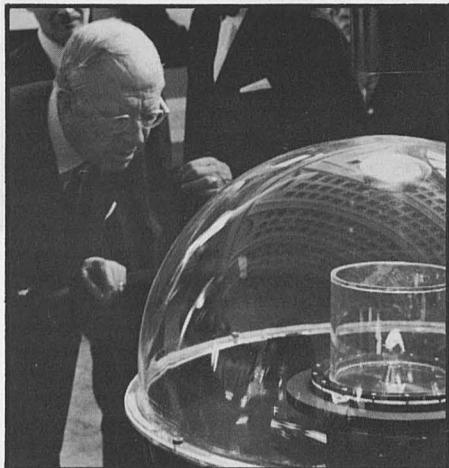


USIA WORLD

VOL. 3, NO. 11

APRIL, 1970

Moon Rock viewers...



SWEDEN'S 87-YEAR-OLD KING GUSTAF VI ADOLF gazes intently at the moon stone at a special preview at the Natural History Museum in Stockholm.



VIEWING THE MOON ROCK IN WARSAW are (from left) Wilson P. Dizard, 1st Secretary of Embassy (Press and Cultural Section), Dr. John O'Keefe, NASA astronomer; and Miroslaw Zulaski, official of the Polish Ministry of Foreign Affairs.

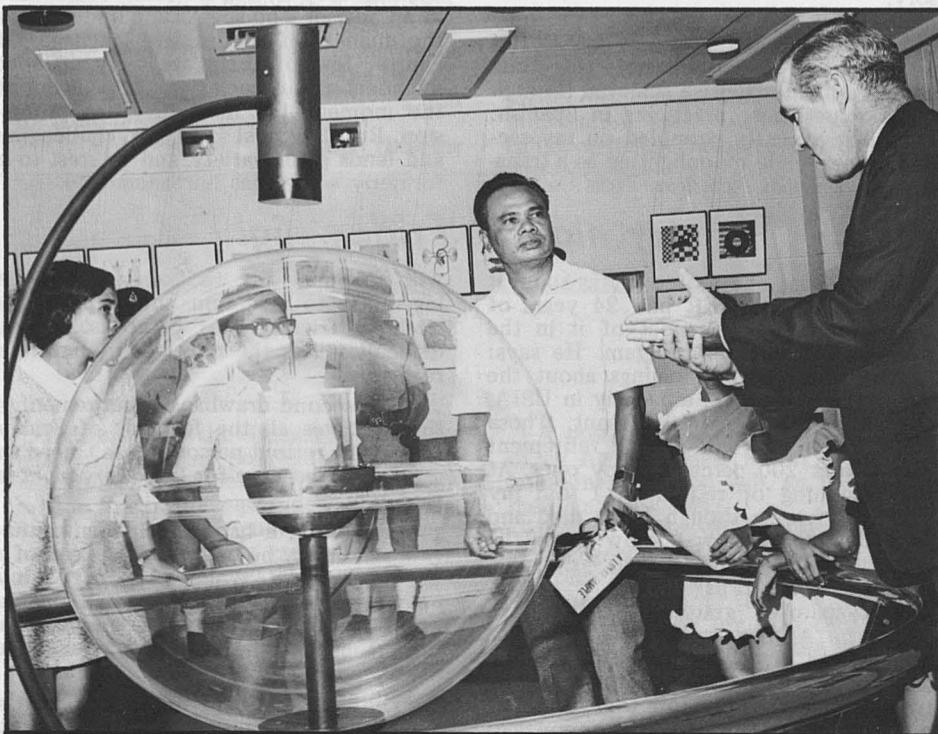


USIA TURNED OUT A STANDING-ROOM-ONLY AUDIENCE for a symposium on "USIA and population matters." Two of the world's eminent authorities on the subject, who spoke and answered questions, flank Director Shakespeare: Dr. Margaret Mead, Curator Emeritus of Ethnology of the American Museum of Natural History, Lecturer on Anthropology at Columbia University, and Professor of History at New York University; and Dr. Jean Mayer, Professor of Nutrition and Member of the Center for Population Studies at Harvard University, and Special Consultant to the President.

—Joseph Pinto



PRESIDENT WILLIAM V.S. TUBMAN opened the lunar rock exhibition in Liberia. Shown viewing the rock at the Centennial Memorial Pavilion in Monrovia are (from left) (rear) Speaker of the House of Representatives Richard A. Henries, Vice President William R. Tolbert, Jr., Ambassador and Mrs. Samuel Z. Westerfield, Jr., Mrs. Tubman, President Tubman, and Monrovia PAO Horace G. Dawson, Jr.



IN KUALA LUMPUR'S LINCOLN CENTER, at a one-day special preview of the moon rock for VIPs, CAO Edward J. Findlay makes a point to Malaysian Minister of National and Rural Development Inche Ghafar Baba. The lunar sample then went on eight-day exhibition at the National Museum, where it was viewed by more than 110,000 persons. It later moved to Penang, where 35,000 more saw it.

FSIO appointments

President Nixon on March 11 sent to the Senate a list of officers nominated for appointment as Foreign Service Information Officers, Consular Officers, and Secretaries in the Diplomatic Service.

This includes all lateral entry candidates approved to date. As additional candidates are approved, their names will be included on future nomination lists.

Those nominated last month were:

TO FSIO-1
W. Beverly Carter, Jr.
William D. Miller
Walter R. Roberts

TO FSIO-2
John S. Barker
Holbrook Bradley
Miss Dorothy Dillon
Ben L. Ellington
Stanley D. Moss
McKinney H. Russell, Sr.
Gordon Winkler

TO FSIO-3
Kenneth Bache
Ralph L. Boyce
Joseph N. Braycich
William M. Childs
F. Weston Fenhausen
Jules B. Grad
John E. Graves
Daniel J. Hafrey
Lloyd D. Hagen

Sidney L. Hamolsky
Hans Holzapfel
Milton L. Iossi
Robert E. Kays
Martin Kushinsky
James L. Mack
James F. McKernan
Ray E. Millette, Jr.
Richard D. Moore
George A. Naifeh
Douglas Pike
George W. Porter
Miss Dorothy B. Robins
John L. Sandstrom
Sol Schindler
Ronald Sher
Hakon D. Torjesen
Fitzhugh Turner
Robert B. Warner
Hugh McL. Woodward

TO FSIO-4
John F. Cannon
Philip C. Cohan
Mrs. Mary Frances Cowan
Charles H. Dawson
Robert Andre Dumas
Henry W. Grady
George P. Havens
James A. Jensen
William E. Jones

(Continued on page 7)



HOWARD L. CHERNOFF, U.S. COMMISSIONER GENERAL FOR EXPO 70 (center) conducts CBS President Frank Stanton and Mrs. Stanton on a tour of the U.S. Pavilion just before the opening of the Japan World Exposition in Osaka last month. Dr. Stanton, Chairman of the U.S. Advisory Commission on Information, also was chairman of an advisory panel of private citizens and government representatives that helped select the team of architects and designers for the U.S. Pavilion.

Mary Painter, Editor
published by
USIA OFFICE OF PUBLIC INFORMATION

Senior officer assignments

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

Herbert Baumgartner, Deputy Public Affairs Officer, Bangkok.

Jerry C. Doster, Executive Officer, Rio de Janeiro (second tour).

Darrell I. Drucker, Assistant Deputy Director, JUSPAO, Saigon.

Laurence Garufi, Information Officer, Rawalpindi.

William L. Grenoble, Branch Public Affairs Officer, Frankfurt (second tour).

William G. Hamilton, Jr., Public Affairs Counselor, USNATO, Brussels.

Roy W. Johnson, Press Officer, Saigon.

Thomas R. Kruse, Information Officer, Lagos.

William Matuszeski, Special Assistant in the Office of the Director, assigned to the staff of the White House Council on Environmental Quality.

