

## COMMAND INFORMATION BRIEFING

### I. INTRODUCTION.

★ THE PURPOSE OF THIS BRIEFING IS TO INFORM YOU OF YOUR PUBLIC RELATIONS PROBLEMS AND THE AUDIENCES WHICH YOU MUST SUCCESSFULLY COMMUNICATE WITH IF YOU ARE TO EFFECTIVELY DO YOUR JOB OVER HERE.

THERE ARE FOUR AUDIENCES YOU WILL BE CONCERNED WITH DURING YOUR TOUR HERE.

★ 1. THE FIRST AUDIENCE ARE THE TROOPS THEMSELVES; YOU AS AN INDIVIDUAL, THE MEN SERVING WITH YOU, AND THE PROBLEM OF KEEPING THEM AND YOURSELF INFORMED.

2. THE SECOND AUDIENCE IS AN AUDIENCE YOU HAVE RIGHT IN THE PALM OF YOUR HAND, THAT EXCLUSIVE AUDIENCE THAT YOU WILL BE WRITING HOME TO.

3. THE THIRD AUDIENCE IS A WORLD WIDE AUDIENCE, THE PRESS, FOR YOU ARE PROBABLY GOING TO BE FACED WITH A PRESS RELATIONS PROBLEM SOMETIME DURING YOUR TOUR.

4. AND FINALLY, THE FOURTH AUDIENCE IS THE VIETNAMESE PEOPLE, AND YOUR COMMUNICATIONS PROBLEM WITH THE PEOPLE OF THIS COUNTRY.

### II. COMMAND INFORMATION.

WHY IS IT IMPORTANT TO COMMUNICATE WITH THESE AUDIENCE?

★ YOUR FIRST HAVE THE RESPONSIBILITY TO KEEP YOURSELF INFORMED, AND SECONDLY, YOU HAVE THE RESPONSIBILITY TO KEEP YOUR MEN INFORMED, FOR EVEN IF YOU CAME OVER HERE A PRIVATE FIRST CLASS, YOU MAY LEAVE HERE A BUCK SERGEANT WITH RESPONSIBILITIES IN LEADERSHIP AND INFORMING YOUR TROOPS. IT WILL BE YOUR JOB TO GET ANSWERS TO THE

MANY QUESTIONS YOUR MEN WILL ASK - THEIR MORALE AND EVEN THEIR LIFE MAY DEPEND ON WHAT INFORMATION YOU CAN PROVIDE AND HOW WELL THEY ARE INFORMED.

DURING THE EARLY DAYS OF OUR COUNTRY THERE WAS AN ADVISOR TO THE CONTINENTAL ARMY IN THE REVOLUTIONARY WAR BY THE NAMES OF VON STEUBEN. HE WAS GIVEN THE JOB OF TRAINING THE TROOPS OF OUR NATION'S INFANT ARMY OF FRONTIERSMEN, AND WROTE A LETTER BACK HOME TO HIS FRIENDS IN PRUSSIA. HE SAID, "NOT ONLY MUST I TELL THESE PEOPLE WHAT TO DO AND HOW TO DO IT, BUT I AM OBLIGED TO TELL THEM WHY." AND SO ARE YOU. GENERAL ABRAMS HAS STATED THAT WE HAVE THE BEST INFORMED TROOPS IN OUR NATION'S HISTORY, AND PART OF YOUR JOB IS TO KEEP IT THAT WAY.

★ ONE OF THE WAYS OF INFORMING YOUR MEN WILL BE THROUGH COMMAND INFORMATION PROGRAM WHICH OFFER MANY TOOLS OF INFORMATION. PAMPHLETS ARE ONE - MATERIALS LIKE THIS PAMPHLET ON THE R&R PROGRAM TELLS HIM WHERE HE CAN GO, WHAT HE CAN DO, AND HOW MUCH HIS MONEY IS GOING TO BE WORTH WHEN HE GETS THERE. (SHOW PAMPHLET) IF YOU DON'T GET THIS KIND OF INFORMATION FOR YOUR MEN, HOW WILL HE KNOW WHAT HE'S ENTITLED TO OR ABLE TO REQUEST?

