

20 September 1954

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Mr. Abbott Washburn
Deputy Director
United States Information Agency
Washington 25, D. C.

Dear Abbott:

Thank you for sending me a copy of the USIA semi-annual Review of Operations.

While I have no specific suggestions to offer, I was particularly impressed with the effort and progress described in connection with USIA's expanding use of television. Certainly this medium is overwhelmingly important wherever it is available, and I congratulate the USIA for alertly (and, I assume, imaginatively) capitalizing on opportunities to use it.

Sincerely,

SIGNED

Richard M. Bissell, Jr.
Special Assistant to the Director

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O&I-Addressee
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OFFICE OF
THE DIRECTOR

UNITED STATES INFORMATION AGENCY
WASHINGTON


September 14, 1954

Dear Dick:

I am enclosing a copy of our second semi-annual Review of Operations which has just been issued. Results for this first full year of operation show encouraging progress.

Any comments or suggestions you may have will be most welcome.

Sincerely,


Abbott Washburn
Deputy Director

Mr. Richard Bissell,
Central Intelligence Agency,
Washington, D. C.



2nd

January-June 1954

Contents

THE NEW AGENCY

	Page
Organization	1
Congressional Assistance	3
Personnel	3
Budget	4
New Inspection Staff	5
Contract Procedure	5
Liaison With Congress	5

NEW IMPETUS IN AGENCY ACTIVITIES

Operations	6
Voice of America	9
Television Development	12
International Press Service	13
Motion Picture Service	15
Information Center Service	16
Private Cooperation	18

THE INFORMATION PROGRAM IN THE FIELD

Western Europe	19
The Far East	20
The Near East, South Asia, and Africa	23
The American Republics	24

CONCLUSION	27
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ORGANIZATIONAL DATA

Organization Chart	28
Senior Executives	29
Advisory Commission and Committees	33
Voice of America Language Broadcasts	34
Appropriations and Obligations	35

“It is not enough for us to have sound policies, dedicated to goals of universal peace, freedom and progress. These policies must be made known to and understood by all peoples throughout the world. That is the responsibility of the new United States Information Agency.”

*—Dwight D. Eisenhower,
July 30, 1953.*

THE NEW AGENCY

In addition to responsibility for explaining to peoples everywhere the policies and objectives of the United States, the President, on the advice of the National Security Council, on October 22, 1953, further directed the Agency—

To unmask and counter hostile attempts to distort U.S. policies and objectives.

To submit evidence that our policies and objectives are in harmony with the legitimate aspirations of other peoples.

To project abroad those aspects of the life and culture of the American people which will facilitate understanding of U.S. policies and objectives.