Brooks McClure, Public Affairs Officer, Copenhagen (second tour).

George E. Miller, Branch Public Affairs Officer, Lahore.

William J. Miller, Information Officer, London (second tour).

Herwald H. Morton, Public Affairs Officer, Kingston.

Frank Y. Savage, Area Personnel Officer, Europe, Office of Personnel and Training.

Gerald Stryker, Chief, Policy Application Staff, Broadcasting Service.

George R. Thompson, Public Affairs Officer, Port-of-Spain.

Agency names two women for equal employment opportunity

In an effort to strengthen USIA's equal employment opportunity program and give greater career advancement chances to women, Assistant Director (Personnel and Training) Lionel S. Mosley has named two more women to the Agency's Advisory Committee on Equal Employment Opportunity.

They are Miss Elizabeth Padian of IPT and Miss Angelina Garcia of IMV. With Mrs. Mildred Marcy of IOP and Miss Eleanor Dixon of IOA, they will advise Mosley on the employment of women and minority group employees, particularly those matters which may involve barriers to hiring and upward mobility.

The Agency's Equal Employment Op-

portunity Officer is Theodore Hupper.

Besides their participation in the EEO Advisory Committee, these four officers will make up the Federal Women's Program Committee in USIA, which is concerned primarily with career development for women.

Mosley says: "Their dual membership will enable them to participate more effectively in the overall area of equal employment opportunity, where both women and minority groups are concerned, as well as in the Federal women's program alone."

Employees are invited to present ideas and suggestions to any member of these two committees.

Locals visiting N.Y.-D.C. may have TDY Washington

The Agency's Office of Training is prepared to assist foreign national employees when they are in the Washington/New York area on non-official status.

Specifically, those who plan to be in that area may be placed on an official duty basis in Washington for up to 10 days for the purpose of consulting with

Agency officials or receiving training.

Agency employees interested should consult their administrative officer for details *well in advance* of planned trips.

The program is spelled out in Agency CA-444, February 24, 1969 (MOA V-B 425.5).

Good-bye to:



JAMES M. MACFARLAND receives from Harold Russell, Chairman of the President's Committee on Employment of the Handicapped, the Chairman's Commendation Award. MacFarland, who is retiring, has been the Committee's Special Assistant for Foreign Affairs for the last 19 months. Russell told MacFarland: "You have made a valuable contribution to President Nixon's goal of helping people in other lands learn of the rehabilitation and employment of the handicapped efforts in the United States. We are very grateful to the U.S. Information Agency for providing us with such an experienced and talented officer." MacFarland also received a Certificate of Meritorious Award from the People-to-People Committee for the Handicapped "For Friendship to the Disabled — Service to the Handicapped as Writer, Speaker, Inspiration and Co-worker with Heart, Dedication and Achievement." MacFarland served with State and USIA in Montreal, Istanbul, Ankara, Geneva, Frankfurt, Hamburg, Tel Aviv, and Dusseldorf.



DIRECTOR SHAKESPEARE meets with USIS Binational Center staffers ending a tour in the United States. Shown are (from left, standing) Humberto Hernandez, Chief Local, USIS Cali; Joseph Sigit, Office Manager, BNC Djakarta; Jean Copp, Program Officer, IPT; Abdurrahman Atatur, Assistant Director, BNC Izmir; Mrs. Helena Strongou, Chief Librarian, BNC São Paulo; Mrs. Helga Schaefer, Executive Director, BNC Bonn; (bottom, from left) Mrs. Nguyen Thi Tram-anh, Administrative Specialist, Dalat; Miss Danitza Portugal, Secretary to the BNC Director, Cuzco; Director Shakespeare; Mrs. Maria Teresa de Alvarez, Assistant Librarian, Santiago.

Annual bond drive begins May 1

Deputy Director Henry Loomis, Chairman of USIA's 1970 bond drive, which begins May 1, says that "The Savings Bond Program is one of the important tools our Government is using to help control inflation. This alone deserves our time and attention."

He notes, however, that the interest rate on Series E Savings Bonds has been increased from 4 1/4 to 5 percent, with a maturity period of 5 years and 10 months, instead of the former seven years. He adds:

"In addition, the payroll savings plan affords all employees an opportunity to save in easy payments."

Last year USIA achieved participation of 69 percent at the end of the campaign. The Deputy Director says:

"This year our goal is 80 percent, and I believe we can achieve it."

Charles G. Hardin, Jr., Chief of the Finance and Data Management Division in the Office of Administration, is Loomis' assistant in the campaign and will conduct the drive.

Alumni notes

The second time around

MAURICE J. BRODERICK has been too busy to realize he's "retired." His story:

"According to Frank Sinatra in one of his more appealing records, there is much to be said for the 'second time around.' While I can't personally vouch for the good results of this type of venture matrimonially, at least I can sing the praises of a second time around, careerwise."

"At the end of October, after 35 years, I found myself no longer on the public payroll. However, instead of going fishing or globe-trotting as one is supposed to do upon retirement, the demands of putting the last two of our five offspring through college made such prospects purely illusory."

"So back to work it is, as an attorney in the general practice of law in D.C. But not just any practice — no! This time adding a little expertise achieved through USIA experience: practicing in Spanish."

"I inadvertently stumbled on my second career while moonlighting as a translator at a Latin American Press Conven-

tion in Washington. Riding the bus to the convention site, I noted that almost the entire load of passengers on the Mt. Pleasant line spoke Spanish. 'What do they do for lawyers?' I thought, and suiting action to the thought I immediately got off the bus and got a haircut in Spanish. The barbershop on Columbia Road proved the usual prolific repository of information about the neighborhood, and I found that there were few Spanish-speaking lawyers around."

"There are more than 70,000 Spanish-speaking residents in the greater Washington area, and many of them need legal services. Sure they speak the modicum of English necessary to make a living or get by, but they have a lot more confidence in an advisor who speaks and understands the nuances of their native language. Of course, few of them are truly affluent members of our society, so mine is not at the moment the most lucrative profession. But it is most satisfying, challenging and lends great variety and interest to a formerly somewhat bureaucratized life."

Every night is Friday night

Here's what one retiree thinks about it all. TED BROECKER had 24 years of Government service, most of it in the overseas information program. He says:

"To sum up, my feelings about the years of active work, especially in USIA, are about 95 percent pleasant. Those about my four years plus of retirement are at least 200 percent happy ones. At the beginning of retirement I told my friends I felt as though I had died and gone to heaven. Now I know I'm in the seventh heaven, the Moslem's de luxe, reserved section of paradise."

"I remember gratefully the lecture series the Agency, with State and AID, arranged to give a modicum of counsel and assistance to those approaching retirement age. The program today to assist prospective retirees is truly impressive: the latter-day graduates from USIA are very lucky."

"There are, as far as I am concerned, only two negative aspects of retirement. First, the retiree, if he likes associating

with people, has to exercise a little ingenuity to maintain and expand his circle of friends. This, of course, is not difficult unless the retiree is by nature a recluse."

"The second drawback in retirement is that it takes all the fun out of Friday night. The retired person doesn't need to say 'TGIF' because for him *every* night is Friday night."

"Obviously, a happy retirement situation can hardly be built up at the end of a working career. When I speak of my enjoyment of my leisure years, people often ask, 'Well, did you prepare for retirement?' 'Hell, yes!' I answer. 'I've been preparing for 40 years.'

"This suggests the need for USIA's recruits to begin planning for retirement about the time they sign on. They need to look ahead to what will inevitably confront them when their working years run out — and the years speed up as time passes."



DEPUTY DIRECTOR LOOMIS, delegate to the 5th U.S.-Japan Educational Conference in Tokyo, pays a courtesy call on President Yoshinori Maeda of NHK, Japan's government-franchised broadcasting corporation. Loomis is looking at the Tower of the Sun (the symbol of EXPO 70) cufflinks presented him by Maeda. At left is Japan PAO Edward V. Roberts.

