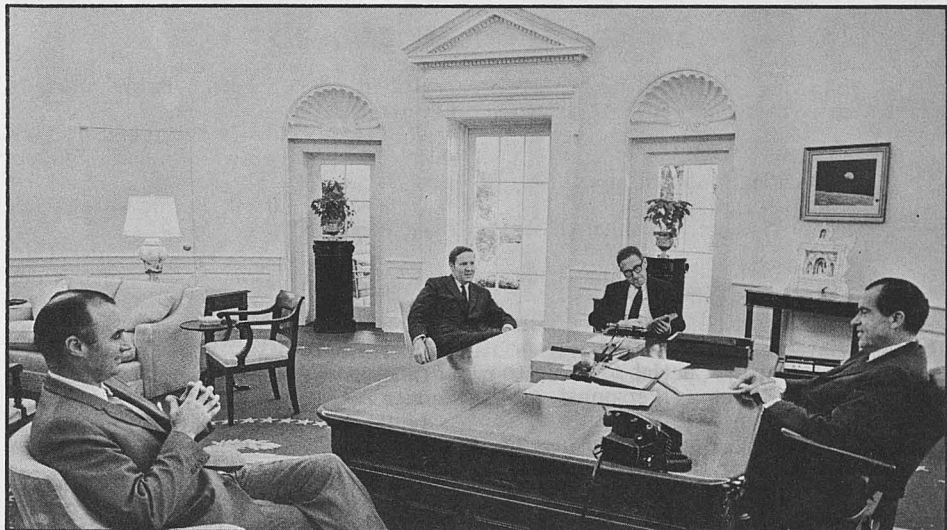
HIS IMPERIAL MAJESTY HAILE SELASSIE I (second from left) looks at the moon rock at the Red Cross International Fair in Asmara, Ethiopia. Shown with him are (from left) Ambassador William O. Hall; H.E. Alto Tefera Work Kidane Wolde, Minister of the Imperial Court; Addis Ababa PAO David J. DuBois; and David Seal, Assistant IO with USIS Addis.



JAPAN'S EMPEROR HIROHITO AND EMPRESS NAGAKO have a preview look at USIA's Apollo XI Lunar Rock Exhibition that recently opened in Tokyo's National Science Museum. They are being briefed by Sadao Murayama (left) of the Museum and Dr. Takeshi Nagata of Tokyo University, one of the Japanese scientists currently engaged in research on lunar dust samples.



VIETNAMESE PRESIDENT NGUYEN VAN THIEU (right) and Ambassador Ellsworth Bunker view the moon rock sample exhibited at the American Cultural Center in Saigon. At left are Chairman of the Supreme Court and Mrs. Tran Minh Tiet.



PRESIDENT NIXON, his Special Assistant for National Security Affairs, Henry Kissinger, Director Shakespeare and Deputy Director Loomis discuss USIA operations at the White House.
—White House photograph

Director gives CPAOs book responsibility

Country Public Affairs Officers have been given full responsibility for determining the subjects to be covered by USIS library collections in their countries, and the selection of titles.

Announcing the new policy, Director Shakespeare said, "I regard the Country PAO as the most knowledgeable authority and the best judge on library requirements within his country." He noted that in the past, on some occasions, CPAOs could not obtain some books unless they justified requests, and added: "He should be able to order books without the need for justifying his choice in each case."

In a letter to PAOs, the Director points out that "USIS libraries are not meant to be replicas of U.S. public libraries, nor are they meant to replace local book stores, but rather to make available representative balanced presentations of responsible and relevant currents of American thought."

Director Shakespeare added that the need for maintaining a balance among books and publications in ideological areas "will continue as the direct responsibility of the PAO."

The Agency's Information Center Service, headed by Assistant Director (ICS) Henry A. Dunlap, helps PAOs perform this function by reviewing books with foreign audiences specifically in mind. ICS also:

- Alerts posts to titles of particular relevance to USIA objectives;

- Prepares balanced bibliographies on subjects of primary interest; and
- Offers professional assistance in keeping library collections balanced and contemporary.

USIS libraries are special-purpose libraries intended to contribute to the advancement of U.S. foreign policy objectives. Although they operate on much the same basis as small public libraries in the United States (that is, they are open to the public without charge, the books are on open shelves, and they include both circulating and reference collections), they are not intended to meet the general needs of their users, but to provide information about the United States.

In a typical year, USIA buys about 200,000 American books for the Information Center and Binational Center libraries. To use its limited funds to the best advantage, the Agency must pick and choose from the vast output of the U.S. publishing industry (about 30,000 titles published each year, with more than a quarter million in print at any date). The determining factor in selecting books to be recommended for the libraries and other book programs, such as presentations, is "the usefulness of the material in meeting the particularized needs of the program in the area in question."

To help make that determination, ICS has a small staff of book reviewers who scan the total output of the publishing industry. They prepare about 3,000 reviews a year.

USIA names King Special Assistant for Welfare and Grievances

USIA has set up a new Office of Special Assistant for Welfare and Grievances. It will be headed by William B. King, recently PAO London.

The new Office will provide a central point to which Agency employees can bring all of their work-related problems or complaints.

The Offices also are being set up in State and AID, following an October 1969 recommendation by the Board of the Foreign Service. They will be established for a two-year trial period.

The new Office will help employees get problems solved or answered quickly on an informal basis, thus, in many cases, avoiding the necessity of invoking formal appeal or grievance procedures.

King, who will be located organizationally in Deputy Director Loomis' office,

will act as an "impartial advisor" to employees. He will:

- Provide information to employees on laws, regulations and procedures;
- Follow up and investigate situations where the system has failed or disappointed an employee;
- Ensure that existing administrative channels have been used, or the proper office consulted by the employee;
- Act as an energetic advocate of the interests of an employee, if the facts warrant, when all reasonable means of securing redress have been exhausted—or when timeliness is essential;
- Propose remedies and recommend corrective action to operating offices, personnel directors, or other officials, as appropriate or necessary;

(Continued on page 7)

Mary Painter, Editor
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USIA OFFICE OF PUBLIC INFORMATION

Senior Officer assignments

The following senior officer assignments have been announced by the Agency:

Peter F. Brescia, Public Affairs Officer, Kabul (second tour).

John T. Burns, Area Personnel Officer (Africa).

Terrence F. Catherman, Public Affairs Officer, Tel Aviv (second tour).

George H. Chapman, Relay Station Manager, Kavala (second tour).

Kenneth J. Coffey, Special Assistant to the Assistant Director (Personnel and Training).

James D. Conley, Special Assistant to the Deputy Director (Policy and Plans).

David I. Hitchcock, Deputy Public Affairs Officer, Tokyo.

Robert B. Jaffie, Cultural Affairs Officer, Rawalpindi (second tour).

Robert F. Jordan, Public Affairs Officer, Haiti.

Philomena Jurey, duty editor, day shift, News Division, Broadcasting Service.

Wallace W. Littell, Public Affairs Officer, Belgrade.

David L. Roberts, Deputy Chief, Current Affairs Division, News and Current Affairs, Broadcasting Service.

Jack H. Shellenberger, Public Affairs Officer, Lagos.

Clifford E. Southard, Chief, Foreign Service Personnel.

Leslie A. Squires, Inspector, Inspection and Audit Staff, Office of Research and Assessment.

Victor L. Stier, Public Affairs Officer, Colombo (second tour).

Robert J. Wozniak, Public Affairs Officer, Nicosia.

Skills inventory returns reach 3/4 mark

More than three-quarters of the officers receiving Skills Inventory Questionnaires have completed and returned the profiles to IPT/A for computer processing, according to USIA Assistant Director (Personnel and Training) Lionel S. Mosley.

The "Skills Inventory System" was initiated recently by the Office of Personnel and Training to assist officers in career planning, and—in combination with other basic statistical data—to aid personnel officers in the day-to-day placement process and in long-range personnel planning.

All responses received to date have been analyzed. Ninety-nine percent of all officers returning questionnaires apparently experienced little difficulty with the coding or in completing the questions. In general, instructions accompanying the questionnaires were followed to a "T".

Interesting and humorous comments accompanied many of the returns. An officer in the Far East apologized for a rather "messy" response, explaining that the "roof sprang a leak during a storm," completely saturating his questionnaire. Another complained that he was "too old and too tired to be worrying about career planning and training preferences."

By far the most frequent question involved position titles. Many officers had position titles several years ago which have changed in the meantime and are thus not on the coding sheets. In these cases, officers were instructed to use the current equivalent.

A number of inquiries were made

concerning "major subject" coding. As a result of the analysis of the returns, several new major subject codes will be added to the first Skills Inventory Handbook revision. Some major subjects added will be psychology, sociology, military science and African studies. In addition, a high number of special skills were reported for which no applicable codes were designated, such as journalism, translator-interpreter, public relations, and writer-editor. Thus an expanded coding structure also will be made for this item. Some data cannot be accommodated by coding and this information will be available to personnel officers directly from the questionnaires, which will be placed in each officer's personnel file.