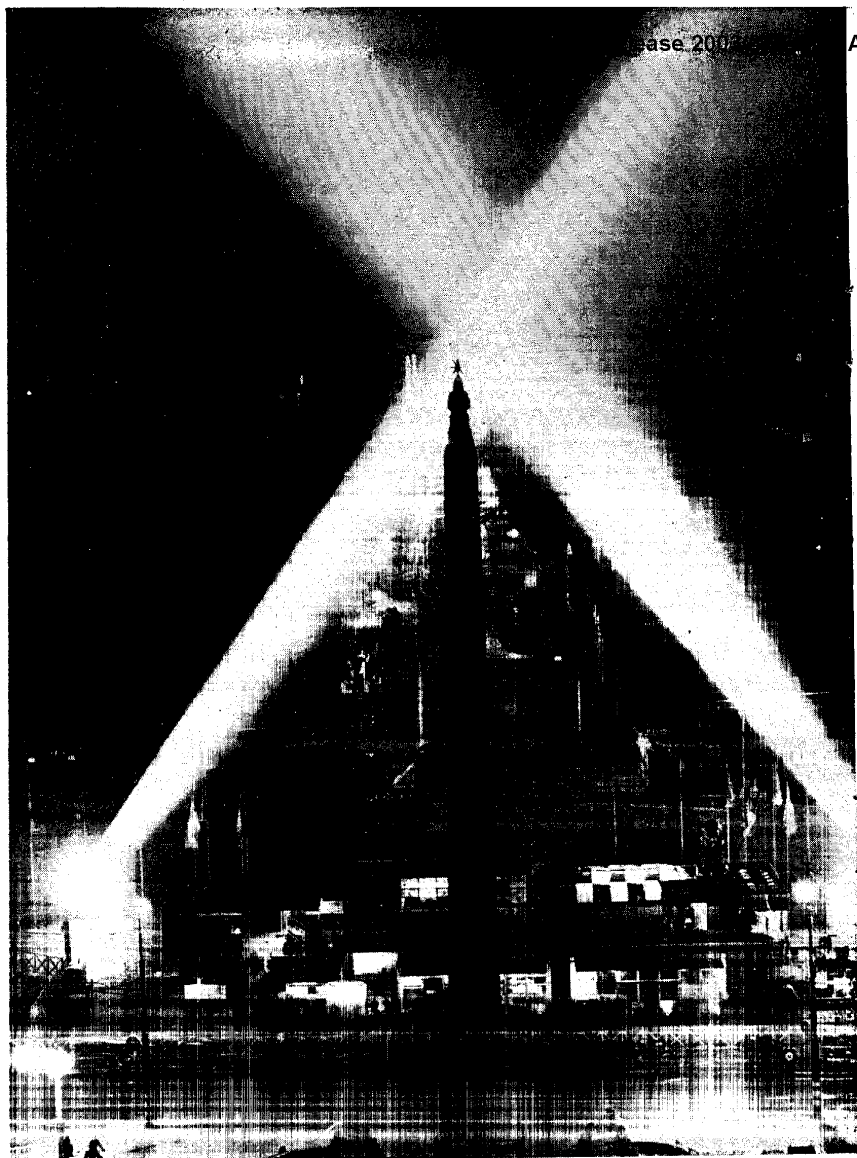
Organization

The second half of fiscal 1954 witnessed completion of the task of organizing the new, independent U.S. Information Agency to carry out the specific mission defined by the President.

In the words of the Chairman of the U.S. Advisory Commission on Information, “The program has taken on a new vitality and is working far better since the separation from the State Department.”

Revised country plans, conforming to the Presidential mission, are now in operation in all countries. Objectives in each country are clearer and fewer in number. Country plans are simple, specific, and easily amended in response to changing conditions.

There is a high degree of integration with other U.S. activities abroad.



Case 2007

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Affairs officers who run the 216 USIS posts in 77 countries. They are the public affairs advisers of the Diplomatic Mission Chiefs, and are regularly consulted regarding policies and actions.

In Washington, close cooperation exists between the Agency and the Department of State, the Foreign Operations Administration, the Department of Defense, and other agencies. The Department of State provides daily foreign policy guidance.

The Director and members of the staff meet regularly once a month with the President. Close liaison is maintained with the National Security Council and the Operations Coordinating Board.

The Agency continues to administer the Exchange of Persons program overseas in agreement with the Department of State.

Congressional Assistance

In instituting its new program and policies the Agency has had invaluable assistance from congressional committees and from individual members of Congress.

The Agency has also been assisted by groups of distinguished private citizens with broad experience in information and communications work. Expert operating advice is provided by the U.S. Advisory Commission on Information, the Radio Advisory Committee, and the Committee on Books Abroad.

The U.S. Advisory Commission on Information in its 9th semi-annual report to the Congress, dated February 2, 1954, said the new Agency's "efforts reflect an honest and intelligent attempt to comply with the wishes of the new administration and of the 83rd Congress for a bold new type of program. . . ."

Personnel

On June 30, 1954, the total number of full-time employees was 9,539. Of these 3,235 were Americans, 2,207 employed in the United States and 1,028 overseas, and 6,304 were foreign nationals, all employed overseas. This compares with 11,830

EXHIBITS SHOWING ATOMIC USE in medicine, industry, agriculture are part of an all-out effort to emphasize U.S. leadership in the peaceful use of atomic energy. Exhibit above opened June 15 in Rome.

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employees on August 1, 1953, when the independent Agency came into existence, a reduction of 2,291. It compares with 13,500 employees on overseas information-program rolls on December 31, 1952, a reduction of 3,961 since that date.