Moynihan praises VOA's Forum

Daniel P. Moynihan, Counsellor to the President and the nation's most prominent urbanist, has written a preface for the forthcoming VOA Forum paperback entitled "Urban America"—for which series he was coordinator—in which he expresses great enthusiasm for contributors, for the Voice of America, and for the former Forum editor, Theodore A. Wertime (now CAO in Athens).

Here is an excerpt from Dr. Moynihan's preface:

"I would like to think that these essays might add something to that effort (development of a national urban policy). The talents of the individual contributors are singular: I do not believe a more distinguished combination of intellect and experience is to be found in this field. I am not so much grateful for their

contributions as proud of their company.

"The rewards of a Forum lecture are modest by any standards, and the demands on the time and creativity of the men who wrote, then, typically, rewrote and expanded the essays of this volume, are remorseless. Yet very few of the persons invited to contribute declined.

"Perhaps these facts should also be taken as a measure of the regard and reputation enjoyed by the Voice of America and the Forum series. May it remain such.

"I should like also to express my appreciation to Mr. Wertime for the unfailing gentle pressure which kept the project moving . . ."

RSC/Manila has now received revised page proofs, jacket, art work, biographies. The "Urban America" paperbacks should be available to posts in from two to four months.

Do you qualify for a discontinued service annuity?

The Civil Service Commission recently issued an explanation of qualifications for discontinued service annuity under the Civil Service Retirement System. The Office of Personnel and Training offers the following clarification of these provisions for all employees under the Civil Service Retirement System.

An employee with at least 20 years service and at least 50 years of age, or 25 years of service at any age, becomes eligible to retire on a discontinued service annuity upon involuntary separation. The Commission has extended this privilege to include qualified employees who resign "on request" in a period of a reduction-in-force. In these circumstances the Agency, with the voluntary concurrence of the employee, may request the resignation of an employee, thus qualifying him for a discontinued service annuity.

Lionel S. Mosley, Assistant Director

(Personnel and Training) says, "This procedure in no way is to be used as a device for coercing employees to give up their retention rights in a reduction-in-force. Each employee will be fully informed of his retention rights under reduction-in-force regulations and he will freely decide whether he wants to exercise them or forego them and retire."

This is not a privilege that is extended indefinitely at any period of time. This procedure may be exercised only during a period in which reduction-in-force is necessary. From now until June 30, 1970, USIA is considered to be in a reduction-in-force situation for purposes of this privilege.

Anyone who meets the age and/or service requirements and desires more information about this privilege should call or write his personnel officer.



DIRECTOR SHAKESPEARE talks with two USIS Kinshasa wives during his recent trip to Africa: Mrs. Leon Steinberg (with necklace), wife of the AIO, and Mrs. G. Michael Razi, wife of the IO. Kinshasa PAO Aldo D'Alessandro looks on.

With Rogers in Africa

By Margaret Ann McKay, IPS/ER

"Africa comes at you like an explosion. Of colors. Of countries. Of customs. Of change."

This comment by Murrey Marder of *The Washington Post* sums up the feelings of most of the correspondents who accompanied Secretary of State Rogers on his recent 15-day tour of 10 African nations. Walter Kohl of the Voice of America and I were the two USIA reporters on the Secretary's plane.

The trip was exciting, both from a personal and a professional standpoint. Walter and I tried to see as much of Africa as possible between flying, attending social functions and reporting on the Secretary's activities.

The trip gave me my first opportunity to see the operations of the posts we are serving. USIS personnel at each stop had made detailed and thorough preparations for the visit and were on hand to offer assistance whenever it was needed. Many of them invited correspondents to their



USIA's MARGARET ANN MCKAY (second from right) listens as Mrs. William P. Rogers tells reporters about the trip she and the Secretary of State made to Africa. On Mrs. Rogers' right is Mrs. David Newsom, wife of the Assistant Secretary of State for Africa.

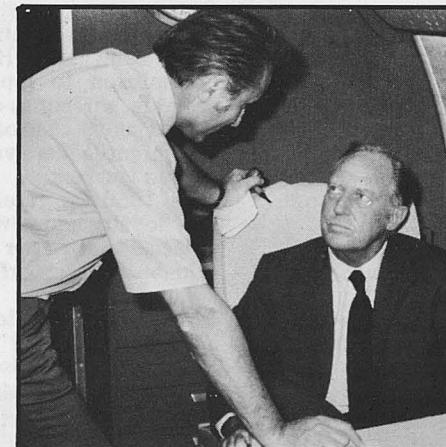
—The Evening Star

homes, giving us an opportunity to meet with local leaders.

Another satisfaction of the trip was the challenge of working with some of our nation's leading newsmen, many of whom were also seeing Africa for the first time. Of course there was that embarrassing moment on President Mobutu's yacht when he and Secretary Rogers unexpectedly walked into the lounge to find half the reporters stretched out on couches asleep. The Secretary said later it looked like Grand Central Station on Sunday afternoon.

From a U.S. policy standpoint, the trip was unmistakably worthwhile. African leaders were grateful to have this visit from a U.S. Secretary of State, and he in turn found it very helpful to hear their views on the issues uppermost in their minds.

As Mrs. Rogers later summed it up during an interview with American newswomen, "We accomplished a lot. We learned a lot, and we earned a lot of goodwill for the United States."



BRIEFING ALOFT: Secretary of State Rogers discusses a point with VOA Diplomatic Correspondent Walter Kohl aboard the Presidential Special high above Africa.

REPORT from the Young Officers Policy Panel

A new approach to media development

By Steven Monblatt, Phase II Training

A possible solution might be creation of an Agency research and development component, if you will, an IER (Experiment and Research).

Initially IER would undertake motivational research. USIA needs to explore not only how target audiences perceive us and our programs, but as well those things we can do (or stop doing) which will result in more favorable perceptions of the U.S. Included would be questions like:

What do our target audiences have in common, if there *really* exists an international bourgeoisie with shared values?

For example, do Nigerians and Bolivians have the same reactions to colors as Americans and Frenchmen?

What is the effect on Oriental listeners

of Western-style chromatic music?

A more important function of IER would be researching new media for field use. This would not absolve media elements from their responsibility for creating new products. However, IER would explore new media techniques and new ways to exploit old media.

IER would centralize responsibility (not creativity) in the USIA for developing innovative, different, and more effective means of using media. By establishing an office charged with devising new products, we would provide Agency personnel with an office with a vested interest in new ideas.

The need for more imaginative presentations of our messages has long been recognized both in and outside the USIA.

The 1969 Report of the U.S. Advisory Commission on Information states: "new techniques in audio visual presentations . . . must be made part of USIA skills inventory." The report went on to state that "creative constructive talents in radio, press, TV, film, design, graphics, etc., need to be marshalled more effectively."

An Office of Experiment and Research would be a response to this proposal. We may, of course, elect to continue a job that is, admittedly, good enough. But if we choose to be good enough, and not excellent, we must make the choice consciously and not through neglect. Perhaps this suggestion will provoke such a conscious choice.

USIA PROFILE— An indomitable spirit

To Ann Hickey, the fact that she has been confined to a wheelchair for the last 24 years, a victim of polio, is not the most important fact in her life. More important to her is the fact that she has a normal, happy home life, and a job she finds stimulating and rewarding.

To co-workers, she is principally a friendly and cheerful person who is a constant source of inspiration to everyone. Lafe Allen, head of the Latin American Branch in the Press and Publications Service, where Ann works, says:

"Only in the narrowest sense can Ann be termed a handicapped person. She is more to the branch than the outstanding worker which she certainly is. Her friendship and happiness pervade the office, and contribute to its high morale and *esprit d'corps*."

Last month Mrs. Hickey was one of ten finalists in the "Outstanding Handicapped Federal Employee of the Year Award."