PAMPHLETS ON CURRENCY CONTROL TELL YOU WHAT IS ILLEGAL, AND WHY IS CURRENCY CONTROLLED? THE ANSWERS ARE IN THIS PAMPHLET AND YOU AND YOUR MEN NEED TO KNOW. (SHOW PAMPHLET).

YOU'RE PROBABLY FAMILIAR WITH THE UNIT NEWSPAPERS, AND THIS IS THE MACV OBSERVER, (SHOW NEWSPAPER) A JOINT SERVICE WEEKLY PAPER WHICH IS DISTRIBUTED COUNTRY SIDE WITH NEWS OF EACH SERVICE IN IT. IT IS DESIGNED TO INFORM AND ENTERTAIN THE SERVICEMAN. (SHOW BUNKER BUNNY).

THE MOST POPULAR PAPER IS THE DAILY EDITION OF THE PACIFIC STARS & STRIPES. (SHOW PS&S) THIS BLUE BORDERED EDITION IS GIVEN TO YOU FREE BECAUSE YOUR "UNCLE SAM" WANTS YOU TO BE INFORMED. THIS PAPER IS NOT CENSORED, AND IT GETS ITS NEWS STRAIGHT OFF OF THE NEWS SERVICE WIRES TO YOU WITHIN 48 HOURS. IT IS DISTRIBUTED FREE ON THE BASIS OF ONE FOR EVERY FIVE SERVICEMEN. THAT MEANS THAT YOU'VE GOT TO PASS YOUR COPY AROUND TO INSURE THAT YOUR BUDDY GETS THE WORD, TOO.

BUT YOU DON'T HAVE TO WAIT TO GET THE NEWS. ON THE NEXT TO THE LAST PAGE BY THE CHEESECAKE IS THE AFVN RADIO AND TV SCHEDULE, FOR THE ~~SERVICEMEN~~ TODAY, HAS A GREATER NEED FOR TODAY'S NEWS TODAY. RADIO AND TV OUTLETS OF THE ARMED FORCES VIETNAM NETWORK ARE LOCATED THROUGHOUT THE COUNTRY, RADIO REACHES 97% OF THE MEN IN VIETNAM AND BROADCASTS ARE MADE ON AM AND FM 24 HOURS A DAY WITH NEWS EVERY HOUR ON THE HOUR AND HEADLINES ON THE HALF-HOUR. (SHOW AFVN SCHEDULE)

THERE ARE OTHER WAYS TO KEEP YOURSELF AND YOUR MEN INFORMED HERE - UNIT NEWS PAPERS, MAGAZINES, FACT SHEETS, DBS, BULLETIN BOARDS, ORIENTATION PAPER - (SHOW EACH) ALL THESE ARE AVAILABLE TO YOU. ALL YOU HAVE TO DO IS REACH OUT OR ASK - THEY'RE THERE.

### III. LETTERS.

★ THE SECOND AUDIENCE YOU SHOULD BE CONCERNED WITH IS THAT EXCLUSIVE AUDIENCE YOU HAVE RIGHT IN THE PALM OF YOUR HAND, THE PEOPLE YOU WILL WRITE TO BACK HOME. FIRST, CONSIDER HOW EXCLUSIVE THAT AUDIENCE IS. HOW MANY OF YOU HAVE WRITTEN HOME ALREADY? YOU ARE PROBABLY THE ONLY ONE IN VIETNAM WRITING HOME TO MOM OR DAD, WIFE OR FRIENDS, AND THEY ARE GOING TO TAKE WHATEVER YOU SAY AS THE GOSPEL TRUTH. THEY'LL ACCEPT WHATEVER YOU SAY OVER THE WORD OF CBS, NBC, THE

ASSOCIATED PRESS OR ANY OF THE NATION OR WORLD-WIDE NEWS MEDIA, BECAUSE YOU ARE HERE, THEY KNOW YOU AND TRUST YOU, AND YOU WOULDN'T LIE TO THEM, WOULD YOU? CERTAINLY NOT, BUT THERE IS A TENDENCY TO "GLORIFY" AND DRAMATIZE THE WAR. EVERY MAN WANTS TO BE A HERO, BUT ALL OF YOU WON'T BECOME HEROES, SO SHOULD YOU WRITE HOME SOMETHING THAT ISN'T SO? LIKE THE GUY STANDING IN A BAR DOWNTOWN BETWEEN TWO LOVELY VIETNAMESE GRILS, WRITING A LETTER TO HIS WIFE...."DEAREST ALICE, AS I SIT HERE IN MY MUDDY FOXHOLE....." ARE YOU TELLING IT LIKE IT REALLY IS?