A number of officers expressed concern about the apparent absence of language proficiency data, information on training completed, and codification of experience prior to USIA employment. Language proficiency is already in the data system, training courses completed has been added to the officers' record by IPT, and previous experience will be added as soon as feasible from records available in IPT. Other suggestions for additions, changes, or improvement of the system are being evaluated and those which are adopted will be incorporated into the system at a later date.

Since the skills information will be an important part of each officer's personnel record, those persons who have not yet forwarded the completed questionnaire to IPT/A should do so as soon as possible.

FSIO appointments and promotions

On December 24 President Nixon approved, after confirmation by the Senate, the following junior officers for appointment as Foreign Service information Officers of Class 7:

John L.G. Archibald
Thomas W. Switzer

The President also approved 24 probationary FSIOs for promotion to Class 6, and six FSIOs for promotion to Class 7. They are:

TO CLASS SIX;

Dennis A. Allred
Sheldon H. Avenius, Jr.
Robin A. Berrington
Russell T. Campbell
Stephen M. Chaplin
Ronald D. Clifton
Miss Margaret A. Eubank
Richard B. Fitz
Ludlow Flower III
John Frankenstein
Wayne F. Gledhill
Frederick E.V. LaSor
Miss Marilyn McAfee

TO CLASS SEVEN

Raymond D. Anderson, Jr.
Miss Jan Carol Berris
Miss Ruth L. Greenstein
Michael Patrick Phelan
Boyd Poush
Leonardo M. Williams

Two promotions of Reserve officers to Class Seven were announced by the Office of Personnel, effective December 28:

James D. Burns
Miss Warrie Lynn Smith

USIA's new Junior Officers ...



These 19 young people were sworn in as new Junior Officers of the Agency by Director Shakespeare on January 5. Three of them are coming in via USIA's Foreign Affairs Intern program; two will continue under that program until they complete their internship.
—Ollie Pfeiffer

Retirement Board convenes

A Retirement Board convened January 12 to review the total record of all Foreign Service information officers and Foreign Service Unlimited Reserve officers who were ranked in the lowest 10 percent of their classes.

The board members are George M. Hellyer, recently Public Affairs Officer with USNATO in Brussels, Chairman; Barbara M. White, Associate Director (Policy and Plans); W. Kenneth Bunce, Cultural Affairs Advisor, Office of Policy and Plans; Ambassador Henry Stebbins, Department of State; and Charles E. Wampler, public member.

The Retirement Board will review the total file of each of these officers and consider other pertinent information, except rankings by previous Selection Boards. It will, says the Office of Personnel, provide a "second judgment" on the low-ranked officers, and then recommend which FSIOs and FSURs should be retained and which of them should be retired involuntarily.

The Retirement Board's recommendations will be sent to Deputy Director Loomis, who will make the final decision on which officers will be retained and which are to be involuntarily retired.

Expanded out-placement and counseling program set up by USIA

USIA has set up an expanded out-placement and professional counseling program. It supersedes a similar service which has been in existence since 1967, and which placed primary emphasis on retirement counseling.

The new office and staff is responsible for guiding both Foreign Service and Civil Service officers and employees in planning for careers they may seek after leaving Agency service. It will provide assistance with the many problems and questions which arise on changing jobs. It will seek out "second career" opportunities in the private sector or in Federal, State and local government areas most likely to need Agency-developed skills.

Charles F. Blackman, recently PAO Canberra, who heads the new program, says:

"This action comes at a time when the Agency faces serious personnel cuts, and gives priority to assisting those officers and employees leaving the Agency through retirement, resignation, or because of overall manpower reductions."

Blackman emphasizes that employees may seek out-placement and counseling assistance on a confidential basis.

Employees with questions about retirement, job opportunities or other matters affecting their post-Agency careers may contact the new office by telephone (ext. 24854) or by letter.

The Out-Placement and Counseling Service also will maintain functional coordination with State's External Placement Division.

Current opportunities listed by the Out-Placement office include:

DIRECTOR OF PUBLIC RELATIONS—Private liberal arts college located in Pennsylvania seeks experienced director of public relations; must have media experience. Responsibility of position includes news bureau, public affairs, sports reporting.

DIRECTOR OF DEVELOPMENT for consortium of nine New England colleges. Must have good record with foundation success. Salary in 20's.

ACADEMIC DEAN—Responsible for overall academic administration of a college. Current day enrollment 4,000, is expected to double in six to eight years.

INTERNATIONAL PR DIRECTOR—Experienced PR director preferably with press background and interest in international business. Principal efforts will be creation of written material directed to communicating scientific and business issues and policies of a specific industry to public and opinion leaders overseas. Acts as coordinator of trade associations and work groups toward better overseas public relations. Salary \$20,000.

DIRECTOR OF RESEARCH SERVICES, STATE COLLEGE—Master's degree; knowledge of and experience in the procurement of financial resources to implement scholarly and creative activities and special teaching programs; research and teaching experience, skill as administrator. Starting salary about \$20,000.

CONFERENCE DIRECTOR AND PR COUNSELOR—Work requires good writer and PR man and administrator able to line up top-notch speakers and participants for series of conferences of academic and business personnel. As a writer, would produce brochures for the series. Headquarters Washington, D.C. \$15-17,000 for highly competent and experienced person.

RADIO FREE EUROPE—(a) Soviet Affairs Analyst, with research experience and working knowledge of Russian; M.A. desirable in Soviet area studies. (b) Broadcast Analyst with M.A. and thorough knowledge of Polish. English writing ability required for reports, critiques and analyses. (c) Area Specialists on Czechoslovakia and Poland with M.A. in Soviet or East European area studies. Language ability and reading proficiency in Czech and Slovak, or Polish, desirable but not essential. (d) Research Analyst on Western Europe with M.A. in West European History, or International Relations. Some knowledge of East European affairs preferred. Reading ability in German and French essential.

Candidates will relocate in Munich, Germany. Salary dependent upon experience. In addition to base salary, fringe benefits include free furnished housing, overseas allowance, paid home leave.

Moon Rock exhibit inaugurates USIS Lisbon Cultural Center

The inauguration of the first USIS American Cultural Center in Portugal was successfully completed recently with the aid of the drawing power of a moon rock sample.

President Americo R. Thomaz, accompanied by high-ranking officials, initiated the ceremonies, which continued for two days. Some 800 top Portuguese in the fields of government, military, science, culture and information visited the Center by special invitation.

Ambassador Ridgway B. Knight's welcome in Portuguese to President Thomaz was transmitted live to the radio networks directly from the Center. He emphasized the importance of cultural communication for better understanding among peoples, and explained the aims of the U.S. space program and its contribution to new advances in health and science.

PAO Stephen W. Baldanza and CAO Jack B. Fawcett responded to questions asked by the Portuguese President, who

expressed his best wishes for the success of the new Center.

The USIS American Cultural Center is located opposite the Embassy. It has a colorful library on the ground floor and connects to an auditorium on a lower floor designed for film showings, lectures, seminars and exhibits. Cultural offices are located on the third floor of the building, where rooms and audio-visual equipment are available for selective English teaching.

The moon rock later was on display for the general public at the Palacio Foz, an exhibition hall in downtown Lisbon. Some 60,000 persons lined up over a period of four days to see the USIS space exhibit which featured the lunar sample.

Portuguese, press, radio and TV covered the inaugural proceedings in full. The most popular TV program—ZIP—ZIP—an audience participation and talent show, featured the rock as a climax to its two-hour production. At least half the population of Portugal—some 4,000,000 persons—viewed the show.



PORTUGUESE PRESIDENT AMERICO THOMAZ (left) and Ambassador Ridgway B. Knight view the moon rock sample at inaugural ceremonies held at the opening of the new American Cultural Center in Lisbon.



LISBON PAO STEPHEN W. BALDANZA demonstrates to President Thomaz various aspects of the Apollo stages, during inaugural ceremonies at the new USIS Cultural Center.

Api, Ilauchas, and a walk on the moon

The problem of lagging interest in the space program is being faced or will be faced in the future by most posts.

USIS La Paz says that although interest in Bolivia is still relatively high, the post is continuously looking for imaginative ways to present the space program to the Bolivian people. Seeing that something was needed to beef up the Apollo XII exhibit in the local Binational Center, PAO John R. Higgins and his staff hit on the idea of a "lunar breakfast" to coincide with Apollo XII's first walk on the moon at 7 a.m. LaPaz time.

BNC Director Ray Burson and his new local Director of Activities, Raul Mariaca, laid on a typical Bolivian breakfast of

"api," a type of hot corn toddy, and "llauchas," an Andean pastry stuffed with cheese and rice. The live VOA broadcast of the moonwalk, along with the current Apollo films, rounded out the 7 to 9 a.m. program.