Many who know Mrs. Hickey only casually do not realize that for the last two years she also has had to breathe through a tracheotomy tube, following an attack of bronchitis which developed into pneumonia and congested her polio-weakened lungs. She can speak only by closing the opening with her finger after taking a deep breath, but she does this so naturally and gracefully that it is virtually unnoticeable.

Neither the wheel chair, the trach tube nor the inability to lift her hands more than a few inches above her lap keep Mrs. Hickey from performing a wide range of key jobs as Publications Clerk in the Latin American Branch.

She manages the distribution flow of branch-produced materials in English and Spanish to USIS posts throughout Latin America. She maintains files on all branch products, according to program themes. She works with other offices in IPS to obtain copyright clearances of published articles for use by posts. She types office correspondence, as well as stencils of materials for reproduction.

Her workload is heavy and never-ending. Says Allen:

"Her daily task of shepherding a complex mass of editorial materials through various stages of production, from translation to shipment, demands efficient management, perseverance and a near-infallible memory. These are qualities ingrained in Ann's performance since she joined us in 1954." He adds:

"She directs this voluminous operation so smoothly that it appears effortless, even at times of great pressure. Without her skills, the branch frequently would fail to meet deadlines because of the time lag between receipt of English materials and completion of Spanish translations.

"Her attendance record also sets an example: Ann shows up for work even on days when she often must grope for breath because of her sensitivity to weather conditions. She rarely fails to surmount any illness to appear at her job with the same enthusiasm, interest and dedication that always signal her presence," Allen concludes.

Mrs. Hickey did not grow up in a wheelchair, accustomed from childhood to paralysis. She was struck by polio at the age of 21, while teaching school in Hyattsville, Maryland. The disease struck hardest at her respiratory system, but so severely damaged the muscles in her legs and arms that she could not walk on crutches. She spent four years in a West Virginia hospital—several months of them inside an iron lung—and a half year in a rehabilitation center before she could resume normal life on a limited scale.

Even in the hospital, Ann didn't allow herself any self-pity. She used her college education to teach fellow patients—primarily children hospitalized with cerebral palsy—and later worked as a receptionist and part-time secretary at the hospital. On her release, she worked as a typist at home with the help of her mother, until she joined USIA in 1951 as a clerk-typist in the IPS Photographic Branch.

Married in 1953, Ann and her husband Jerry live with her mother in a Southeast Washington apartment. All three share the household chores. Mrs. Hickey plans the meals and shops



ANN HICKEY receives a certificate as one of 10 finalists in the "Outstanding Handicapped Federal Employee of the Year Award" from Civil Service Commission Vice Chairman James E. Johnson. At her right is R. Kenneth Tillery, USIA Assistant Director (Press and Publications).

—Ollie Pfeiffer

with her husband. Her mother keeps house and cooks. Ann also makes all her own clothes. Her husband drives her to work and wheels her to her office in the morning, and picks her up in the evening. Weekends and vacations they often go to Charles Town, West Virginia, where they own a cottage in the woods.

Her active social life and community service activities would be astonishing in a non-handicapped person. She is a member of the Metropolitan Area Alumnae Association of her alma mater, Winthrop College, Rock Hill, South Carolina (where she received her B.S. degree), and was president of the association one year and corresponding secretary several years. She has been a member of two clubs for the handicapped, Indoor Sports and the American Federation of the Physically Handicapped, of which she has been vice president, secretary and newspaper correspondent. She belongs to three Citizen Band Radio Clubs, including the Southeast React Emergency Aid Squad, of which she was secretary for more than two years. She is vice president, financial secretary and a member of the board of trustees of the Mariners (a group for married couples). At the Garden Memorial Presbyterian Church, she belongs to the Friendship Class (of which she has been president), the Women's Guild, the Outreachers (a service group), and is chairman of the church's Interpretation Committee.

In 1952 Mrs. Hickey was chosen by the Civil Service Commission to represent Federal employees on a WTTG-TV program, serving as an example of a polio victim who had been helped along the road to recovery by the National Foundation for Infantile Paralysis. She also appeared in a film on handicapped workers.

In 1959 she received USIA's Meritorious Service Award for her "loyalty and devotion to duty under adverse conditions, and especially for her consistently accurate performance and valuable and cheerful attitude which bring inspiration to her colleagues."

Her hobbies ("Hobbies!" said one awed co-worker—"when does she have time?") are sewing and crossword puzzles.

A former supervisor summed her up:

"Despite the fact that she does all of her work in a wheel chair, her associates never consider her handicapped except when they occasionally stop to realize how much she accomplishes."

Murrow Broadcast set

GOOD NIGHT AND GOOD LUCK... the lasting words of a lasting man. Edward R. Murrow, the noted commentator who was director of USIA from March 1961 until his resignation in January 1964, died five years ago on April 27.

As a tribute to him, The American University station WAMU-FM will present "Good Night and Good Luck," a look at the man by six of his closest associates: Eric Sevareid, Howard K. Smith, Reed Harris, Lawrence LeSueur, Professor Edward Bliss and Lawrence Laurent. The special will be produced by WAMU-FM Production Manager Michael Nitka. It will be broadcast on 88.5 April 27 at 9 p.m.

Reed Harris is a Special Assistant in the Office of Research and Assessment. Lawrence LeSueur is Capitol Hill Correspondent for USIA's Broadcasting Service.

Reviewers applaud David Roberts' novel

A first novel by USIA's David Roberts, "Journey from Baghdad," (Doubleday, \$5.95) is winning plaudits from reviewers.

Roberts' "novel of intrigue" concerns an American newsman in Baghdad and Beirut during the revolution that shook Iraq in 1958 and threatened to plunge the entire Middle East into conflict.

Roberts knows whereof he speaks: he made his own "journey from Baghdad." He was there with USIA as a radio officer during that war, and later (1963-68) was in Beirut as an Information Officer. He speaks Arabic.

Frances Stickles, who also has lived in Beirut, says in the *Mid East Magazine*, "The sights and sounds, the streets and buildings, the people and their manners of expression are all satisfyingly accurate."

The *Rochester Times-Union* called the book "well-written" and said "His theme is current: there is nothing more current than the continuing crisis in the Middle East. Having observed it, first hand, he is qualified, as a trained newsman, to report on it. This he has done, in a romantic framework... The scenes David Roberts sets for his readers, the sights and sounds and smells, are not fictional. These are things which his senses have acquired." The reviewer adds that Roberts has a "brisk and polished style which marks [him] as a writer who should write more about the Middle East... he knows his background and he can create characters..."

Book World says that "Roberts has used his first-hand experience of the Middle East to paint a bitter and beautiful land where proud people still kill each other in their haste to change..."

Library Journal says "The author has done an excellent job in creating a vivid picture of the Middle East and in his examination of the cultural clash between East and West."

Charles Medd, in a VOA "Books in America" broadcast review, says that Roberts "tells his story with the sure hand of an area specialist who has come to know the language and nature of the Arab people... For an area that holds perhaps the master key to the future of world peace, David Roberts has opened a door to some much-needed understanding."

Roberts, 46, is a graduate of Colgate University. He served overseas as an officer in the U.S. Navy during World War II. He joined USIA in 1956, serving in Baghdad, Manila (radio-TV officer), and Beirut. He is now deputy chief of the News and Current Affairs Division of the Voice of America.

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 February:

Baker, Robert J.	French	—	R-3
Frankel, Theodore	German	S-5	R-5
Hitchcock, David I.	Japanese	S-3+	R-3
Kneebone, Terrence H.	Spanish	S-3+	R-4
McCurdy, Warren W.	Spanish	S-3	R-3
Petersen, Robert	Malay	S-2	R-2
Stephen, Karin T.	Dutch	S-4+	R-4+
	French	S-3	R-3

USIA WORLD

MIS/RAS team visits posts

After an intensive period of familiarization with USIA's Washington operations, key members of the team from Arthur D. Little Inc., which has a contract to prepare a work plan for management information and improved resource allocation systems for the Agency, moved into the field in late February and March for visits to USIS posts on three continents.