BE HONEST IN YOUR LETTERS HOME. YOUR FOLKS ARE PROUD OF YOU SERVING YOUR COUNTRY, AND THEY ARE GOING TO TELL OTHERS WHATEVER YOU TELL THEM. THIS CAME PRETTY CLOSE TO HOME WHEN A SERGEANT IN MY OFFICE CAME UP TO ME AND ASKED IF I REMEMBERED HIS MOTHER WRITING AND ASKING HIM WHY HE WAS OVER HERE. I TOLD HIM I DID, AND HE SAID, "WELL, I GOT BUSY AND TOLD HER IN A NICE LONG LETTER WHY I THOUGHT I WAS HERE AND WHY I THOUGHT WE NEEDED TO BE HERE. I GOT HER ANSWER TODAY." AND FROM HIS POCKET HE UNFOLDED A QUARTER-PAGE ARTICLE FROM THE HOMETOWN NEWSPAPER. HIS MOTHER GOT HIM IN PRINT, AND HE WAS GLAD HE PLAYED IT STRAIGHT!

★ NOW, WHAT ABOUT BAD NEWS? ISN'T THERE ENOUGH GETTING HOME, AND SHOULD YOU CONCERN YOURSELF WITH IT IN YOUR LETTERS. OUT OF THIS GROUP ALL OF US ARE GOING TO TRY TO DO A GOOD JOB WHILE WE'RE HERE, BUT ONE GUY OCCASIONALLY GOOFS. SHOULD YOU WRITE HOME ABOUT HIM---AND FORGET ABOUT THE OTHER 99 GUYS WHO ARE DOING A GOOD JOB? AREN'T YOU DISTORTING THE NEWS WHEN YOU DO? SURE YOU ARE, BUT NOBODY'S GOING TO STOP YOU. ALL YOU SHOULD DO IS TELL BOTH SIDES OF THE STORY IF YOU'RE GOING TO TELL IT AT ALL. TELL ABOUT THE

GUYS WHO ARE DOING IT RIGHT, TOO, AND YOU'LL BE REALLY TELLING IT THE WAY IT IS. REMEMBER, YOUR AUDIENCE BACK HOME IS BIGGER THAN YOU MIGHT THINK!

IV. PRESS RELATIONS.

HOW LARGE IS YOUR AUDIENCE, REALLY? WHILE YOU'RE OVER HERE YOU WILL IN SOME WAY BE TALKING TO A WORLD-WIDE AUDIENCE THROUGH THE PRESS. THERE ARE APPROXIMATELY <sup>Estimated</sup> \_\_\_\_\_ CORRESPONDENTS IN COUNTRY TODAY, AND THEY COME FROM ALL OVER THE WORLD. ONLY ABOUT HALF OF THEM ARE AMERICAN, SO REMEMBER THAT YOU ARE TALKING TO THE FOREIGN PRESS CORPS, TOO. ALL OF THESE NEWSMEN CARRY A MACV ACCREDITATION CARD WITH A PHOTOGRAPH AND AN EXPIRATION DATE. EACH OF THESE CARDS IS VALID FOR A DIFFERENT PERIOD OF TIME, AND YOU SHOULD CHECK A NEWSMAN'S ACCREDITATION BEFORE PROVIDING HIM ANY SUPPORT. (SHOW 3 CARDS) WHAT KIND OF SUPPORT SHOULD YOU PROVIDE? THIS MACV ACCREDITATION CARD MEANS YOU SHOULD ASSIST HIM IN GETTING THREE THINGS, (1) TRANSPORTATION, (2) CHOW, AND (3) THE NEWS. TRANSPORTATION AND CHOW, BECAUSE YOURS WILL PROBABLY BE THE ONLY TRANSPORTATION AVAILABLE AND THE ONLY SUITABLE FOOD AROUND; AND THE NEWS, BECAUSE ONE OF YOUR JOBS IS TO SEE THAT THE PUBLIC IS INFORMED.