Paid ads in each of the three morning newspapers the day before the walk brought some 300 early risers to the BNC. It was a mixed group of students, businessmen on their way to work, and a few of the neighborhood poor who hungered more for "api" than knowledge, says the Post. The exhibit ran from November 13 through 21 and was viewed by an estimated 2,000 persons.

REPORT from the Young Officers Policy Panel

The Agency in transition

By Mike Schneider, Chairman, YOPP

(Editor's Note: In several two-week seminars late in 1968 and early in 1969, "The Agency in Transition: Plans, Programs and Problems", younger officers have discussed the varied challenges facing USIA. Below are excerpts from summaries of the discussions.)

POLICY: . . . as the seminar progressed there gradually emerged a conviction among the Phase II officers that there is no USIA policy, but rather a routine acceptance of past priorities and procedures . . . Worldwide themes are considered forced and irrelevant to most audiences in most situations, not worth the time spent in drawing them up.

—Fundamental disagreement on USIA's purposes and how to achieve them was manifested by speakers and panelists. One high-ranking officer believes that USIA should leave propaganda, which he thinks must be covert if it is to have any effect, to more competent agencies and concentrate on the field of international education and cultural exchange. Others think that those activities are the very ones that should be excised from USIA altogether.

—It is up to the Agency Director, the group believes, to take the lead in developing a sense of mission for USIA. The most popular suggestion is that the new Director appoint a high-level task force, perhaps including all the Area directors, to write "a basic document of purposes

and methods by which they all could live."

USIA'S PLACE AS FOREIGN POLICY ADVISOR: The feeling is that USIA has succeeded in winning a place for itself in the top councils of government but that it still has a long way to go before its voice will be listened to with respect.

CULTURAL CONSERVATISM: All Phase II officers in our group agree that the Agency has ceased to reflect contemporary American society and that "our conservatism . . . cuts us off from the younger, the more dynamic, and often the more influential elements (especially in the media, but also in government and politics) in the foreign countries in which we work." There is a ferment, a sense of widening horizons in art and communications and society itself, that is tremendously exciting to doers and thinkers in every country in the world. "America is where it's happening, but USIA is still living in the 50s."

EFFECTIVENESS was the keynote to the group's thinking. There was a consensus of opinion that at the present USIA is "all too often . . . trying to do every-

thing." A vicious circle has developed in which the existing statements of mission "are either too general to be useful or have failed to gain a working consensus among key Agency officers." Everybody, therefore, has his own operating strategy. The overseas posts are bombarded with material that might somehow be useful to someone, but in the resulting "hyperactivity" few officers have time to decide how or why . . . "Because we have so many tools and audio-visual aids and gimmicks, we tend to build a program to accommodate the tools rather than use the tools to enhance the program . . ."

INTERPRETING AMERICA: Several officers agreed with the thesis that the success of our foreign policy would in the final analysis depend upon the success of our domestic ones, and that USIA, therefore, "can best support U.S. foreign policy indirectly by concentrating on programs which might reasonably be expected to increase understanding and respect for the U.S." This means discussing student unrest as well as our space achievements . . . and it was on this point that the group found the Agency's attitude most disturbing.

—The Phase II officers did not underestimate the difficulty in assessing the American scene; within the group itself

opinions differed, but "we must stop being afraid to meet the challenge head-on." There can be no one monolithic interpretation of what is going on here; the problems are too complex, the kinds of dissent and the conservative reaction too varied.

PACKAGE PROGRAM: The package program approach struck most officers as being a reasonable and exciting solution, if not the same type of programming as that developed by Alan Carter, Assistant Director for IAN, at least similar concentration of effort to reach a specific audience, adapted to suit each post, coordinating and utilizing all Agency resources and eliminating what many officers felt was the artificial division between cultural and information activities.

ROLE OF USIA OFFICER: What should the role of a USIA officer become in this evolving Agency? Again the majority of the group attending the Seminar thought that the key was to achieve greater effectiveness. Personal contact would, they felt, come to play a larger role in the future than ever before and the officer must be prepared to accept greater responsibility, to emerge from his "official mouthpiece" role into a more positive one of projecting an educated, attractive, confident, creative image about the United States.

Career Planning

It might sound like an old refrain, but USIA is looking again at career counseling. As a result of study and discussion by the Young Officers' Policy Panel, Phase II officers, and others, IPT has undertaken to make Career Planning a more vital function. Robert Nevitt, FSIO-4, recently appointed in IPT/F as career counselor for junior and mid-career officers, describes the job below.

In Personnel, I find, everyone is concerned with finding the right man for the right job. Career counseling differs in that it emphasizes what is logical for the man, rather than who is logical for the job. Having only a secondary concern with filling slots for area officers, I can become an officer's confidant, be his "man in January, 1970

court," and represent his interests in the daily assignment process.

My concern is to provide each officer the chance for assignments, training and details which will help him develop into the FSIO that USIA would like to have manning its posts.

I am not going to try to project ideal futures for everyone by ten-year increments. People change their minds, needs change, performance levels differ, and the inevitable and unpredictable "OPREDS" and "Vietnams" frustrate planning and officers alike. However, officers will know their interests are represented consistently, and, when disappointments are unavoidable, have them made more understandable.

Career Counseling is not meant to be, and couldn't be, the only channel of communication between officer and

Agency. I am one channel through which an officer can present his hopes and problems for realistic and sympathetic measure without commitment on either side. Through setting up this office, and as additional resources are being developed to broaden its charter, USIA is saying that its needs and those of its officers are interdependent, and solutions to problems are possible in terms of assignment experiences satisfying to both.

A lot must come about to prove all this so. I hope to meet many of you soon to see what is possible.

USIA PROFILE — Producer to Indonesia

It takes many personalities to put a broadcast on the air, and each in his individual role plays a part in the complex operation. One of the more important roles is that of the producer, on whom rests the responsibility for putting on a smooth, coordinated performance. Such a personality is the producer of VOA shows to Indonesia (music and dramatic as well as regular ones). Vasso Argyris-Rhodes, a man of many talents, has been a singer, voice teacher, stage director, writer, and producer.

Born in Alexandria, Egypt, of Greek parents, Vasso spent his youth in the land of the Pharaohs. Great ambition colored those early days: he wanted to sing, to act, to travel. He has done all of these things. His singing career started when his boyish voice rang out in his village church choir; it has encompassed opera roles on three continents.

With school finished, Vasso worked during the day and at night attended classes in music at the Alexandria Philharmonic Society. An organization which put on popular operas during the season offered him a part in "La Falce" by Catalani. His dramatic ability and excellent voice caught the attention of critics, who saw a future in this budding star. Thus encouraged, he decided to pursue his career in earnest. He went to Athens, where he studied under the noted basso Constantine Nicolaou, then Director of the Athens Conservatory and founder of the Opera Academy of Athens.

His next stop was in Milan, Italy, studying with Maestro Parola and Carlo Sabajno. In 1932 the world-famous soprano Lotte Lehman heard him and spoke glowingly to Clemens Krauss, Director of the Vienna State Opera. The

young tenor was promptly summoned to Vienna. This proved to be his most rewarding experience. Critics as well as audiences were enthusiastic. His popularity spread. The next few years found him soundly applauded throughout Europe, singing in many roles.

"Andrea Chenier, and Canio in Pagliacci, have always been my favorite characters," he says reminiscently.

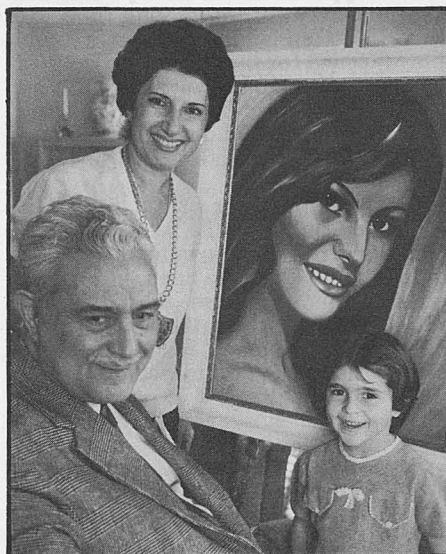
In the summer of 1945, the director of the New York City Opera Company sought Vasso in Paris and a contract was signed for appearances in New York. After a three-year engagement, he wanted to impart something of his experience to new young singers, and gave up the stage to teach.

About this time he joined the Voice of America. Since then Vasso has produced and directed radio shows in 25 languages.

A few of the shows Vasso Argyris-Rhodes regularly produces for the Voice of America's Indonesian listeners are Magazine of the Air, Jazz U.S.A., Western & Folk Music Programs, Music from Indonesia, U.S. Film Highlights, Listeners' Request Program, Classical Music Program and Music Album, and Light Classical Music Program. He did an Apollo XI dramatic documentary.