By visiting such diverse countries as Italy, Niger and Colombia, the MIS/RAS design contractors found out how USIS actually operates at the end of the long pipeline from Washington. They got field perspectives on issues which had been explored at headquarters. Talking with chiefs of mission, as well as with Public Affairs Officers and their American and national staffs, the ADL team investigated the role of USIS in the country team, the formulation of country objectives to programming, and problems of communication and guidance—not only with Washington but within the mission and with branch posts, such as Rome-

Naples and Bogota-Cali.

Particular attention was paid to the impact (both at the field and Washington level) of the Agency's new emphasis on field autonomy and its implications for the future. The actual role of PPBS in post management was compared with instructions and procedures for preparing country program memoranda and with a number of CPPMs and area PMs to determine their usefulness as planning documents.

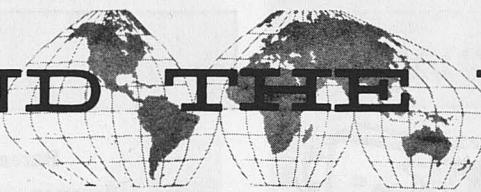
Three senior Agency officers accompanied the ADL team. James J. Halsema, Project Coordinator for the MIS/RAS program, went with a group to Latin America, where they were joined in Colombia by William E. Strasburg, Associate Director (Research and Development). James Moceri, Deputy Coordinator of the program, went with a group to Europe and Africa. Other ADL staffers visited USIS posts in Mexico, Jamaica, Algeria and Yugoslavia.

Meanwhile, other ADL personnel continued examination of USIA

headquarters activities as part of a simultaneous and closely coordinated program which followed the initial meetings with the Agency's top-level MIS/RAS working group in January and February. Stress has been placed on bringing into sharper focus interrelationships and interactions among diverse parts of the organization. Each facet is seen in the context of the linkages among objectives, planning, programming, audiences, information feedback for assessment and resource allocation decisions, rather than as a separate problem to be solved by itself.

An ADL assessment of the initial part of the study—essentially one of research and investigation—is that it is proceeding reasonably well, with the major difficulty focused on the problem of defining operational objectives. Briefings, interviews, and documents are providing not only information about USIA but developing a dialogue between the Agency and ADL leading to tentative approaches as to how planning and decision-making can be carried out through the principles of a modern management information system.

AROUND THE WORLD



MELBOURNE PAO DAVID HAKIM (right) shows John Gunther one of the publications in the USIS Reading Room during the noted American author's visit to the post.

* * *

ASUNCION — In collaboration with the Embassy's Economic Section, the post has developed an addressograph direct mailing list of some 1,200 individuals, including just about all active members of the business community in Paraguay. The quarterly *Boletin Commercial*, issued by the Embassy's Commercial Attaché, and the post's new *Boletin Economico Interamericano*, largely based on Wireless File material pertinent to regional and national development, are sent to the list.

* * *

LIMA — The post recently completed a successful lecture-orientation program on study in American universities. Organized by BNC Student Affairs Officer Lawrence M. Thomas, the program consisted of a series of five lecture presentations and a round-table discussion wrap-up. The broad purpose was to give background on the American university system, including the steps a foreign student must take to enter a U.S. university and receive financial assistance for study. A very successful final session featured a panel of Peruvian students, graduates of U.S. universities, in discussions with themselves and the audience.

* * *

COPENHAGEN — USIS supported in depth an American Study Week held at the Skive Gymnasium in Jutland. In addition to extensive loan of USIS books, periodicals, newspapers, films and presentation of paperback books and pamphlets, IO Ernest T. Goodman and CAO William T. Crocker addressed the entire student body of 250 on the subjects of "A Negro Views Contemporary America" and "The U.S. Educational System." Students and faculty devoted a full school week to the theme "The American Concept of Freedom."

* * *

TEL AVIV — Israel's art world elite, coming from Haifa, Jerusalem and Beersheba, as well as Tel Aviv, attended in rewarding numbers the excellent USIA/Smithsonian "Small Sculpture from America" exhibit. Newsreel, radio, TV and newspaper coverage of the opening before a top-level audience stimulated attendance. Following its 10-day exhibit in Tel Aviv, the exhibit moved to the Jerusalem center.

* * *

KINSHASA — "Action/Culture/70," a 90-minute weekly lecture program in the arts and social sciences, which explores some segment of American or Congolese affairs, is held every Thursday afternoon in the USIS auditorium. The programs attract an adult Congolese audience consisting of journalists, government officials, teachers and university students. Each program is followed by a question and answer period led by a USIS officer.

YAOUNDE — The moon rock was exhibited to coincide with the visit of Secretary of State Rogers. A special preview showing was held the night before the official opening of the exhibit by the Secretary. Members of the diplomatic corps, high government officials and their families were invited to the preview. On the 19th a special showing was held for President Ahidjo just after his meeting with the Secretary. The Vice-President, both Prime Ministers, and most of the cabinet were able to see the exhibit before it was officially opened to the public. The Prime Minister of West Cameroon delayed the departure of his plane for an hour to have an opportunity to see the rock. The exhibit, seen by 30,000 persons in 3½ days, was co-sponsored by the Ministry of Information.

LONDON — The post made a major effort in expediting the publication of the President's Report to Congress, "U.S. Foreign Policy for the 1970's." Five hours before the release embargo, the 40,000-word document was delivered to more than 120 national media representatives, while an additional 400 were mailed to the media throughout the U.K. USIS also distributed the report widely outside the media to all members of Parliament (618), all government and political leaders on the post's mailing list (600) and special contacts chosen by political officers in the Embassy and Consulate (300). The *Sunday Telegraph*, in a highly favorable analysis of the contents, made a reference to the speed and efficiency with which it had been distributed.



PREVIEWING THE AMERICAN EXHIBIT at Berlin's 1970 Green Week Agricultural Fair at a USIS luncheon for Bonn Deputy PAO Lowell Bennett (with cigarette) are (from left) RIAS radio program officers Fred Jacobsen and Marvin Sorkin and (in the background) Berlin CAO Ed Newman. Theme of the American exhibit was "Dining While Traveling," featuring a mock-up of the passenger cabin of the Boeing 747 Jumbo Jet and reproductions of old-time Pullman dining cars. Food was served in both.

* * *

FASCINATED OBSERVERS of the process of "throwing" pottery on a potter's wheel at the exhibition of pottery from Abuja at USIS Kaduna are (from left) APAO A. Stephen Telkins and Alhaji Abubakar Zukogi, Commissioner for Trade and Industry, North Western State, Nigeria. Performing the demonstration is Alhassan Tanko Mohammed, a master at the Pottery Training Center in Abuja.

MEXICO CITY — When the post received a story from IPS about optimistic economic predictions on the Mexican economy, the story was translated by USIS and put out in the post's "insider's newsletter." Placement is not its main purpose — it is aimed at an elite list of 700 persons nationwide — but placement often results. In this case, *El Informador*, the most influential newspaper in Guadalajara, set the story in boldface type and gave it a banner headline on page one.

* * *

OTTAWA — The post ordered one print of the IMV film, "A Few Notes on our Food Problem" for the Oxford Committee for Famine Relief (Oxfam). John Olsen, Regional Representative for Oxfam of Canada, says: "The film has been shown on 35 occasions to audiences ranging from high school students to adult service clubs. It will continue to be heavily used in B.C. high schools. The film has been very productive in generating discussion and is usually booked as a result of word-of-mouth reporting. I have not had the time to promote the film through the public media but I think the popular demand generated by casual means is a measure of its effectiveness."