The new senior staff is almost complete, with 17 out of 19 top executive posts filled. (See page 29 for names and biographies of agency senior executives.) At the close of the period 18 super grades had been approved by the Civil Service Commission.

Strict security safeguards are in effect, under the supervision of a competent professional staff.

Diplomatic Status

The Department of State on June 21, 1954, established a policy assigning diplomatic status to key Agency officers on duty at embassies, legations, and consulates abroad.

Civil Service Report

The Civil Service Commission completed an inspection of the Agency in February. Commission Chairman Philip Young reported: "We were pleased to find how much progress has been made in developing your personnel policies. We are particularly pleased that information about these policies is being regularly provided to employees. . . ."

Budget

Operating funds for the overseas information program in fiscal 1953—the final year of the previous administration—amounted to \$122.7 million. The 1954 appropriation for the new Agency totaled \$84.2 million. Five million dollars, however, was earmarked for liquidation costs. This, together with other nonrecurring items, reduced 1954 operating funds to \$76.0 million. This figure represented a 38 percent cut in operating level from 1953.

Early this year the new Agency presented to Congress a proposed budget of \$89 million for fiscal 1955, approved by the President and the Bureau of the Budget.

This proposed budget provided for partial restoration of services severely limited by the 1954 budget cut, as well as for some expansion of information activities in critical areas of the world, notably Southeast Asia and Latin America.

In presenting the budget the Director stated: "The intent [of the 1954 cut] as we understood it was that after experience on this level we would then be in a better position to gauge where these operations should be scaled for the future. The budget presentation of \$89 million was based on actual operating experience. We found that the cutback in certain areas and in certain activities had been too severe."

On June 30, 1954, the Congress voted the Agency \$77.1 million for fiscal year 1955, a reduction of \$11.9 million from the budget request.

New Inspection Staff

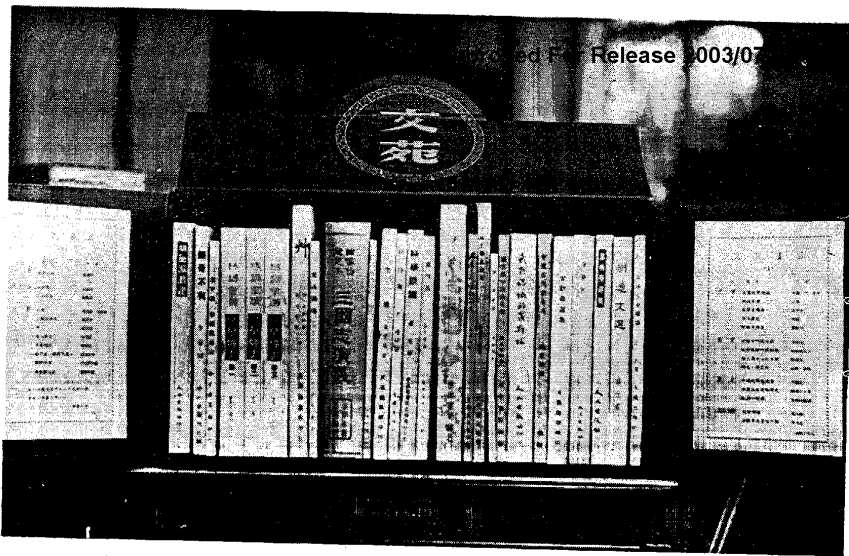
A small independent inspection staff was established in the Office of Administration to keep the Director informed on the management of the Agency's resources, at home and overseas.

Contract Procedure

The Office of Administration and the Office of the General Counsel are developing jointly a contract and procurement manual covering not only the normal phases of government contracts, but also the unique problems in contracting for creative services. Agency contracts for goods and services of all types total \$37 million annually.

Liaison With Congress

The Office of the General Counsel maintained liaison with the Congress, responding to an average of 110 written inquiries a month from congressional committees and offices.



ANTI-COMMUNIST BOOK PACKET FOR FAR EAST.