Since 1954, painting has been Vasso's favorite hobby. Trying art just for relaxation, he was surprised with the results. Creativeness also can be seen in his painting—an ability to produce another dimension on a flat canvas, the figure appearing detached from its background as if lighted from behind. The Voice of America corridors which display the work of its staff members have twice exhibited many of Vasso's paintings.

In December of 1962 Vasso went to



VASSO ARGYRIS-RHODES, his wife Ismene, and their daughter Anastasia, before a painting of Mrs. Argyris-Rhodes.

Greece as executive producer-director of the Rhodes Program Center. There he met his future wife, Ismene, a Greek who also was born in Alexandria. They have a daughter, Anastasia, who is five.

Frances H. Baker, recently-retired chief of the Indonesian Service, had high praise for the man who was her chief producer for a year and a half. Working with a group whose language was foreign to him, but with the interest and support of his Indonesian staff, he has done "excellent work," Mrs. Baker says, adding: "He is a perfectionist, and has demanded and gotten the best out of the staff. He is one of the most conscientious officers I have ever known."

—K.T.

Then....



He was chief of Radio Division of the U.S. Military Government for the State Baden-Wurttemberg in Occupied Germany. It was July 1949, and he was bidding good-bye to friends and associates of Radio Stuttgart, which he had directed since 1946. The radio station was being handed over to German administration.

....and now



FRED G. TAYLOR (right), now Amerika Haus Director in Cologne, is back at his former radio station, this time a guest of honor among old friends and former associates, leading personalities in today's much expanded and influential TV/radio network, to celebrate the 20th anniversary of the 1949 turnover. With him are (left) Dr. Arnulf Klett, Lord Mayor of Stuttgart, and Konrad Wittwer, well-known Stuttgart publisher.

Athens rings bell with 'Planet Earth'

The packaged program which USIS Athens completed recently had as its goal something pretty special.

The program, called "Planet Earth," centered on a symposium created by CAO Theodore A. Wertime and described by him as a "multi-media happening that would bend Galileo's telescope around and focus it back on 'planet earth'."

"Our basic purpose," Wertime said, "was to call the attention of Greek scientists, educators, and intellectuals to modern environmental problems relating to planet earth, and to celebrate their role in the American conquest of the moon."

How well the package succeeded in achieving these goals is testimony to the cooperation of Agency and Post elements. While executed by the Cultural Affairs Section, the program relied on the resources of the USIS-Athens Information Section for support and promotion. It drew from the significant support

offered it by IPS, IMV, and ICS. Overseeing the entire effort was Athens PAO A.M. Sirkin.

The symposium opened before an overflow crowd of 850 in the 400-capacity Athens Evgenides Auditorium. An additional highlight of the evening was the Greek premier of "Apollo XI: a Giant Leap for Mankind." Two auxiliary auditoriums were pressed into service to handle the overflow.

For the next two weeks, audiences, which like the first, consisted of scientists, students, educators, and intellectuals, sat in on discussions and lectures by scientists from Greek institutions as well as visiting Americans who were "borrowed" from their current assignments in Greece.

Professor George Veis, Professor of Topography at the National Technical University of Athens and Director of the Satellite Tracking Station at Dionysos,

delivered one of the major speeches of the symposium, on the spin-off benefits of space studies with respect to technological advances made possible by research conducted in the space program.

Two Fulbright research-lecturers in Greece were pressed into service. Professor John Keosian, Professor of Biology and Biochemistry at Rutgers, spoke specifically on the origins of life, while Dr. Eiler Henrickson, Professor of Geology at Carleton College in Minnesota, discussed the cataclysmic nature of geologic changes in the earth's surface.

Other speakers in the symposium stressed the symposium's three major areas of concentration — earth, space, and mankind — and the significance of the Apollo XI mission as well as the whole NASA program.

The two-week schedule of lectures completed, the program evolved into a festival of scientific films using a variety of Apollo footage as well as Agency-provided special selections on the earth and space. The films were further utilized at later showings for university students and faculty at USIS Thessaloniki and at Patras (where a new university and a USIS reading room are situated).

Beginning with a pre-symposium press conference held at HAU, the package was thoroughly covered by Greek news media.

The Apollo XI "kiosk" exhibit was refurbished and placed in the exhibit hall of the HAU, thus extending the life of the exhibit. Further, the pamphlet "Eight Days in July" in Greek, a prospectus on the science film festival, and a bibliography of books about space available in the USIS-Athens Library were inserted into the post-produced program outlining the lecture series. All members of the audience at the lecture series received this packet of published material.

Invitations to the five lectures at Evgenides went out to 1,000 target group members, while 300 invitations were sent out for the two lectures at the HAU. In addition, 100 invitations per lecture were made available at the HAU and the Library to interested persons. A further stimulus to attendance was the Post's efforts to build interest through its per-

sonal contacts with target group members. Beginning last June word was passed to university contacts that the symposium was coming up; in the end, nearly all scientists and professional men in Greece knew about the program in advance of the invitation distribution. As a result the Post received dozens of calls well before the sending of invitations from those eager to be placed on the invitation list.

The system worked well, perhaps beyond the wildest hopes of Post officers. This is best indicated by the quality of those who attended the lecture series. They were largely academics — faculty and students — and included a heavy representation of professionals. And, despite the fact that during the period of the package program 10 different symposia, congresses and meetings were held in Athens and would normally have been expected to be highly competitive with "Planet Earth," the USIS effort drew overflow, capacity or near capacity crowds for each of its lectures.

USIS-Athens is not resting on its success with "Planet Earth." Says PAO Sirkin: "The stage is set for a continuing follow-up. The Planet Earth program, wide-ranging as it was, is a sound foundation on which to build future packages, both those originated by the area office in Washington with the help of the media and those conceived by the Post. The urban package now scheduled for Athens for early 1970 is a logical extension of Planet Earth in terms of what problems the earth's population has and how it may face them. Other efforts will delve further into human resources and environment. These are subjects which are bound to engage the attention of our audiences because they are relevant to the major issues of the day."



THE BINATIONAL CENTER IN ATHENS was the scene of the Apollo XI exhibit, which incorporated Agency-prepared materials and locally-produced graphic display units.

The Office of Research and Assessment

Associate Director

A fresh approach to the problem of measuring and evaluating the effectiveness of the U.S. Information Agency was taken last June when the Office of Research and Assessment (IOR) was established.

Under the direction of William E. Strasburg — a new Associate Director and the fourth-ranking member of USIA — IOR brings together functions previously located in other elements of the Agency, and adds some new ones. Its main components are:

- Office of the Associate Director;
- Research Service (from IOP, including Media Reaction);
- Inspection and Audit Staff (from I and IOA respectively);
- Special Studies Staff (new);
- The Agency Library (from IOA);
- The Agency Historian (from IOA).

"Research and assessment are vital to the Agency," Strasburg emphasizes. "This analytical capability can help us in concrete and specific ways. It can help us do our task more effectively and more meaningfully."

Walter R. Roberts, a senior foreign service career officer, is Deputy Associate Director in IOR, and Reed Harris and Robert F. Krill are Special Assistants. Other IOR element heads are: William E. Hutchinson, Inspection and Audit Staff; Raymond E. Benson, Research Service; Kenneth R. Sparks, Special Studies Staff; H. Roth Newpher, Librarian; and Murray G. Lawson, Historian.

IOR also will coordinate the development of a Management Information and Resource Allocation System (MIS), so



WILLIAM E. STRASBURG (left) travels via motor boat on the Dinh Non Canal during a recent trip to Vietnam. He is accompanied by (from left, seated) Arthur Hoffman, Chief, Office of Policy, Plans and Research, JUSPAO; Herbert W. Timrud, APA PsyOps, Phong Dinh; Jerome Novick, Director/PsyOps, DMAC/CORDS IV CTZ; and Major John P. Williams, District Senior Advisor.

that the information required for better management, particularly in the decision-making process, will be more readily available. James J. Halsema is Coordinator of MIS.

The Research Service conducts primarily three types of research: (1) opinion surveys on political issues among general or specialized publics in foreign countries; (2) studies of mass media usage; and (3) studies of the reach and

effectiveness of Agency programs and activities.

"To be understood, we must first understand our audience," Strasburg says, "and for this USIA uses all available sources of information, including public opinion surveys."

Such surveys have helped the Agency understand the basic motivations, pre-occupations and aspirations of the peoples of the world . . . how they view

America both as a country and as a leader in world affairs . . . and their reactions to significant international issues and American foreign policies.

Says Strasburg: "With such information we know better how to direct our output . . . what motion pictures we should make . . . what articles will be most useful in our magazines . . . where we should increase our student activities . . . and the like. We can better design our output to deal with the confusions, uncertainties or suspicions the surveys disclose."

Projects planned for the current fiscal year range from a survey of reaction to the Agency's television series "Enfoque" in Latin America to broader studies of media habits in Sweden and Iran, and USIS library programs in Taiwan and Malaysia.