INDIA CPAO WILLIAM D. MILLER (center) gives Ambassador Kenneth B. Keating (left) and Assistant Director (Near East and South Asia) David Nalle a preview showing in New Delhi of the Post's Labor USA exhibit. The exhibit is one element in the Post-originated "Strife to Stability" labor package program.

—I. D. Beri

BLANTYRE — An exhibition of African art, portraying the paintings and sculpture of a Malawian artist, Berlings Kaunda, was opened in the USIS auditorium by Blantyre Mayor John Kamwendo. Thanking USIS, without whose support and help the display would not have been possible, the mayor lauded the continuous efforts and keenness of the post in helping the local people to improve themselves in their various skills and professions.

* * *

ACCRA — PAO James N. Tull addressed 150 ranking officers of the Ghana Armed Forces on the subject of U.S. policy and actions in Vietnam. The film "CBS Reports: A Timetable for Vietnam," was shown, drawing a very favorable response. The talk was followed by more than a half hour of spirited discussion.

* * *



DEPUTY DIRECTOR LOOMIS talks with Ambassador to Jamaica Vincent de Rouet and USIS Kingston Administrative Assistant Mrs. Carmen McLean during a recent visit to the post.

QUITO — Drawn by the mystique of a rock brought to earth from the moon, some 56,000 Ecuadorans thronged Quito's Casa de la Cultura's art museum during a five-day period. Some traveled to Quito from such distant cities as Guayaquil, Riobamba, Ambato and Loza. The post says: "The lunar rock exhibit was one of the most successful USIS has presented in Ecuador, attracting great interest from media, government and intellectual circles, as well as the general public."

This month on media row...

IPS

The February issue of USIS Rawalpindi's PANORAMA is out in a completely new format. A handsome, 40-page, AMERICA ILLUSTRATED-size magazine, it uses to the fullest materials available from other Agency publications, but is carefully tailored to its audience. Local stories are skillfully and attractively woven into the editorial package to heighten its reader appeal and impact.

The story of how the new PANORAMA came into being is an interesting case history of close cooperation between area and media officers.

USIS Rawalpindi decided last summer to revamp its publications program, and requested IPS assistance in developing two new magazines: PANORAMA in English for its government, academic and media leadership audience; and a student magazine in Bengali and Urdu editions, now in its final design stage.

Working with IAN and the Post, the IPS Publications Division mapped out a program for launching PANORAMA, following the policy guidelines established by the area and post.

First, TOPIC Art Director Joe Baumer prepared a dummy of the new magazine; next, AMERICA ILLUSTRATED Editor John Jacobs spent a week at the post consulting with PAO Gilbert Austin, IO Eddie Deerfield, and Publications Officer James Baker. The dummy was used as a basis for discussion and refining the editorial direction and contents of the magazine. PANORAMA's art editor, Sayeed Ahmed, went to RSC Manila for intensive training in magazine layout. Finally, Baumer went to Rawalpindi and helped set up the procedures for the preparation of the magazine and worked with Ahmed on the first issue. Close contact among the post, the Area office and the Publications Division ensured coordination at all times.

The magazine art editor, Sayeed Ahmed, is one of the seven staffers of top field-produced magazines scheduled to attend a layout workshop organized by the Training Division and the Publications Division this month.

Former Assistant Director (IAN) Alan Carter and Rawalpindi PAO Austin have expressed their great satisfaction with the new PANORAMA. Assistant Director (IPS) Ken Towery adds: "This kind of service to post magazines is, in my view, an important function of the Publications Division. I hope that any post in need of professional magazine assistance will call on IPS. Within our budget and personnel limitations, we will be glad to help."



WILLIS CONOVER (right), conductor of VOA's daily worldwide radio program "Music USA," receives the Annual Cultural Award of the Recording Industry Association of America from Jarrell F. McCracken, President of the Association, and president of Word Records, Inc., Waco, Texas. RIAA cited Conover for his "unique contributions to music in helping foster and extend the appreciation of American music in the United States and his use of music to build cultural bridges among the peoples of the world."

IMV

A new IMV film for Latin America, "Juan," is on land problems and campesino migrations in Latin America. It was produced in an effort to create an awareness and a sense of urgency in the urban viewer, who may know that the problems of land reform, agricultural modernization and campesino migration may exist, but has no emotional reaction to them or political commitment to their solution.

IMV notes that since agricultural problems are peculiar to individual countries, it was decided that the Agency should not make a film showing an exemplary land reform project. Instead, IMV tried to produce a film which would create a political climate in favor of land reform, a film which should be shown in first-run urban theaters and be seen by urban viewers who must lend their political weight to reform measures and whose taxes probably will support land reform.

The 13-minute, 35-mm color film shows a farm laborer whose life in the country has little hope of improvement. His desire for land of his own goes unfulfilled. His transistor radio inspires him to go to the city, where he finds a temporary job in a lumber yard and moves his family to the city. Housed in a miserable slum shack, he is eventually laid off. Trapped in a hopeless existence, he is untrained to take a role in city life and unwilling to return to the country.

The message of the film is that only through better land management, modernization of farming methods, improvement of farm credit and marketing, research extension facilities, and other measures can campesinos like Juan, who have been farmers all their lives, achieve a success in the country and not be tempted by the illusion of a better life in the city, which is not prepared to receive them.

VOA

VOA's Lithuanian Service recently interviewed a U.S. Department of Transportation engineer in Lithuania. Within a week, the engineer's mother had received word from relatives in Lithuania saying they had heard the broadcast, which had not been pre-announced. Another interview, this time with a doctor in the Department of Health, Education and Welfare, brought a letter to his wife within a few days from relatives in Lithuania.



* * *

A recent *Washington Post* dispatch originating in Kiev reported that "20 percent of Kiev youth whose 'eyes are open' listen to the Voice of America and don't believe Soviet press descriptions of life abroad." VOA broadcasts one hour daily in Ukrainian, and many Ukrainians also listen to VOA transmissions in Russian and English.

* * *

It was a Russian film versus a VOA special broadcast in Yaounde, Cameroon recently—and VOA won. A VOA stringer had interviewed several young diplomats who were enrolled in the annual Carnegie Foundation training program for African diplomats. When the program went on the air, it happened that those interviewed—and other young diplomats—were attending a Russian film showing at the Federal University of Cameroon. The diplomats, and well over 100 others, left the film showing to listen to the VOA broadcasts.

Great Communicators

By Stephen N. Sestanovich
Bureau of Inter-American Affairs, Department of State

John Bunyan first characterized "muckraker" in *Pilgrim's Progress* as "the man with the muckrake... who could look no way but downward." It was popularized by President Theodore Roosevelt in 1906 during the great debate preceding the passage of the 17th amendment to the Constitution, providing for the popular election of U.S. Senators. At first the expression was used pejoratively, but later it acquired a more honorable connotation with the growth of a literary school of muckrakers moved to social concern and courageous exposition.

Lincoln Steffens, Edwin Markham, and Upton Sinclair were the earliest muckrakers. Their works, although almost forgotten in the United States, continue to be printed and read in nearly every known language—often slanted to the detriment of the United States. But whatever these men were, they were primarily communicators, and the impact of their writing continues to have an influence on the lives of people in many countries.

Muckraking started with the January, 1903 issue of *McClure's Magazine*, when Lincoln Steffens' articles on municipal government appeared for the first time. Steffens had worked on the *New York Evening Post*, and was city editor of the *New York Commercial Advertiser*, but the duties which kept him deskbound finally gave way, and he started a series of studies on city and state politics that made him the first and most notable of the muckrakers. These studies were published in two books, "The Shame of the Cities," and "The Struggle for Self Government." It was Steffens' conclusion that "the source and sustenance of bad government are not the bribe taker, but the bribe giver, the man we are so proud of, our successful businessman."