Atoms for Peace

The Agency continued to use every means of communication to cover intensively developments in the peaceful application of atomic energy by the Government and by private industry. Peoples overseas are being given a true picture of the peaceful nature of the U.S. atomic energy policy, as expressed in the President's words: "to dedicate our strength to serving the *needs*, rather than the *fears*, of the world."

Supreme Court Decision

The Supreme Court decision outlawing segregation in U.S. public schools, one of the severest blows to Communist propaganda in recent years, was flashed around the world by Agency media within minutes after its announcement. This was fol-

NEW IMPETUS IN AGENCY ACTIVITIES

Operations

Presidential Addresses

The President's State of the Union message and his Economic Report to the Congress received the particular attention of all media. Underscored was the U.S. position that a stable America is essential to the economic well-being of the free world. This was in direct opposition to intensified Communist propaganda claims that the United States was on the verge of a depression which would have worldwide repercussions. Particularly stressed were the President's words:

"We have had a year of progress and can look ahead with confidence. . . . Every legitimate means available to Federal Government that can be used to sustain the basic prosperity of our people will be used if necessary."

AGENCY MOBILE EXHIBITS carry the Atoms-for-Peace message to millions in grassroots of Europe, Near East, India, Pakistan.



lowed by daily features on the press *Wireless File* to 56 countries—approximately 60 articles in 2 weeks—and Voice of America commentaries to all areas by all 34 language services.

International Conferences

The Agency provided information in support of U.S. objectives at the three major international conferences—Berlin, Caracas, and Geneva—and at the London Disarmament Conference. Every opportunity was sought to expose Communist propaganda tactics.

Economic Program

The Agency's continuing worldwide program on the American economic system was also strengthened. The program documents and explains the benefits of free enterprise and free labor versus the Soviet system of state ownership and slave labor.

Religious Information Program

The appointment of Dr. D. Elton Trueblood on March 8 to fill the new position of Chief of Religious Information, reflects the importance the Agency attaches to spreading knowledge of America's moral and spiritual heritage. The religious information program stresses the deep spiritual values uniting us with millions of other people throughout the world.

A new Voice of America program, "The Life We Prize," is being prepared under Dr. Trueblood's direction to help convey these values.

Anti-Communist Book Program

In May the Agency inaugurated a worldwide offensive to expose the spurious intellectual and ideological appeals of communism. As part of this campaign a special collection of 54 books unmasking Communist doctrine, its strategy and methods, was sent to 104 Agency posts.

Among the books, each clearly revealing the hypocrisy of one of the various Communist appeals, were: Dallin and Nicolaevski, *Forced Labor in Soviet Russia*; MacEoin, *The Communist War on Religion*; Mitrany, *Marx Against the Peasants*; Walsh, *Total Empire*; Haines, *The Threat of Soviet Imperialism*; Schwartz, *Russia's Soviet Economy*; Zirkle, *Death of Science in Russia*; and Garthoff, *Soviet Military Doctrine*.

Returning from an inspection tour in the Near and Far East, the Director called the special shelf of books exposing communism "one of our most effective book distributions." A high Burmese official, he said, wanted "the whole 54."