THESE NEWSMEN WILL PROBABLY NOT BE ESCORTED WHEN THEY COME INTO YOUR AREA. THEY ARE ALLOWED TO COME AND GO AT WILL—AS LONG AS THEY DO NOT INTERFERE WITH YOUR OPERATIONS. WHAT SHOULD YOU DO IF THEY ARE GETTING IN YOUR WAY? SIMPLY TELL THEM AND THEY'LL MOVE. MOST OF THEM ARE NICE GUYS AND WILL BE VERY COOPERATIVE. FOR, YOU SEE, THEY ARE HERE TO GET THE NEWS, AND THEY ARE GOING TO GET IT FROM YOU. YOU WILL NORMALLY FIND THEM VERY FRIENDLY AND COOPERATIVE, SO ABOVE ALL, BE POLITE. IF YOU WANT YOURSELF AND YOUR SERVICE TO GET SOME

BAD NEWS, YOU'LL INCREASE YOUR CHANCES IF YOU ACT DISRESPECTFULLY TOWARDS A NEWSMAN OR SHOVE HIM AROUND. FOR THE FIRST TIME IN YOUR LIFE YOU ARE A "PRESS AGENT", AND YOU'D BETTER BE A GOOD ONE. THE SERVICE THAT GUY REPORTS IS YOURS AS WELL AS EVERYBODYELSE'S, AND HOW THAT MAN REFLECTS YOUR EFFORTS TO THE PUBLIC WILL GREATLY DETERMINE WHAT PUBLIC OPINION IS GOING TO BE CONCERNING OUR NATION'S EFFORT OVER HERE.

YOU ARE TO ASSIST THE PRESS IN OBTAINING CHOW, TRANSPORTATION AND THE NEWS, AND I WILL GIVE YOU SOME SPECIFICS ON HOW TO DO THAT.

FIRST, TRANSPORTATION SHOULD BE PROVIDED ON A SPACE AVAILABLE BASIS. THAT SIMPLY MEANS THAT YOU ARE NOT GOING TO KICK OFF TROOPS OR EQUIPMENT FROM A HELICOPTER OR A TRUCK TO TRANSPORT A NEWSMAN. IF YOU HAVE AN EMPTY SEAT ON A HELICOPTER AND THREE NEWSMEN FROM ABC, NBC, AND THE PODUNCK TIMES COME RUNNING UP ALL AT ONCE AND WANT A SEAT ON THAT CHOPPER? SHOULD YOU SELECT ONE AND TELL THE OTHERS "SORRY 'BOUT THAT?" IF YOU DO, YOU'LL BE STARTING ANOTHER WAR FOR PLAYING FAVORITES WITH THE PRESS. DON'T GET INVOLVED IN THAT KIND OF WAR. YOU SHOULD SAY, "ALL RIGHT, I'VE GOT ONE SPOT ON THIS CHOPPER. WHICH ONE OF YOU THREE IS IT GOING TO BE? LET THEM FIGHT IT OUT. YOU MAY LEAVE TWO OF THEM LAID OUT ON THE GROUND WHEN YOU TAKE OFF, BUT YOU LET THEM DECIDE, AND YOU DID NOT SHOW FAVORITISM.

OF COURSE THEY PROBABLY WILL APPROACH YOU ONE AT A TIME ASKING FOR TRANSPORTATION, AND IN THAT CASE, THE OLD RULE OF "FIRST COME, FIRST SERVE" APPLIES. EVEN IF THE FIRST GUY THERE WAS PODUNCK TIMES, DON'T ASK HIM TO GET OFF FOR A CBS OR ABC MAN JUST BECAUSE THEY REPRESENT A LARGER ORGANIZATION. AND IN EVERY OTHER RESPECT, ABIDE BY THE RULES OF FAIRNESS, AND THEY WILL RESPECT YOU FOR IT. THEY

MAY NOT LIKE YOU FOR NOT GRANTING THEM PREFERENCE, BUT THEY WILL RESPECT YOU. SO STICK BY YOUR GUNS.