Achieving fame as a social reformer, Steffens was lionized in many nationwide lecture tours as something of an American Socrates. He raised rather than answered questions, jolting his audience—by comic irony rather than moral indignation—into awareness of the ethical point he was trying to put across. His unique achievement, both as writer and as lecturer, was in persuading people to examine for themselves the character of contemporary civilization.

At the height of his acceptance in the United States, social upheavals in Mexico and Russia turned Steffens' attention from reform to revolution. His embrace of the leaders and principles of violent revolution lost him his American audience during the 1920's, but in 1931 when Steffens came out with his *Autobiography*, its instant success served to recapture many of his old followers and

he became once again a major literary figure, a status he enjoyed until his death in 1936.

At about the same time that Lincoln Steffens was upbraiding the cities, Upton Sinclair was surveying labor conditions in the Chicago meat-packing industry. Sinclair's report, *The Jungle*, published in 1906, became one of the most powerful novels in literary history. Intended as a sympathetic appeal for better working conditions in the stockyards, "The Jungle" by an ironic quirk aroused public indignation at the quality of processed meat, and became the prime mover which helped bring about passage of food inspection laws. Sinclair remarked at the time: "I aimed at the public's heart and by accident I hit it in the stomach."

Meat inspection laws were passed piece-meal until 1968 when an omnibus meat inspection bill was signed into law by President Johnson. The President invited Sinclair to the White House for the signing ceremony to dramatize the effectiveness of public indignation in law making.

"The Jungle" became a formula for later books by Sinclair. First he studied a group, an industry, or a region, then he produced a novel of his findings. In rapid succession came "The Metropolis" (about New York cafe society), "King Coal" (Colorado mining), "Boston" (Sacco-Vanzetti case), "The Profits of Religion," "The Brass Check" (prostitution), and others.

Upton Sinclair became the Democratic Party's candidate for Governor of California on a far-out program designed to End Poverty in California (EPIC). He lost the election after a fierce campaign, but—as in some of his older crusades—he lived to see many of his ideas adopted and enacted into national law.

Edwin Markham—born in Oregon, grew up in California, worked in New York—was a poet-reformer whose work reflected the economic and social mood of the early 20th century. Three outstanding works of his genius—"The Man with the Hoe," "Lincoln, Man of the People" and "Children in Bondage"—were published in nearly every newspaper in the United States, and translated into more than 50 languages. "Man with the Hoe" was termed by one editorial writer as "the battle cry of the next thousand years." "Children in Bondage" was a landmark in the crusade against child labor and in the enactment of legislation protecting children from exploitation.

The school of muckrakers did not end with the demise of its founders. Sometimes for good and sometimes for ill, their works continue to remind mankind of the better world that is possible through communication.



JULIA DOBSON, ICS/T English Teaching Consultant, directs a grammar review group during the San José Binational Center's Annual Seminar for Teachers of English. The post said that "With approximately 35 percent of Costa Rica's English teachers in attendance, the Seminar can be qualified as an outstanding success." It stressed the more practical aspects of teaching, including a pronunciation workshop, methodology, practice teaching, and increased "Americana."

FSIO nominations

(Continued from page 1)

Robert F. Jordan
Gerald J. Kallas
Bernie T. Marquis, Jr.
Charles R. Meyer
Alvaro Perez
Paul Polakoff
Irving E. Rantanen
Miss Deirdre Mead Ryan
Edward H. Schulick
Ronald W. Stewart
John C. Twitty

TO FSIO-5
Edward J. Donovan
Colburn B. Lovett
Elton Stepherson, Jr.

TO FSIO-7
Razvigor Bazala
Robert Bemis
David F. Fitzgerald
Bernard M. Hensgen
Miss Patricia M. Hogin
John A. Madigan
Roy M. Payne
Harry L. Ponder III
Roger C. Rasco
Richard C. Tyson

TO FSIO-8
Miss Barbara Joan Allen
Brian E. Carlson
Miss Paula J. Causey
J. Alison Grabell
Miss Judith R. Jamison
Charles C. Loveridge
Michael D. Zimmerman

The President also nominated Miss Natalie Hull for promotion to FSIO-6.



ADOLFO BLOCH, THE PUBLISHER OF BRAZIL'S MOST POPULAR WEEKLY MAGAZINE, 'MANCHETE' (at center) was host to William Strasburg, USIA Associate Director (Research and Assessment) and a USIS inspection team in Rio de Janeiro recently, and provided a tour of the magazine's ultra-modern plant overlooking Guanabara Bay. USIS personnel are (from left), 2nd, Ed Joyce, IOP; 5th, Hans Tuch, USIS Berlin; 6th, John Mowinkel, PAO Rio; 8th, Lois Roth, USIS Tehran; 9th, Jim Bradshaw, USIS Hong Kong; 13th, Associate Director Strasburg; 14th, Philip Brooks, USIS Beirut; 15th, Fred Hawkins, USIS New Delhi. Others in the picture are members of the magazine staff.

New Eyes for the needy

The Civil Service Commission has commended the work of a voluntary, non-profit organization: New Eyes for the Needy, Inc.

CSC says the "New Eyes" people have been on the job for 36 years, but have never solicited money. Donated eyeglasses are the mainstay of the program, carried out by 300 volunteers, most of them housewives.

"New Eyes" solicits metal frames in

any condition, unbroken plastic frames with lenses, sunglasses, artificial eyes

with lenses, sunglasses, artificial eyes, cataract lenses, soft cases, hearing aids and precious metal scrap such as old watches, any real, costume or antique jewelry (even bits and pieces, such as one cufflink, a single earring or a broken chain), dentures with bits of gold, silverware, etc.

More than 500,000 persons have been helped by "New Eyes." Funds for new

prescription glasses and artificial eyes have been established in 88 hospitals and agencies in 29 states, the District of Columbia and Puerto Rico. Re-useable glasses have been shipped to the Philippines, France, Saudi Arabia, India, Africa, and South America.

Glasses and other needed materials may be mailed by prepaid parcel post to NEW EYES FOR THE NEEDY, INC., Short Hills, New Jersey, 07078.

PERSONNEL CHANGES

(Actions reported by the Personnel Division as of March 1, 1970)

TRANSFERS

APPOINTMENTS

PROMOTIONS

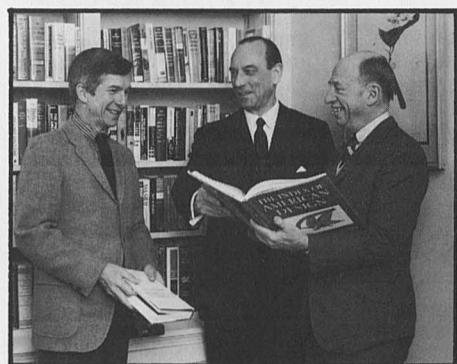
From	To	Domestic Service: Ellen Louise Brabazon, Kenneth Brooks, Genevieve C. Foley, Douglas L. Miller, Peggy S. Shackelford, Craig N. Washington.			IOS	GS-2	GS-3
Amos, Preston E.	Lahore	Belo Horizonte			Musser, Deborah A.		
Anderson, Mary J.	San Salvador	Guayaquil					
Baker, Robert J.	Washington	London					
Baldyga, Leonard J.	Vienna	Bucharest					
Bisbee, Royal D.	Pretoria	Manila					
Chiancone, Frank A.	Santo Domingo	Quito					
Crowne, Sherwin A.	Saigon	Washington					
Curtiss, Richard H.	Beirut	Rhodes					
Dunman, Tabor E., Jr.	Panama City	Bogota					
Felix, John W., Jr.	Rhodes	Washington					
Fotouhi, Abol F.	Blantyre	Washington					
Franklin, Robert F.	Tunis	Washington					
Gammill, Mary E.	New Delhi	Kabul					
Garner, John D.	Dakar	Douala					
Guthrie, Jo Carol	Washington	Manila					
Ifshin, Edward S.	Washington	Tokyo					
James, F. David	Saigon	Washington					
Jamison, David L.	Washington	Brussels					
Juergens, Jack W.	Washington	Bangkok					
Kneebone, Terrence H.	Bogota	Lima					
Koob, Kathryn L.	Washington	Abidjan					
Lattanzi, A. Frank	London	Asmara					
Lester, Alan M.	Tabriz	Tehran					
Lewinsohn, Joann	Washington	Kuala Lumpur					
Littell, Wallace W.	Washington	Belgrade					
Martin, Ann Jeryl	Washington	Bangkok					
Medlin, Violet L.	Oslo	Tegucigalpa					
Minutillo, Robert N.	Guatemala City	San Pedro Sula					
Olason, Victor B.	Washington	Bonn					
Opachko, Joan E.	Saigon	Washington					
Pearce, Charles E.	Tehran	Washington					
Petty, Wilbert C.	Washington	Lagos					
Petzing, Ross E.	Berlin	Tehran					
Pouris, John	Tehran	Saigon					
Proctor, Robert W.	Kathmandu	Savannakhet					
Stephen, Karin T.	Washington	Tehran					
Thomson, Eugene B.	Saigon	Washington					
Todd, Susan Davis	Washington	Kuala Lumpur					
Tucker, Graham	Saigon	Washington					
Vince, John J.	Ankara	Washington					
Virden, Richard A.	Phitsanulok	Bangkok					
		(Cancellation)	Johnson, Thelma E.	GS-4	GS-5		
		Recife	Payne, Dorothy A.	GS-5	GS-6	VOA	GS-2
		Kuala Lumpur	Taylor, Tessie M.	GS-5	GS-6		GS-3