Red Colonialism Documented

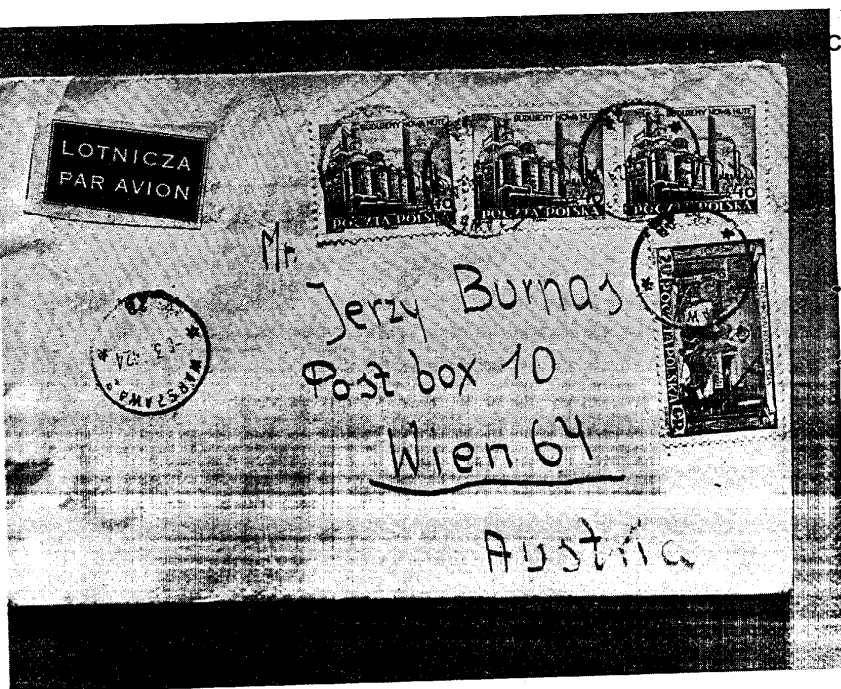
The Agency also intensified its long-range program to expose international communism in its true light, as Red colonialism. Thoroughly documented materials were assembled and disseminated worldwide proving that domestic Communist parties and so-called popular fronts act on direct orders from Moscow; that these fronts are financed by funds from the international Communist treasury; and that many of the so-called native leaders of these groups have been trained in subversion and terrorism in the Soviet Union.

Voice of America

Move to Washington

Transfer of the Voice of America from New York to Washington is proceeding on schedule. Offices and studios will be located on the second floor of the Health, Education and Welfare Building at 3d and Independence Avenue SW. Construction work on 14 studios is well under way. By the end of June, 160 staff members had transferred to Washington.

During September and October, the 600 persons who write and voice our broadcasts will make the move. By November 1,



LETTER FROM BEHIND IRON CURTAIN. This letter from Warsaw is typical of hundreds from Eastern Europeans who write the Voice: "We have full confidence that your programs are truthful. . . . Your broadcasts help us endure the Soviet occupation."

all programs of the Voice of America will be on the air from Washington, with no interruption in broadcasting schedules.

The Voice of America is today directing 77 percent of its output to the Soviet orbit. A total of 30½ hours are originated daily in 34 languages. (See p. 31 for complete listing of broadcasts.) The worldwide English service has been stepped up from one program repeated four times a day to five regionalized programs transmitted daily to Western Europe, Eastern Europe, Latin America, South Asia, and the Far East.

Fifty percent of Voice programs are now straight news broadcasts. Remaining programs are objective news analyses, commentaries, and features. Interviews with escapees and defectors have been increased. The Voice has acquired a reputation for bringing the truth with all the authority and dignity of the U.S. Government.

Getting Through the Curtain

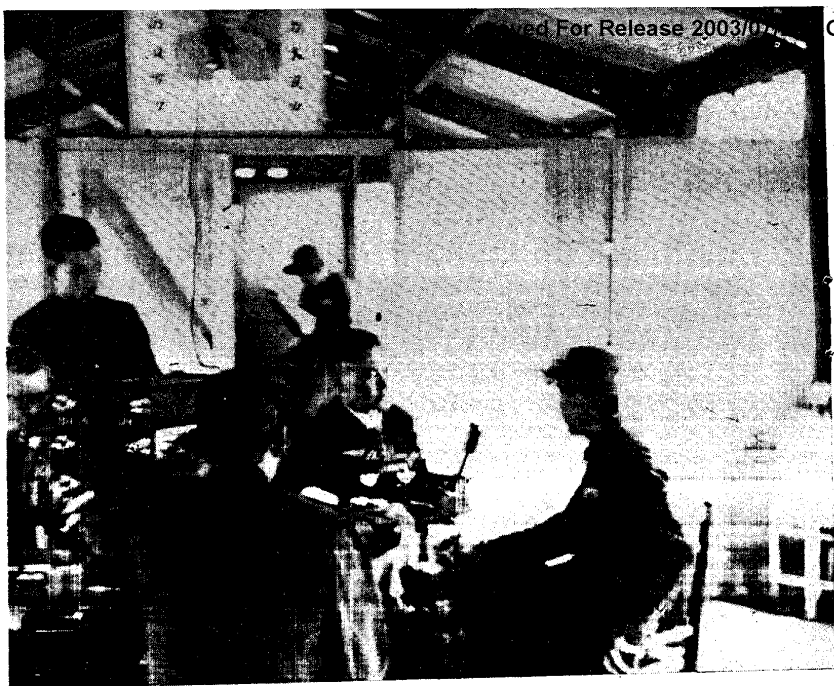
The Voice's Munich Radio Center received approximately 500 letters from listeners during the period. The majority came from behind the Iron Curtain. These letters indicate that Voice programs are getting through despite constant Communist jamming.