The Inspection and Audit staff conducts independent periodic assessments and evaluations of USIA's foreign and domestic operations. Subject to review are all program operations . . . related management, administrative, personnel, and financial records, activities, and procedures . . . the applicable records and performance of contractors and grantees . . . and the individual performance of all Americans assigned abroad.

The Special Studies staff continuously reviews basic Agency activities in terms of present and future program needs. Utilizing ad hoc task force studies, inspection reports, research findings and other sources, it recommends priorities in the allocation of resources to meet USIA objectives.

Special Studies Staff



MURRAY G. LAWSON and Mrs. Gale Hammer, his Staff Assistant, check an item.



IOR DEPUTY ASSOCIATE DIRECTOR WALTER R. ROBERTS (right) and Special Assistants ROBERT F. KRILL (left) and REED HARRIS confer on a Task Force report.



KENNETH R. SPARKS, Chief of the Staff (right), consults with Leslie S. Brady (left), who heads a task force study in IOR, and James J. Halsema, Chief of MIS.

Major reports and recommendations already have been submitted by special task forces studying VOA language priorities and the role of television in USIA in the 1970's. Separate task forces also studied the Press and Publications Service, including its Wireless File. They reviewed the information needs of USIS posts and the most appropriate channels for transmitting that information to the field. Their recommendations helped

form a foundation for the recent "restructuring" of IPS.

A comprehensive study nearing completion focuses on the Agency's overseas centers and libraries—activities involving 20 percent of USIA's annual expenditures and a considerable portion of its fixed costs abroad.

The Agency Library provides general and special reference and research services, domestic and foreign books, mag-

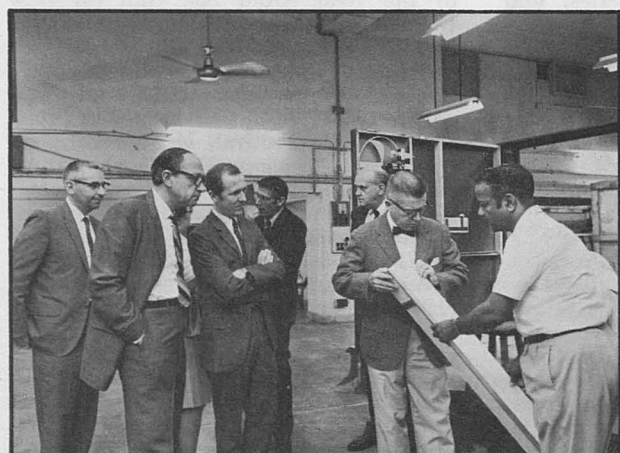
azines, newspapers, and microfilm for use of USIA personnel. It also maintains an indexed collection of newspaper and periodical files and archival records, and procures books, periodicals, and newspapers for staff use.

The Agency Historian, under the guidance of the Agency Historical Advisory Board, seeks to provide the Agency with a written corporate memory of its past experience, by assembling and inter-

preting the Agency's documentary record, writing a general history of the Agency and its predecessor organizations, and preparing special administrative histories of particular Agency elements, programs, and activities.

Strasburg believes that: "To remain an effective member of the foreign affairs community, the Agency must rigorously and continuously evaluate its activities."

Inspection and Audit Staff



WILLIAM E. HUTCHINSON, Chief, (second from right), is shown examining exhibits materials by Chief Information Asst. (Exhibits) M. Jayaram, during the recent inspection of USIS India. Looking on are (from left) Inspectors Alvin Cohen, Richard Salvatierra, Aileen Miles, John Keller, Delhi IO Fred Stutz, and Donald Taylor.

Research Service



RAYMOND E. BENSON (right), Chief of the Service, checks a chart with Leo Crespi (left), Deputy Assistant Director (Public Opinion Research) and Media Research Chief W. Peter Janicki.

The Library



Agency Librarian ROTH NEWPHER was on leave when this article was written and photographed. His chiefs are above (from left): Zeanne Zeydell, Reference Branch Chief; Dorothy Stahl, Documents Branch Chief; Bernard Wiesman, Research Specialist; La Vonne McClellan, Intelligence Operations Specialist; and Margaret Balough, Procurement Staff Chief.

This month on media row . . .



RUTH KOCENOGLI, VOA's English Division Motion Picture and Television Editor, interviews Alfred Hitchcock, whose latest movie release is "Topaz."

ICS

Enthusiastic crowds have greeted the six moon rocks loaned to ICS for exhibit throughout the world. The moon rock tours began on November 13, when a 34.1 gram rock was unveiled during the opening of the new Amerika Haus in Vienna. Austrian Minister of Education Mock, U.S. Ambassador Humes, Director Shakespeare, and IAE Assistant Director Hemming participated in a ceremony marking the occasion. A second moon rock display, viewed by some 100,000 Russians, climaxed the last two weeks of the month-long "Education-USA" exhibit in Moscow. In the final few days of the display people were waiting in line in bitter weather for as long as four hours to see the rock and an accompanying film. At one point, the crowd surging through the display became so great that the walls of one room threatened to collapse, forcing a temporary closing of the exhibit.

The four other moon rocks which were made available by NASA began individual tours in Tokyo, Caracas, Bangkok, and Addis Ababa. All six rocks are presently being exhibited on fast-moving schedules, averaging one-week to ten-day showings in each country visited.

Each moon rock is held in a tri-pronged "Tiffany" setting and encased in a nitrogen-filled transparent plexiglass container. The encasing process must be carried out in the Lunar Receiving Laboratory in Houston, because of unique scientific requirements. The container is then placed in a special exhibit structure designed by John Vorhes, ICS/ED, which enables the rock to rotate within a three-foot plexiglass sphere. A chromium-plated hand-railing around the exhibit protects it from the crush of crowds. At the base of the exhibit structure are two speakers from which may be heard a 10 to 60 second tape-recorded narration on the age, composition, and history of the rock.

Considering that the rock is illumi-



nated by a 100-watt spotlight which provides very strong detailing, ICS has recommended that the entire exhibit be shown in total darkness or in dimly lit surroundings to create a more dramatic atmosphere. As part of the USIA security agreement with NASA, the rock is removed from the exhibit case each night and placed in a safe. In addition, it is carried from country to country by diplomatic courier.

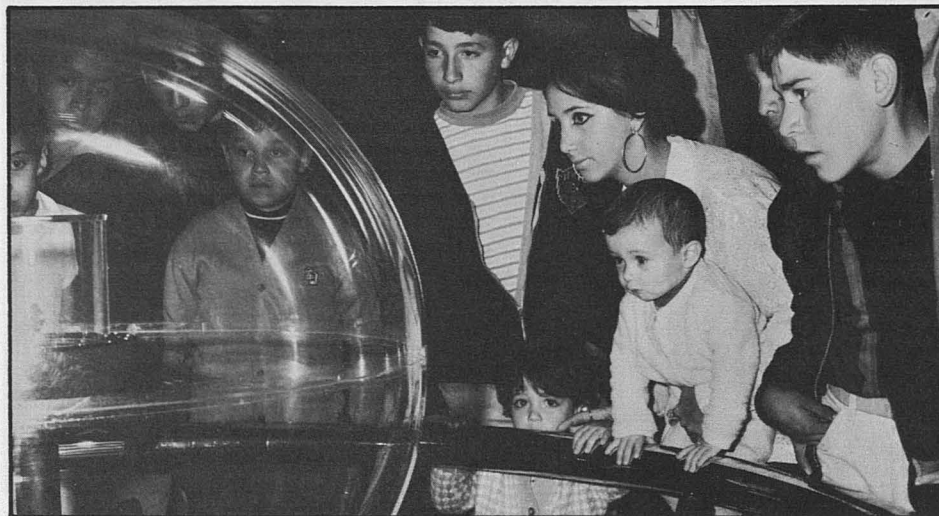
Interest in the exhibit has been widespread. In Japan, for example, USIS arranged for a private showing of the moon rock at the Imperial Palace for the Emperor, Empress, Crown Prince and Princess. In addition, Japanese TV networks carried prime-time newscasts to an estimated 28,500,000 viewers. In Lima, Peru, more than a quarter of a million persons viewed the rock in nine days. Most waited in line for 2 hours.

VOA

The VOA's Swahili transistor contest drew 4,000 entries. The drawing for the winners took place with VOA officials and representatives of Uganda, Kenya and the Republic of the Congo participating: Ambassador Justin-Marie Bomboko for the Congo; Mr. C.M. Mwashumbe, Counselor for the Kenya Embassy; and Mr. Jenkins N. Kiwanuka, Information Attaché of the Uganda Embassy.

VOA's Spanish Branch has just published 5,000 copies of its 1970 catalogue of package programs, an attractive 64-page booklet describing approximately 125 series of programs now available. The Latin American Division has a highly successful record in producing such programs, which in turn are placed on radio stations in the area through the efforts of USIS officers.

USIS officers can use the catalogue to help them place program series with radio station managers. Many of the personali-



THE APOLLO XI moon rock on display mesmerized viewers in Mexico City. An estimated 10,000 persons a day filed by the spherical case containing the rock.