PROVIDING MEALS I THINK IS PRETTY OBVIOUS. THE PRESS ARE SUPPOSED TO PAY THEIR OWN WAY, SO YOU CAN CHARGE THEM FOR THE FOOD THEY EAT. IN FACT, WHILE THEY ARE IN YOUR AREA, YOU ARE THEIR HOST, AND THE BEST ATTITUDE TO TAKE IS TO TREAT A VISITING NEWSMAN LIKE A GUEST. COURTESY GOES A LONG WAY IN GETTING THE JOB OF PRESS RELATIONS DONE RIGHT.

★ NOW FOR THE NEWS. IN WORLD WAR II WE DID CENSOR THE PRESS, BUT HERE IN VIETNAM THERE IS NO PRESS CENSORSHIP. CERTAIN GROUND RULES ARE PROVIDED THE PRESS WHICH THEY ARE ASKED TO RESPECT, BUT NO ONE CONFISCATES NEWS FILM OR CENSORS A REPORTER'S STORY BEFORE HE SENDS IT HOME.

HOWEVER, THERE ARE CERTAIN KINDS OF NEWS WHICH WE DO NOT LIKE TO SEE IN THE PAPER, AND THEY ARE GENERALLY THOSE THINGS WHICH WOULD SERIOUSLY HAMPER OUR WAR EFFORT OVER HERE. I'LL GIVE YOU THREE CATEGORIES: (1) BAD NEWS, (2) NEWS OF INTELLIGENCE VALUE, AND (3) NEWS OF PROPAGANDA VALUE.

★ FIRST, THE BAD NEWS. SHOULD YOU CONCERN YOURSELF WITH SUCH QUESTIONS AS, "DOES THE M-16 REALLY JAM IN COMBAT? DID THE AIR FORCE REALLY MISS THE TARGET AND BOMB OUT THAT VILLAGE, KILLING INNOCENT WOMEN AND CHILDREN? ARE THE NAVY'S HULKS ROTTING OUT FROM UNDERNEATH THEM, SINKING SLOWLY INTO THE DELTA SLUDGE?" OR SHOULD YOU FIRST CONSIDER WHETHER OR NOT YOU'RE QUALIFIED TO ANSWER THOSE QUESTIONS, AND ISN'T THERE ENOUGH BAD NEWS GETTING HOME WITHOUT YOU CONTRIBUTING MORE? DIRECT THIS GUY TO THE "HEADSHED", AND LET THE BOSS OR HIS TRAINED PRESS RELATIONS OFFICER HANDLE THE "BAD" NEWS. CERTAINLY,

BAD NEWS DOES OCCUR, BUT YOU'RE NOT "OBLIGED" TO GIVE IT TO THEM. LET HIM GET THE STRAIGHT STORY FROM THE TOP, AND YOU WON'T GET YOURSELF IN HOT WATER BY CAUSING BAD PUBLICITY.

★ SECOND, NEWS OF INTELLIGENCE VALUE. NONE OF THESE CORRESPONDENTS IS CLEARED FOR ACCESS TO CLASSIFIED INFORMATION, NOR SHOULD YOU GIVE THEM ANY. DO WE WANT THE STARTING DATE OF ANY OPERATION PUBLISHED BEFORE IT STARTS—WHEN IT MAY ENDANGER LIVES? DO WE WANT "CHARLIE" TO KNOW HOW MUCH DAMAGE HIS MORTAR ATTACK CAUSED, HOW MANY MEN WERE KILLED OR WOUNDED, SO HE KNOWS HOW CLOSE OR FAR OFF TARGET HE WAS? CERTAINLY WE DON'T, AND THAT IS WHY WE ASK THE PRESS TO NOT PRINT INFORMATION OF VALUE TO THE ENEMY. YOU, OF COURSE, CANNOT BE REQUIRED TO GIVE IT TO THE PRESS, NOR SHOULD YOU.

★ THIRD, NEWS OF PROPAGANDA VALUE. TAKE A CASE OF A SOLDIER WHO HAS HIS "ZIPPO GUN" OUT AND WAS TORCHING UP A HUT WHILE A CAMERAMAN WAS TAKING HIS PICTURE. THE SOLDIER WAS "STAGING" NEWS WHICH COULD BE USED AS PROPAGANDA WHICH COULD SEVERELY AFFECT OUR WAR EFFORT BY GIVING THE OPPOSITION AMMUNITION THAT THEY OTHERWISE WOULD NOT HAVE HAD. SHOULD AN ARTILLERY BATTERY COMMANDER FIRE HIS ARTILLERY BATTERY JUST BECAUSE A NEWS CAMERAMAN IS THERE? NO, HE SHOULD NOT! HE SHOULD, HOWEVER, ASK THE NEWSMAN WHERE HE'S GOING IN ORDER THAT THE BATTERY COMMANDER COULD LET HIM KNOW WHEN HE WAS FIRING. COOPERATION, YES, BUT NOT TO THE POINT THAT YOU HAVE TO FAKE IT.