This was also substantiated in other ways. For example, Constantin and Peter Georgescu, after their release by the Soviets, reported that Voice broadcasts were widely listened to in Rumania. The boys knew the details of the Communist attempt to blackmail their father in this country and of the Mass offered for their safety in the Rumanian Church in New York City. A letter from their mother relayed through the Voice (and via Radio Free Europe as well) was passed on to them word for word by someone who had heard it over the Voice.

Lt. Col. Grigori Stepanovich Burlutski, an officer of the MVD, Soviet secret police, in telling the story of his defection (as reported in *Life Magazine*, July 5, 1954) said: "The Voice of America is doing a good job. Practically every Soviet officer has a radio and almost all of them listen."

MEMBERS OF CONGRESS LISTEN
cast regularly over Voice. Here Rep.
Katharine St. George, N.Y., airs
weekly news report to France.





POW's TELL "VOICE" AUDIENCES about life in Red China. Broadcasting from Tahu Freedom Village, Formosa, this former Communist soldier said he would rather die than go back to Red rule.

Television Development

Output of news and feature material on TV film has been stepped up from half an hour a week to 1¾ program hours a week. Distribution of this material to TV stations overseas was increased from 14 stations in 12 countries to 24 stations in 19 countries of Europe, Latin America, the Far East, and Africa. Special events coverage to individual countries was expanded

In addition to news, programs furnished regularly to overseas posts for use on TV include: *This is the United States*,

a series showing scenic and historic aspects of America; *Industry on Parade*, a weekly quarter-hour documentary produced by the National Association of Manufacturers; and *Your TV Concert Hall*, the Voice of Firestone's weekly half-hour program.

Surveys are presently under way in Europe and Latin America to explore future opportunities for Agency use of television. It is predicted that more than 40 countries will be transmitting TV by 1955, as compared with only 5 in 1950.

Motion Pictures for TV

Some 300 of the Agency's motion pictures have now been cleared for TV use abroad. These include all recent productions, among them: *Atomic Power for Peace*, based on President Eisenhower's address before the United Nations; *Visiting Good Neighbors*, picture story of Dr. Milton Eisenhower's mission to Latin America; and *An Unpleasant Subject*, a documentary of Communist atrocities in Korea.

Additional titles are being approved as quickly as contracts to acquire TV rights can be negotiated.

International Press Service

An extra day of service by the *Wireless File* was added in all areas. This 6,000-word news, background, and feature bulletin is now on a 6-day week basis to 56 countries.

Public Affairs officers reported increased placement of USIS press materials in newspapers and publications overseas.

Anti-Communist Material

In close collaboration with E. P. Dutton & Co., the Press Service edited drafts of two doctrinal booklets for use by overseas posts. The publications, each approximately 200 pages long, are tentatively titled *Communism: A Picture Survey of Its Principles and Practices*, and *Democracy: A Picture Survey of Its Principles and Practices*.



AGENCY'S SUPPORT OF U.S. POLICY opposing admission of Red China to U.N. includes worldwide distribution of press material. The above photo from a picture story on Red Chinese aggression shows Communist officers reviewing troops in Lhasa, Tibet, after their ruthless seizure of that defenseless state. In background, the Potala, ancient monastery and traditional home of the Dalai Lama.

The bimonthly magazine, *Problems of Communism*, addressed in English to a readership of intellectual and political leaders, was put into French and Spanish.