TODAY'S BOOKS

--- of interest to USIA

In his most recent book, *Collective Search For Identity*, well known sociologist Orrin E. Klapp examines the identity-seeking movements of modern American society. The result is a lively, fast-moving and extremely readable volume which deals along the way with fashion, fads, rituals, cultic movements, heroes, celebrities, and crusades, each of which is explored for characteristics of mass society's search for identity.

Dr. Klapp, Professor of Sociology at San Diego State College, is the academic coordinator for the eight-week International Communication course scheduled in March for selected USIA Phase II officers. His book, an analytic insight to current trends and the people who motivate them, is pertinent to our problem of explaining America overseas and should be of interest to all USIA personnel.

The world's most prosperous people, according to Dr. Klapp, have solved many material problems but are uncertain of their own identity, losing knowledge of themselves while gaining in abundance. One reason for this is the breaking up of old traditions, an alienation from the past which frequently results in a loss or confusion of identity for many people. Identity problems are found also in minority groups whose basic, unsatisfactory identity is imposed by prejudice and discrimination, or result in other groups from the mobility of modern society and removal from a familiar environment and familiar symbols.

Today's rebels suffer more from identity problems than from tangible political or economic injustice, Dr. Klapp believes.

The author discusses the spread of the "incredible" rebellion from the have-nots to the middle classes, including even upper-status groups. Thomas Jefferson, who once said that "a little rebellion now and then is a good thing," would have been puzzled by the absence of good and sufficient reasons for the current turmoil. A source of frustration exists that is not remedied by material prosperity and progress and that may grow even worse. This frustration comes mainly from the breaking-down of the hard-work ideology (on which most of us have been nurtured) and the idea that society owes man a living; an explosion of expectations—the right to happiness and individual self-expression; and uncertainty about identity and loss of "togetherness." With all these factors going, Dr. Klapp finds that the frustrations of practically anybody might rise to intolerable levels, and that it is quite possible that civil rights or economic equality are far down the list of what the rebellion is about.

Dr. Klapp goes on to say that all the diabolical arts of Madison Avenue are devoted to raising the level of expectations; by contrast, Buddhism, in the Orient, is a restraining force: "He who sleeps on the floor will never fall out of

bed."

Readers are offered for consideration a wide variety of cultic activities, from astrology, Buddhism, drugs, extra-sensory perception, health fads, LSD, magic, mysticism, nudism, pot, rock, religion, surfing, sex, to Zen.

Turning to heroes or celebrities, Dr. Klapp writes that they are used for voyages of identity, vicarious experiences through the hero's role in Mitty-like fashion. Teenagers give the sharpest and most sincere picture in this area and have chosen, among other idols, President John F. Kennedy (an exception because it is square to idolize a president or other statesman), Sandra Dee, Greta Garbo, a parochial school teacher, Elvis Presely, Ricky Nelson, Arrowsmith in the person of Ronald Colman, Scarlett O'Hara, and all members of the Dave Brubeck Quartet (by one person). A youth of yesteryear, now 50, admits to an admiration of Adolf Hitler, who, among other notable exploits, personally led storm troopers to carry out the purge of 1934 "at considerable risk to himself." A young college woman "identified" with Kafka's Gregor, who awoke one morning to find he had turned into a roach-like bug. Other examples of hero worship are less frightening, however, and all are interesting for their insight into the minds of others.

We might aspire to the happy state of one of Dr. Klapp's "characters," a Shriner who is in no doubt about his identity:

"I am among other things a Noble of the Shrine, a member of the Council of Royal and Select Masters of the New York Right, a Sublime Prince of the Royal Secret, a Knight of the East and West, a Knight of the Brazen Serpent and a Knight of the Sword. Sometimes when I go home late at night crooked and my wife raises hell, I tell her that's what I am, too."

Where there is still doubt about identity, the following parable, again from the book, offers good advice. A lion cub which had been abandoned and raised among sheep thought he, too, was a sheep. One day, another lion attacked the flock, and the cub, naturally, fled in sheepy terror. The attacker, astonished and indignant at such un-lionlike behavior, caught the cub, shook him roughly, rebuked him, and took him to a pool of water where he could see his reflection: "Thou art a lion, not a sheep. Open thine eyes and roar!"

By Ruth Banonis, Assistant to the Planning Officer, USIA's International Communications Course.

Klapp, Orrin E.
Collective Search for Identity
Holt, Rinehart & Winston, New York, 1969
\$5.95, 383 pp.

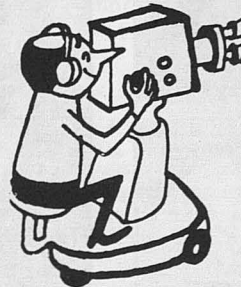
ties in the programs are shown in the booklet, as well as descriptions of programs themselves, their length, etc. The package programs run the gamut from popular and symphonic music, cultural, scientific and educational series, and many others.

IMV

Thirteen of USIA's motion picture films received a total of 28 international awards and citations in 1969. Four are space films.

The honor recipients are *Project Apollo*; *And of Course You*; *Art of the Real*; *Czechoslovakia 1918/1968*; *A Few Notes on Our Food Problem*; *One Man: Dr. De Bakey*; *Portrait of Zubin Mehta*; *Apollo XI: One Giant Leap for Mankind*; *Behind the Spaceman*; *Fifteen Women*; *Final Game*; *One Man: Jose Gonzales*; and *Voice in the City*.

Project Apollo won seven awards, including the Gold Missile at the 16th (1969) International Electronic, Nuclear



and Telecommunications Congress and Exhibition in Rome, and a Gold Medal at the 7th (1969) International Maritime and Exploration Film Festival at Toulon.

Some of the other top awards were *Art of the Real*, Gold Sea Gull for Best Documentary at the Second (1969) International Film Festival, Rio de Janeiro, and Best of Categories Award (1st Prize), Film as Communication (Essay Category), 13th (1969) San Francisco International Film Festival; *A Few Notes on Our Food Problem*, Best Documentary and Best Documentary and Best Cinematography Awards — 11th (1969) Vancouver International Film Festival; *Apollo XI — One Giant Leap for Mankind*, Special Prize (only one awarded) 7th (1969) Show of Technical, Scientific and Educational Films, Pardubice, Czechoslovakia; *Czechoslovakia 1918/1968*, First prize for Documentary, First International Film Festival of Israel in Tel Aviv; *Final Game*, Silver Cup of the Italian National Olympic Committee, 25th International Competition of Sports Motion Pictures, Cortina d'Ampezzo, Italy; *Silver Leaf Award* — 8th (1969) International Children's Film Festival, La Plata, Argentina, Grand Prize — First International Sports Film Festival, Oberhausen, Germany.

Awards nominations due

The Awards Committee of the American Foreign Service Association is soliciting nominations for its awards program for 1970. All are open to State, USIA, AID, and Peace Corps Foreign Service personnel, whether serving abroad or in the United States. The Awards are:

The W. Averell Harriman Award (for junior officers, no higher than FSO-6 or equivalent. Civil Service employees are included).

The William R. Rivkin Award (for mid-career officers, FSO-5, 4, 3 or equivalent).

The Christian A. Herter Award (for senior officers — FSO/FSR-1 and 2 or equivalent, with the exception of officers now holding appointments as Chiefs of Mission).

Nominations for all three awards may be made by any officer in support of any other officer in any of the eligible categories. Each award carries a \$1,000 prize.

Nominations must be received by AFSA's Awards Committee, 2101 E Street N.W., Washington, D.C. 20037, by February 28.

Office and service heads also are reminded that nominations are due no later than January 31 in IPT for the William A. Jump Memorial Foundation Meritorious Award for Exemplary Achievement in Public Administration.

The award is given annually in recognition of outstanding service in the field of public administration, and for notable contributions in this field to the efficiency and quality of the public service.

Any employee of the Federal Government who was 37 or younger on December 31 is eligible to be nominated for the award. Nominations (in 10 copies) must be submitted to IPT/D's Executive Awards Committee, Room 765 of "1776."

VOA's Forum is 10 years old

The Voice of America's Forum lectures have been on the air ten years, utilizing approximately 1,000 American scholars and scientists to tell the world about latest developments in their respective fields. To commemorate this anniversary, VOA soon will present a series entitled "The Best of Forum."

Forum does not claim to have "made" certain persons world famous, but this VOA unit did present (before they became headliners) McGeorge Bundy; Francis Keppel, later U.S. Commissioner of Education; Paul Dudley White, later to win fame as President Eisenhower's doctor; Michael DeBakey, long before he became world famous as a heart surgeon; Edward Albee, before "Virginia Woolf," and numerous others.