CENSORSHIP! A NASTY WORD TO THOSE WHO BELIEVE IN THE FREEDOM OF THE PRESS, AND YOU SHOULD NOT BE THE ONE TO IMPLEMENT IT. FORWARD THE INFORMATION ABOUT AN UNFAVORABLE STORY QUICKLY UP THE LINE, AND WHEN IT GETS HERE TO SAIGON, IF GEN ABRAMS DOESN'T WANT THAT STORY PUBLISHED,

HE'LL ASK THE BUREAU CHIEF HERE IN SAIGON TO HOLD THAT STORY. HE DOESN'T CONFISCATE NEWS FILM, AND NEITHER SHOULD YOU.

★ PERSONAL INTERVIEWS WITH THE PRESS ARE FREQUENTLY DONE, AND WE ENCOURAGE YOU TO TALK TO THE PRESS. WE WANT YOUR STORY TO GET BACK HOME, AND WHAT BETTER WAY TO GET IT THAN FROM YOU. A REPORTER WILL WALK UP TO YOU ONE DAY WITH A MICROPHONE AND A CAMERAMA BEHIND HIM AND SAY, "PRIVATE JONES, WHAT DO YOU THINK GEN ABRAMS OUGHT TO DO WITH THE 1ST INFANTRY DIVISION? DO YOU THINK HE OUGHT TO MOVE IT DOWN INTO THE DELTA?"

WELL, JONES HAS JUST BECOME AN "X-SPURT" IN MILITARY STRATEGY!

~~"FOR THE REPORTER TO ASK HIM AND ASK HIM FOR A DIRECT ANSWER."~~

(WRITE ON BOARD) JONES DOESN'T REALLY KNOW WHAT SHOULD BE DONE IN THIS CASE, SO HE SHOULD SAY, "WELL, I DON'T KNOW WHAT GEN ABRAMS SHOULD DO, BUT I CAN TELL YOU WHAT I'M DOING; I CAN TELL YOU WHAT MY JOB IS IN THIS SQUAD, IN THIS ADVISORY TEAM, ON THIS OPERATION..." THEN PRIVATE JONE WILL BE ON FIRM GROUND. TELL THE REPORTER WHAT YOU KNOW AND WHAT YOU ARE DOING, AND IF HE WANTS MORE INFORMATION, DIRECT HIM TO THE MOST APPROPRIATE MAN.

NO ONE IS GOING TO BE LOOKING OVER YOUR SHOULDER SAYING, "NO, PRIVATE JONES, YOU CAN'T SAY THAT." YOU ARE NOT GOING TO BE CENSORED IN YOUR REMARKS, BUT YOU SHOULD CAREFULLY CONSIDER WHAT EFFECT WHAT YOU SAY WILL HAVE ON THE PEOPLE BACK HOME. ~~HOW ABOUT THE LIEUTENANT DURING THE SLIDE OF KHE SANH WHO HAD SPENT MANY SLEEPLESS NIGHTS UNDER CONTINUOUS MORTAR ATTACK? A NEWSMAN INTERVIEWED HIM AND ASKED HIM THE QUESTION, "LIEUTENANT, WHY ARE WE HERE?" AND THE LIEUTENANT SAID, "I DON'T KNOW," TO 100 MILLION TELEVISION VIEWERS BACK HOME.~~

~~HE DIDN'T DO ANYTHING GOOD TO THE AMERICAN MORALE AND I'M SURE HE DIDN'T DO ANYTHING FOR THE COMUSMACV EITHER.~~ BE ON YOUR GUARD, AND BE CAREFUL ABOUT WHAT YOU SAY.

