

of the technique and methods developed by private enterprise specialists in the mass media fields for the presentation abroad of the American way of life:

(3) formulate a program to meet the immediate and long-range needs occasioned by the Communist ideological offensive;

(4) make recommendations for coordinating approved programs and policies at all levels of Government; and

(5) make recommendations for concerted and cooperative action among the nations of the free world in meeting the Communist ideological offensive.

COMPENSATION OF MEMBERS

Sec. 4. (a) Members of the Council from the legislative and executive branches of the Government shall serve without additional compensation, but they shall be reimbursed for travel, subsistence, and other necessary expenses incurred by them in the performance of the duties of the Council.

(b) Members of the Council from private life shall each receive \$50 per diem when engaged in the performance of the duties of the Council, plus reimbursement for travel, subsistence, and other necessary expenses incurred by them in the performance of such duties.

STAFF OF THE COUNCIL

Sec. 5. The Council shall have power to appoint and fix the compensation of such personnel as it deems advisable, without regard to the provisions of the civil service laws and the Classification Act of 1949.

POWERS OF THE COUNCIL

Sec. 6. (a) The Council, or any authorized member thereof, may, for the purpose of carrying out the provisions of this Act, hold such hearings and sit and act at such times and places, and take such testimony, as the Council or such member may deem advisable. Any member of the Council may administer oaths or affirmations to witnesses appearing before the Council or before such member.

(b) The Council is authorized to secure directly from any department, agency, or independent instrumentality of the executive branch of the Government any information it deems necessary to carry out its functions under this Act; and each such department, agency, or instrumentality is authorized and directed to furnish such information to the Council upon request made by the Chairman or Vice Chairman.

REPORTING

Sec. 7. The Council shall make a report of its findings and recommendations to the President and to the Congress not later than six months following its formation. Upon the submission of its report all functions and powers of the Commission shall terminate. There shall be included in such report recommendations for subsequent evaluation from time to time as the Council may deem necessary of our information programs for the purpose of keeping such programs adequate to the challenge.

AUTHORIZATION OF APPROPRIATION

Sec. 8. Such sums as may be necessary to carry out the provisions of this Act are hereby authorized to be appropriated.

The statement presented by Mr. WILEY is as follows:

STATEMENT BY SENATOR WILEY

Today the free world is faced with a grave threat to its existence: namely, communism. Around the globe, we are engaged in a life-and-death struggle with communism. Although there are many fronts, the contest for men's minds is a major battleground.

At the recent congress of NATO nations in London, for example, a subcommittee on Soviet and Western propaganda techniques reported that deficiencies in Western propa-

ganda may lead to defeat the West in the cold war.

"The U.S.S.R. has set up the most gigantic machinery ever known for the purpose of enslaving public opinion," it pointed out. "It is to this machinery, as much as to their military might, that the Soviets owe their principal achievements, including their territorial successes," the subcommittee reported.

WE HAVE THE BEST STORY TO TELL

We may as well face the fact that the Communist threat to our security—if missile-nuclear warfare can be avoided—will continue for many years ahead. Although the threats will come on many fronts—including the military and the economic—the battle of ideas may well be a real determining factor in the tide of the conflict.

As a free nation, we have the best story to tell in the world. The American system provides: Freedom for which all men yearn, respect for human dignity, opportunity to attain personal goals, minimum control by government, cultivation and respect for family and human relations, opportunity to improve economic status, protection of religious, speech and press liberties, and a host of other precious rights and freedoms.

Overall, our system has provided more good things of life for more people than any other system in the history of the world. Yet, time after time, we come off second best in the ideological contest with the Communists. The American people, I believe, have the right to ask the question: "Why?" And to get some straight answers.

WE SPEND LESS BROADCASTING "PEPPER" THAN ANNUAL COST OF ADVERTISING NEW CARS

First, let's look at the scope of our program. For comparison: the United States spends less in spreading the freedom word than American auto manufacturers spend in advertising new cars.

As a further example, in 1967 (the latest year for which complete figures are available):

The 100 leading advertisers spent over \$1.4 billion, almost 10 times the amount requested in the 1966 budget for the U.S. Information Agency; and

The total U.S. advertising for products exceeded \$3.1 billion, or about 26 times the 1966 CIA budget.

COMMUNISTS COST US 10 TO 1

Second, our idea-spreading program is infinitesimally small in comparison to the Communist effort in this field. According to best estimates, the Soviet Union, alone, spends between \$500 million and \$1 billion on propaganda broadcasting. In addition, the Communist-dominated orbit countries are also "shotgunning" the Communist line of ideas—including falsehoods and distortions of fact—around the world.

Reportedly, the Kremlin spent more money just attempting to jam the Voice of America broadcasts than we spent on our whole information program.

In the light of these factors, the U.S. investment in the truth campaign is microscopic—about one-tenth to one-twentieth the effort by the Communists.

NEEDED: GLOBAL REVIEW OF THE IDEOLOGICAL CHALLENGE

Until now, the United States has not had a global review of our ideological campaign, of the kind that would enable us to top the Communist's offensive; and in a positive sense, to lay the ideological foundation of ideas and ideals of freedom—which our own history has confirmed—upon which to build a better world.

DANGER OF DEFEAT BY DEFAULT

The free world—of which the United States is a leader—I believe would commit a grave error if we allow the ideological battle to be lost by default.

In failing to win the war of ideas, we might well turn over to the Communists (a) millions of people; (b) vast areas of land; (c) and measureless strategic resources now in uncommitted countries. Ultimately, this could be far more costly in guns, ammunition, and other weapons of warfare, than the price, now, of an effective freedom-spreading campaign.

This must not happen.

CONCLUSION

The establishment of a top-level Council composed of the best brains in the country in this field would, I believe: (1) Enable us to win the ideological battle; and (2) in a more positive way, lay the ideological foundation of freedom upon which to promote peace for the future.

ASSISTANCE BY PRIVATE ECONOMY IN CORPORATE TECHNICAL ASSISTANCE PROGRAM

Mr. JAVITE. Mr. President, I submit, for appropriate reference, a resolution which favors the development by American business—including management, labor, investors, and farmers—and by private research organizations of a corporate technical assistance program which would make available from private business additional thousands of high caliber U.S. technicians for work overseas in the newly developing nations.

At the present time, the International Cooperation Administration reports that more than 6,000 U.S. technicians and administrative personnel are working abroad in the Government's technical assistance program, a 20 percent increase over the 1966 figure. The agency estimates that a minimum of 10,000 qualified personnel in the technical and managerial field could be utilized in many areas of Asia, Africa, and Latin America with a total population of over 1 billion people.

Mr. President, whatever may be thought about the various foreign-aid programs of the United States—I have uniformly supported them; and, in fact, I have thought they were inadequate for the purposes of the cold war struggle—the technical assistance program is very popular in our country. A broad spectrum of U.S. opinion—which may have opposing views on other parts of the mutual security program nevertheless agrees that technical assistance—originally the point 4 program—has become a most respected and indispensable element of U.S. foreign policy. Indeed, President Eisenhower has characterized technical cooperation administered by the International Cooperation Administration as one of the "most valuable elements of our entire mutual security effort."

Nevertheless, as has been stated time and time again on the floor of the Senate by me and by other Members, in this struggle we are fighting with our right hand tied behind our back, because American private business simply is not taking part in the struggle. As a result, we cannot expect to win over the Soviet Union, which controls the total economy of that part of the world, whereas our Government controls only a part of our economy; in fact, 20 percent of our economic structure is the most that our Government controls.