The staff also has presented scores of world famous figures after they "arrived" — R. Buckminster Fuller, architect; Richard Scammon, political assayer; Leo Rosten, author and humorist; Harold Urey, Nobel Prize winner; Jonas Salk, discoverer of polio vaccine; Victor Reuther, labor leader; Marya Mannes, essayist and commentator; Daniel P. Moynihan, urbanologist; John Hannah, current head of AID; Arthur Flemming, former head of HEW; Leopold Stokowski, conductor; Walter Piston, composer.

One Forum series, devoted to American poetry, had contributions from these outstanding American poets: Conrad Aiken, Marianne Moore, John Berryman, Richard Wilbur, Reed Whittemore, James Dickey, and Howard Nemerov. This roster contains several Pulitzer Prize winners.

The Agency's Forum lectures derived from a proposal by Abe Sirkin, currently PAO in Athens and, at one time, "future

policy planning officer" for the Agency. Forum has had three editors: Walter Nichols (1958-62), Max Grossman (1962-64 and 1968 to date) and Theodore Wertime (1964-68). Nichols has just completed a lengthy tour as CAO in Tokyo; Wertime is currently CAO in Athens, working with Sirkin.

Forum's popularity has never been greater than it is today. Customarily, after a series is broadcast, the lectures are published in paperback edition — to the extent of 10,000 copies which are sent to USIS posts for distribution to selected scholars and scientists and to universities and libraries throughout the world. Usually a Forum series has a lifetime expectancy of about six years before the published edition is gone.

Recently, however, Forum concluded a series entitled "Landmarks in American Writing" — not yet printed by RSC Manila! — and already orders for more than 30,000 copies are on hand. This is an all-time record. "Landmarks" is an excellent introduction to American civilization — and hence contains material in great demand by CAOs.

The first series in Forum's history was one of its most spectacular. It was entitled "American Law" and was produced by the entire faculty of the Harvard Law School. It contained talks by Dean Erwin Griswold, Paul Freund, Harold Berman (coordinator), Arthur Sutherland, Archibald Cox, Milton Katz and others. For many years this series was used as a textbook on American law in a number of countries. The series won for Editor Nichols a Meritorious Service award.

On the air right now is a Forum series on "American Business" which has cre-

ated a demand for hundreds of copies even before the broadcasts have been completed. The same has been true of another current series, "Oceanography."

Forum is one USIA product which can prove its cash value — in somebody's opinion. Forum manuscripts belong to the U.S. Government. Hence they are available, free, to any U.S. publisher. During the past ten years nearly a dozen American publishers have produced hard-cover books out of Forum lectures, which have been sold in the United States.

Currently "Landmarks in American Writing," a product of Basic Books, sells at \$8.50 a copy. Another Forum series, on population, sells for \$7.95 in the domestic market.

King named Welfare Assistant

(Continued from page 1)

• Give his frank and honest opinion, however disappointing it may be to the employee.

The Special Assistant also can identify areas of administrative policy and practice where changes would eliminate causes of grievances or injustices, and make recommendations for such changes.

The Special Assistant can recommend actions to officers, but has no authority to enforce compliance with his recommendations.

The new Office does not substitute for or eliminate established procedures for dealing with such things as involuntary retirement, adverse actions, reduction in force, position classification, equal opportunity, or any other kinds of formal appeals where appeals procedures are already set up.

PERSONNEL CHANGES

(Actions reported by the Personnel Division as of December 1, 1969)

TRANSFERS

From	To
Almasy, Betty J.	Washington
Anderson, Raymond D., Jr.	Tegucigalpa
Antico, Peter J.	Lima
Aragon, Philix S.	Porto Alegre
Bertot, Joseph A.	Naples
Braycich, Joseph N.	Washington
Brown, Michael D.	Saigon
Callaway, Gilbert R.	Caracas
Carter, William Beverly, Jr.	Lagos
Cohen, Harold S.	Washington
Collinge, Robert A.	Calcutta
Davis, Anne M.	Bonn
Fourt, Maynard H.	Washington
Heck, Cathern A.	Nicosia
Heiskanen, Piltti M.	Washington
Henry, George D.	New Delhi
Hill, Lillard L.	Rangoon
Johnston, Myriam L.	Washington
Klasek, Viola A.	Dacca
Kuhn, Ethel A.	Rawalpindi/ Islamabad
Monblatt, Steven J.	Rio de Janeiro
Noberini, Mary Rose	Conakry
Olson, Elaine H.	Taipei
Opstein, Sally C.	Caracas
Peterson, Wayne S.	Recife
Quinn, Graham S.	Washington
Shepard, Stanley S.	La Paz
Stepherson, Elton, Jr.	Washington
Thomas, Phillip F.	Manila
Thornley, Alfred R.	Saigon
Trattner, John H.	Strasbourg
Werner, Merle M.	Seoul
Woldman, Murray B.	New Delhi

SEPARATIONS

Domestic Service: Judy L. Austin, Joan M. Beverly, Eva Jane Bixler, Joyce C. Blanford, Barbara Anne Brown, C. Nelson Brown, Jane K. English, Evelyn L. Ford, Marlene Keller, Benny T. Lewis, Wilbert C. Lewis, Frederick P. McKenzie, Linda Ann Mognet, Deborah L. Stacy, William Stadler, Jerry E. Streng, Wyonia Tobias, Mildred A. Vardaman, Patricia Ann Wadley

Foreign Service: Frederick J. Baker, Tracy Lewis Evans, Awad Hanna, Glen G. Kroll, David K. Langstaff, Donald A. Metts, Alexandra A. Nan, Daniel H. I. Owens, Timothy M. Randall, Salvatore J. Verderame, Fred Warshaw, Gordon Wright

RETIREMENTS

Foreign Service: James R. Carter, G. Huntington Damon, Harold Kaplan

PROMOTIONS

FOREIGN SERVICE

FROM	TO
Buchholz, Margrett H.	FSS-9 FSS-8
Burns, John T.	FSIO-6 FSIO-5
DeSelms, Eleanor M.	FSIO-6 FSIO-5

DOMESTIC SERVICE

FROM	TO
Fisk, Donald L.	GS-5 GS-6
Gallagher, Michael J.	GS-5 GS-7
Karegeannes, Peter	GS-12 GS-13
Miksinski, Thaddeus A., Jr.	GS-11 GS-12
Slade, Shirley M.	GS-3 GS-4

IMV

Cummings, Janet S.	GS-6 GS-7
Marshall, Gary Vonell	GS-1 GS-2
Pengra, Michael H.	GS-12 GS-13

PROMOTIONS

ICS

Ferrell, Charles R.	GS-5 GS-6
Kleven, Lillie M.	GS-13 GS-14
Koch, Donna T.	GS-5 GS-6
Shank, Sandra K.	GS-6 GS-7
Shea, Rita	GS-13 GS-14
Woodfolk, Terry L.	GS-6 GS-7

VOA

Baker, B. Kimball	GS-9 GS-11
Betancor, Juan Jose	GG-10 GG-11
Bouse, Nancy Sue	GS-9 GS-11
Callihan, Barbara A.	GS-6 GS-7
Gale, Clarence W.	GS-5 GS-6
Gonzalez, Enrique G.	GS-11 GS-12
Henry, Robert H.	GS-11 GS-12
Jurey, Philomena S.	GS-13 GS-14
O'Hara, Vicki L.	GS-9 GS-11
Ososky, Margaret C.	GS-7 GS-9
Phanthavong, Khamphout	GG-9 GG-10

IOA

Allen, Carolyn L.	GS-1 GS-2
Falcone, August J.	WG-5 WG-6
Govan, Gertrude	GS-4 GS-5
Herdon, Sylvia B.	GS-3 GS-4
Langley, Verma R.	GS-9 GS-11
Lewis, Lula Mae	GS-9 GS-11
Malizia, Albert	WG-5 WG-6
McLilly, John, Jr.	WG-5 WG-6
Mueller, Alfred S.	GS-12 GS-13
Scaglione, Rosario F.	WG-5 WG-6
Staton, Samuel D., II	GS-11 GS-12
Tardio, Angelo L.	WG-5 WG-6
Wilbanks, Russel N.	GS-6 GS-7
Wilson, Horace B.	WG-4 WG-5
Woodruff, Louise A.	GS-4 GS-5

IAE

Fredrick, Bonnie B.	GS-4 GS-5
Smith, Mary J.	GS-7 GS-8

IOR

Daniel, Arnetta M.	GS-6 GS-7
Knight, Mary M.	GS-3 GS-4
Walsh, John F.	GS-7 GS-9

I

Smith, Marguerite S.	GS-9 GS-11
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TRANSFERS FROM FOREIGN SERVICE TO DOMESTIC SERVICE

Fred C. Collins, James V. Flanagan

APPOINTMENTS

Domestic Service: Marybeth E. Abernathy, Willard B. Anderson, Anna Antic, Fannie Brown, Rita M. Frost, Joseph M. Khamisi, William G. Tweedy

Who's news

Happy New Year!