★ THERE IS ONE TIME THAT WE DO NOT WANT NEWSMEN TO TALK TO TROOPS— AND THAT IS WHEN THE TROOPS DON'T WANT TO TALK TO THE NEWSMEN! YOU SEE, YOU HAVE A RESPONSIBILITY TO PROTECT THE "RIGHT OF PRIVACY" OF YOUR TROOPS, AND IF PRIVATE SMITH DOESN'T WANT TO TALK TO THE PRESS, THEN YOU SHOULD SEE THAT THE PRESS DOESN'T BUG HIM ABOUT IT.

~~(JOKE ON SPIES OF NEWS TRAVELLING TO THE STATES.)~~

★ YOU MUST REMEMBER ONE THING ABOUT NEWSMEN: THEY ARE HERE TO GET THE NEWS AND ONE OF YOUR JOBS IS TO SEE THAT THEY DO. DON'T STAND IN THEIR WAY. IN MAY, 1968 FIVE REPORTERS WENT UP TO A ROAD BLOCK AND WANTED THROUGH. THEY WERE TOLD THAT THE VC WERE HOLED UP DOWN THAT STREET, BUT THEY CLEARLY STATED THAT THEY WANTED TO INTERVIEW THE VC AND WERE ALLOWED TO PASS. THEY MET THE VC AND HELD OUT THEIR MAGIC BULLET-PROOF PRESS CARD AND SHOUTED, "BAO CHI, BAO CHI," WHICH MEANS REPORTER. A VC LIEUTENANT CAME OUT AND SHOT THEM. ONLY ONE CAME BACK ALIVE, AND HE HAD TO BE CARRIED. WARN THEM OF THE DANGER, THEN IF THE NEWSMAN STILL WANTS TO GO IN SPITE OF THE DANGER YOU'VE MADE HIM AWARE OF, LET HIM. DON'T STAND IN HIS WAY. ONCE YOU'VE INFORMED HIM OF THE DANGER INVOLVED, HE'S RESPONSIBLE FOR HIS OWN SAFETY, IF HE GOES OUTSIDE THE LIMITS OF THE SECURITY YOU HAVE ESTABLISHED.

#### V. COMMUNICATION WITH THE VIETNAMESE

LET'S TALK ABOUT HOW MANY OF YOU SPEAK A FOREIGN LANGUAGE FLUENTLY?

★ WHERE ARE YOU? NOW THINK AGAIN WHETHER OR NOT YOU SPEAK A

FOREIGN LANGUAGE FLUENTLY. OF COURSE, ENGLISH IS THE FOREIGN LANGUAGE  
HERE IN VIETNAM AND NOT VIETNAMESE! THIS IS IMPORTANT FOR YOU TO  
REALIZE, FOR IT IS YOUR ATTITUDE THAT IS GOING TO MAKE YOU A GOOD  
AMBASSADOR DURING YOUR TOUR IN VIETNAM. YOU SEE, THERE'S NATURAL  
TENDENCY TO REJECT FOREIGNERS IN VIETNAM? YOU HAVE GOT TO BE JUST  
THAT MUCH MORE AWARE OF THE PEOPLE, THEIR FEELINGS, THEIR CULTURE,  
THEIR DO'S AND DON'TS OR YOU MAY OFFEND THEM UNNECESSARILY.

HOW LONG HAVE YOU BEEN IN VIETNAM? NOW HOW LONG HAVE THE  
VIETNAMESE BEEN IN VIETNAM? THEY KNOW HOW LONG YOU'RE GOING TO BE  
HERE, AND THEY CAN WAIT YOU OUT IF THEY DON'T LIKE YOU. YOU MUST  
MAKE THE FIRST STEP IN TRYING TO COMMUNICATE WITH THEM. SURE,  
YOU'RE AFRAID OF SAYING THE WRONG THING, BUT LET ME TELL YOU ABOUT  
A SAILOR WHO TRIED TO TALK TO A MAID IN ONE OF THE BARRACKS. HE  
THOUGHT HE WAS SAYING, "I AM IN THE NAVY." BUT HE USED THE WRONG  
TONE FOR NAVY, AND IT CAME OUT, "I AM IN TWO PAIR OF PANTS." THE  
MAID GIFFLED AND LAUGHED, AND THEN TOLD HIM IN ENGLISH WHAT HE SAID,  
AND HOW TO SAY IT CORRECTLY. SHE GREATLY APPRECIATED THE FACT THAT  
HE CARED ENOUGH ABOUT HERE TO TRY. SO LEARN A FEW WORDS, LIKE HELLO,  
THANKS YOU, HOW ARE YOU, EXCUSE ME. THIS WILL GO A LONG WAY TOWARDS  
HELPING THEM FORM AN ATTITUDE OF WANTING TO COMMUNICATE WITH YOU.