TRANSFER FROM DOMESTIC SERVICE TO FOREIGN SERVICE

James Thomas Mullins

Who's news

BARRETT MCGURN served as the information escort officer for the press tour of France's President Pompidou — reportedly the largest such venture in 12 years, in terms of accompanying press. Eighty newsmen of the Paris press corps (French and resident foreigners) made the trip. McGurn flew with the press from Washington to Cape Kennedy to San Francisco to Chicago and to New York. President Pompidou sent a wrist watch in thanks for the efforts expended in behalf of the success of the trip, which the Protocol Office at State accepted and passed along to McGurn. Currently on the staff of Bob McCloskey, in State's Office of Press Relations, McGurn also spoke last month at the Overseas Press Club of America in New York on "Newsmen and Diplomats," at one of the club's Homecoming Forum Dinners. He drew on his 16 years as *New York Herald Tribune* bureau chief in Rome, Paris and Moscow, and his last three years as Embassy Press Attaché in Rome and Embassy Counselor for Press Affairs in Saigon. McGurn was OPC President from 1963 to 1965.



USA IN BOOKS has been highly effective in Canada, where USIS has placed the collection with 10 universities and is adding another 10. In offering the collection as a permanent loan, USIS asks that each university set aside funds equal in value for the purchase of further titles in American studies. Last year retiring Ambassador Harold F. Linder purchased the collection as a farewell gift for his successors. The present Ambassador, Adolph W. Schmidt (center) expresses his appreciation and shows a volume to visiting Deputy Under Secretary for Economic Affairs Nathaniel Samuels (right). At left is CPAO Leo LeClair.

From behind an impressive array of scholarly books and periodicals on his desk at the Joint United States Public Affairs Office in Saigon, a professional gentleman says:

"I believe in what the U.S. Information Service is doing. The mind of man, after all, is a second and vital battlefield."

The man who said that is a lieutenant colonel, a career military officer, who is among the 107 American military personnel currently assigned to JUSPAO. Old-timers at USIA may be surprised to learn, in fact, that more than half the Americans who work at JUSPAO are military. Civilians number 100, mostly from USIA.

JUSPAO Director Edward J. Nickel explains this: "Some of our missions must be carried out for not only USIA, but also USAID and the Department of Defense. In particular, JUSPAO has been assigned responsibility for policy direction and substantive coordination of all



JUSPAO NORTH VIETNAMESE AFFAIRS Division Chief L. Clyde Slaton (center), Major Ronnie Mendoza (left), and Lt. Col. Marc Guiang ponder a map showing grave sites of the 1968 Hue massacre. It will be used in a forthcoming publication on the Viet Cong's use of terror, authored by USIA's Douglas Pike.



SOMETHING FOR THE BOYS at Zan-neion Orphanage in Piraeus: kites, distributed by men from the Sixth Fleet, donated by the Navy League of the U.S., and presented by USIS. Orval Hopkins, USIS Athens Press Officer, officiates at the presentation.



U KYAW NYEIN, USIS Rangoon's chief local employe, receives a 500 Kyats award from Ambassador Arthur W. Hummel for a "sustained high level of performance over a long period of years." The Ambassador, who was Rangoon PAO in the late 1950's, said he can attest personally to U Kyaw Nyein's value to USIS and the entire American mission in Rangoon.



MISS NARCISA DEL CARMEN CASTELLERO, the Queen of the 11th Central American and Caribbean Games, inspects a moon rock displayed during a reception for Astronaut David Scott and his wife at the residence of Ambassador Robert M. Sayre in Panama. Col. Scott was President Nixon's personal representative to the Games.



REPRESENTATIVES OF THE AMERICAN EMBASSY RECREATION ASSOCIATION in Sofia present a check to the Principal of the Anglo-American School for the purchase of teaching aids. This represented proceeds from the sale of Christmas cards, using reproductions of old Bulgarian icons, made and sold to the diplomatic community. Shown are (from left) Mrs. Richard G. Johnson, wife of the Deputy Chief of Mission; Mrs. Jerome Milius, teacher, Anglo-American School; Mrs. John M. McSweeney, wife of the Ambassador; Principal Jerome Milius; Mrs. John A. Jones, wife of the 1st Secretary (Press and Culture) and President of the Recreation Association; and Mrs. Paul G. Skowronek, wife of the Defense Attaché and Vice President of the RA.



THE NEWLY-OPENED USIS CULTURAL CENTER in Stockholm hosted a farewell evening for the Stockholm Philharmonic Orchestra and Swedish press, radio and TV critics. The Orchestra is touring 19 cities in the United States. Antal Dorati, conductor of the Stockholm Philharmonic, will conduct the Washington symphony during fall 1970. Above, Conductor Dorati (right) checks the music section of The New York Times while Mrs. Dorati, CAO Robert Plotkin and Cultural Assistant Marie Winroth look on.

JUSPAO is joint USIA-military mission

By Milton M. Chase, Chief, News & Third Country Division, JUSPAO



A JUSPAO CIVILIAN-MILITARY TEAM visits Chau Doc Province in the Mekong Delta. JUSPAO Director Edward J. Nickel (right), meets Major Ho Qui Chanh, chief of Tinh Bien District. Col. Martin Marden, JUSPAO's Assistant Director for Field Operations, is at center. John W. Simmonds, Jr., Assistant Province Advisor for Psychological Operations, is at left.

military and civilian activities in psychological operations. To do that job, we need a mixed civilian-military team."

Those psychological operations — certainly unusual in the context of usual USIS post operations — support several key U.S. objectives in Vietnam, Nickel says. Among them:

- To help the Government of the Republic of Vietnam increase the people's identification with and support for their government;
- To help the Government establish a dialogue with the people by means of a

nationwide communications network;

- To induce enemy forces to defect under the Government's amnesty program, to surrender, or to desert.

Psychological operations specialists among JUSPAO's military complement play a major role in the overall mission. Officers and enlisted men from the four military services are assigned across the broad spectrum of JUSPAO operations: administration, planning, policy, logistics and media programming.

A measure of the high effectiveness of the military men in JUSPAO is indicated



JUSPAO ASSISTANT DIRECTOR Arthur Hoffman (right) checks proofs of posters to be distributed throughout South Vietnam with his Deputy, Lt. Col. Pembroke Curry.

USIA WORLD