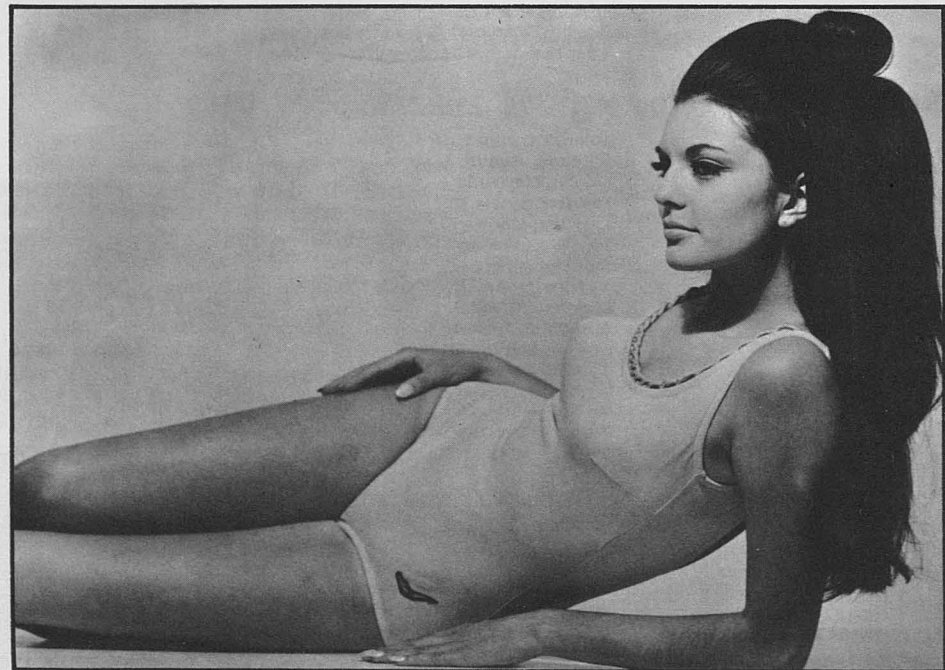
"Never a seat vacant" has often been the proud boast of USIS Maracaibo's library, but the space situation became a desperate issue recently when Assistant Librarian Elizabeth Jimenez was elected Queen of Maracaibo's 400th Anniversary. These days faithful members compete for standing room with a new clientele—photographers, reporters, TV cameramen and a large percentage of the city's avid girl-watchers.



LOVELL WORDIE, MISS GHANA of 1968, holds a panel on display at the "Man and the Moon" exhibit opened by USIS Accra.



One of the most popular events at the Centro Venezolano Americano (BNC) in Caracas is the annual queen contest. More than 1,000 English students jammed the Center recently to watch 70 pretty candidates compete for the title for 1970. The winner was a lovely 18-year-old brunette, Maria Eugenia Salas (right). She is shown with 1969 Queen Celsa Suarez.



This is PATRICIA ESCOBAR, recently named MISS BOGOTA. Patricia is a graduate of the bilingual secretarial course at Bogota's BNC. Says PAO Walter Bastian: "She tells us that she will return for further study after the Miss Colombia contest in Cartagena. This is, we believe, true because Miss Escobar is very obviously the intellectual type."

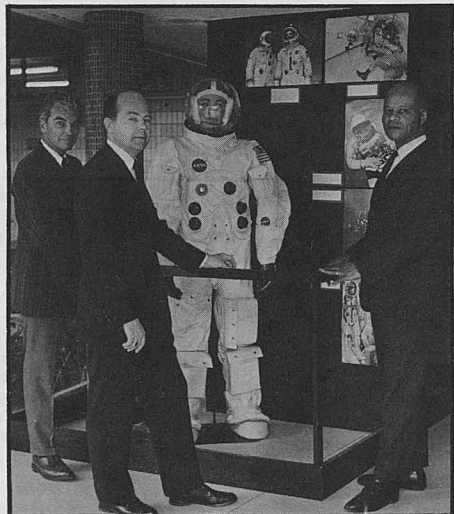
WILFORD J. KRAMER, Assistant Deputy for CORDS/PsyOp—I Corps, JUSPAO, received the Armed Forces Honor Medal, 1st Class, from Lt. General Hoang Xuan Lam, Commanding General of the I Corps and Tac Zone I. The Award noted that Kramer "positively assisted the Danang and Hue TV stations . . . contributing to their smooth operation and excellent results."



J. HOWARD GARNISH (right) Chief of USIA's Retirement Counseling and Placement Staff until his retirement last month, is shown at a retirement luncheon given by co-workers. With him are Mrs. Garnish and IPT/D's L. Robert Baker.

—George Szabo

PAUL J. RAPPAPORT, now in language training at FSI for a tour as Rome IO beginning in June, has been awarded the Psychological Warfare Medal, 1st Class, by the Government of Vietnam. Rappaport was Deputy Director of the U.S. Mission Press Center in Saigon.



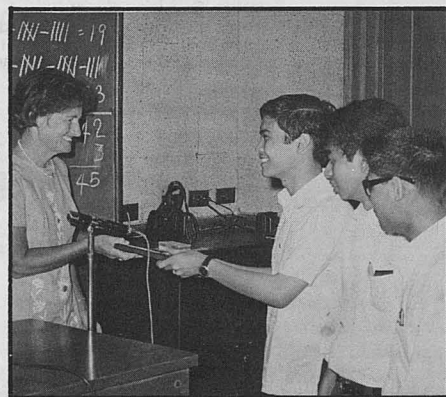
JOHN E. REINHARDT (right), USIA Assistant Director (Africa), visits an Apollo exhibit in Pretoria housed in the foyer of the University of South Africa. With him are J.K. Eney, (left), BPAO Johannesburg, and CPAO Royal D. Bisbee.



HANS HOLZAPFEL, USIS Bonn's Cultural Officer (far right), explains a model of Reston, Virginia to official visitors during a walkthrough of the "City Planning—USA" exhibit. On his right are Ambassador Kenneth Rush and Minister Russell Fessenden. On the far left is Federal Housing Minister Lauritz Lauritzen.



American Space lecturer DR. ANDREW A. FEJER backgrounded the press corps of Ibadan, Nigeria, on a recent swing through Africa. After the briefing, BPAO Phil Cohan (pipe in mouth), Dr. Fejer (pipe in hand), and ABPAO Ken Rabin (no pipe at all) posed with reporters behind a sign marking the news conference's venue.



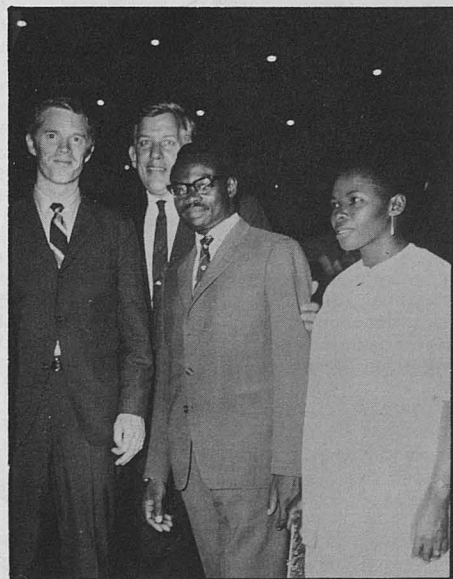
MRS. MADELEINE C. MEYER, SEATO Radio-TV Officer, presents a plaque and cash prize to the Far Eastern University Team in the grand finals of the 1969 SEATO radio quiz in Manila.

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 November:

Catanoso, Frank P.	Italian	S-3+	R-3
Clay, Gerald L.	Thai	S-3	R-3
Fine, Sidney H.	Serbo-Croatian	S-2	R-2
Garrity, Robert W.	German	S-3	R-3
Hildebrand, John F.	Thai	S-3+	R-3
Krene, Joseph I.	Italian	S-3+	R-4
Monblatt, Steven J.	Portuguese	S-4	R-4
Peters, Phelon D.	Italian	S-3	R-3
Shepard, Stanley S.	Spanish	S-3+	R-3+
Stubbs, William B.	Chinese, Mandarin	S-3	R-3
Wagner, David P.	Spanish	S-3	R-3+
Weinhold, William J.	Thai	S-2+	—
Wheeler, Joseph C.	Italian	S-3+	R-3

HENRY V. BESSO, of VOA's Broadcast Support Division, has been made an honorary member of Madrid's *Instituto Benito Arias Montano*, a conglomerate of institutions which handle scientific and literary material. In addition, the Secretary of the Spanish Royal Academy of Madrid wrote Besso thanking him for his participation in a VOA program honoring the late Don Ramon Mendendez Pidal, President of the Academy for more than 30 years.



ASTRONAUT RUSSELL SCHWEICKART (left) made a "tremendously successful visit" to Kampala, according to PAO Charles D. Searles (second from left). With them are Professor William Banage, head of the Zoology Department of Makerere University College, and Mrs. Banage.