IF YOU TURN YOUR COUNTERPART OFF, YOU WON'T GET YOUR JOB DONE.  
REMEMBER, HE CAN WAIT YOU OUT IF HE DOESN'T LIKE YOU, AND YOU'LL BE  
WASTING YOUR TIME AND YOUR TAX MONEY.

YOUR COUNTERPART WILL PROBABLY SPEAK SOME ENGLISH, BUT BEWAR  
OF ONE THING IN SPEAKING TO THE VIETNAMESE IN ENGLISH. THIS IS A  
CLIPPING FROM A NEWSPAPER PRINTED IN ENGLISH HERE IN SAIGON BY  
VIETNAMESE. THE HEADLINE SAYS, "AMERICANS SCREW UP ON NORTH VIETNAM.

BUT THIS WASN'T BAD NEWS, FOR THE ARTICLE TELLS HOW EFFECTIVE THE AIRSTRIKES WERE ON A GIVEN DAY. WHAT THE WRITER MEANT WAS, "TIGHTENING UP THE SCREWS ON NORTH VIETNAM", NOT SCREWING UP. DID YOU LEARN YOUR SLANG IN SCHOOL, OR DID WE MAKE A DELIBERATE ATTEMPT TO NOT TEACH SLANG? AVOID THE USE OF SLANG WHENEVER THERE IS ANY DOUBT ABOUT THE OTHER PERSONS UNDERSTANDING. YOU MAY EMBARASS HIM, AND YOU MAY NOT GET YOUR POINT ACROSS.

CULTURAL SHOCK IS GOING TO SET IN PRETTY SOON KF IT HASN'T ALREADY. YOU MUST LEARN SOMETHING ABOUT RELIGIONS AND CUSTOMS IN THIS COUNTRY IF YOU ARE TO SHOW UNDERSTANDING AND RESPECT FOR THE PEOPLE.

~~HOW MANY OF YOU ARE RICH MEN. WELL, YOU ARE ALL RICH MEN, PROBABLY FOR THE FIRST TIME IN YOU LIVES. SOME OF YOU MAY MAKE AS MUCH AS 1 MILLION PIASTERS DURING THE TIME YOU ARE OVER HERE. COMPARE THAT TO THE 2000 PIASTERS AN POPULAR FORCE SOLDIER MAKES WHICH IS ONLY \$34 A MONTH TO THE \$202 A US PRIVATE EARNIS. HOW MUCH DO YOU MAKE IN A MONTH. YES INDEED, YOU ARE A RICH MAN, AND YOU WILL NOT MAKE ANY FRIENDS BY THROWING YOUR MONEY AROUND.~~

HOW MANY OF YOU HAVE READ THIS ORIENTATION PAMPHLET ON VIETNAM? THIS IS A GOOD PLACE TO START LEARNING ABOUT VIETNAM AND ITS PEOPLE.

(SHOW PAMPHLET)

GENTLEMEN, YOUR TOUR HERE CAN BE A DIFFICULT ONE, OR A MEMORABLE ONE - BASED ON HOW YOU REACT TO THE PUBLIC RELATIONS PROBLEMS HERE, HOW YOUR COMMUNICATE WITH YOUR 4 AUDIENCIES - YOUR TROOPS, HOME, THE PRESS AND VIETNAMESE - AND HOW WILL YOU KEEP YOURSELF INFORMED. USE THESE TOOLS OF COMMUNICATIONS WE DISCUSSED, USE COMMON SENSE AND

YOU WON'T BE RESPONSIBLE FOR SUCH PHRASES AS "THERE ARE 3 THINGS ABOUT THE AMERICANS THAT ARE DISTASTFUL - THEY'RE OVERPAID, OVERSEXED - AND OVERHERE."

THANK YOU.

*I SHALL BE FOLLOWED BY \_\_\_\_\_*