A collection of more than 1,000 photographs and other visual items documenting the history and practices of the Communist conspiracy was made available to Agency posts for lectures, picture stories, and other uses. A pantomime strip which ridicules the Communists is now reaching an estimated 100 million persons weekly through some 850 newspapers overseas. A Ripley-like panel cartoon reaches some 60 million readers of 700 newspapers.

Herbert A. Philbrick, staff member of the New York Herald Tribune, former FBI agent and author of *I Led Three Lives*, in a letter to the Agency, dated May 12, wrote: "Your publication *Problems of Communism* is one of the most valuable sources of information available today. I want to congratulate you and your staff for the excellent job being done."

The editor of the *Bicol Examiner* in the Philippines wrote on May 26: "We take pleasure in informing you that the circulation of the *Bicol Examiner* has increased continuously since the pictorial supplement donated by the USIS was used by this weekly."

Motion Picture Service

The film program concentrated on production of anti-Communist films, particularly for the Far East and South America. Included were: *An Unpleasant Subject*, a documentary of atrocities committed against U. N. troops in Korea by Chinese and North Korean Communists; *Poles Are a Stubborn People*, a doc-

JAN HAJDUKIEWICZ of Poland, defector from Neutral Nations Repatriation Commission, Panmunjom, tells of Red oppression before Paramount cameras. Scene is from "Poles Are a Stubborn People."



umentary of life under Poland's Communist regime; and *Rape of the Baltics*, the record of the Soviet seizure of independent Latvia, Lithuania, and Estonia.

Hollywood

Through Cecil B. De Mille, its chief consultant in Hollywood, the Agency has obtained the services of the industry's top-level professional and technical staffs at minimum cost. As examples, *Poles Are a Stubborn People*, is being produced at Paramount. Warner-Pathé is producing *Rape of the Baltics*.

Theatrical Distribution

The Agency's film on Vice President Nixon's tour of the Far and Near East was placed with Paramount Pictures for overseas distribution in regular theatrical channels. Other films released abroad through commercial distributors include: *Atomic Power for Peace*, *The Korea Story*, emphasizing the successful checking of Communist aggression by U.N. action, and *Falcón Dam*, story of water conservation and power development on the Rio Grande jointly undertaken by the United States and Mexico.

Films in Support of U.S. Policy

Also emphasized were films clarifying and supporting U.S. foreign policy, among them a monthly news review for showing by Agency posts and noncommercial outlets in the Far and Near East. Called *Our Times*, these shorts (20 minutes each) cover half a dozen events, explain U.S. policies and objectives.

Information Center Service

Books and Libraries

The book program in the Far East has been strengthened. Additional funds were made available to stimulate book translations. Examples of anti-Communist translations made possible by Agency assistance are *Exiled to Siberia* and *Red Prison*,



FIVE NEW INFORMATION CENTERS and libraries in South Asia include this one, nearing completion, in Udorn Dhani, Thailand.

written by North Korean refugees and published by Korean publishing companies. The first 5,000-copy edition sold out in 3 weeks (normally a 3,000-copy edition there takes 7 or 8 months to sell). These books were also translated into English and Japanese for publication in Tokyo.

The continuation of many information centers under binational auspices, increased use of bookmobiles, book lockers (footlockers converted to portable bookcases), and cooperation with existing local libraries and institutions partially filled the vacuum created by the discontinuance of many Agency libraries during 1953.

U.S. book publishers were encouraged to issue paperback overseas print runs of useful books that compete pricewise with the heavily subsidized Communist publications on sale throughout the Near and Far East.

Informational Media Guaranty

The Informational Media Guaranty program guaranteed the convertibility of approximately \$6 million of foreign currencies received by U.S. publishers from the sale of American books in seven countries overseas during fiscal 1954. Additional agreements were completed with Egypt, Pakistan, Spain, and Greece.

Exhibits

Exhibits in support of the U.S. program for peaceful use of atomic energy were prepared for showings in foreign museums and at international congresses and fairs, notably São Paulo, Brazil, and Berlin. A mobile atomic-energy exhibit installed in motor vans is being shown in Europe. Sets of photo panels on peaceful uses of atomic energy were distributed for showing in Agency information centers, universities, and other institutions. Exhibitions of American drawings, paintings, prints, and crafts were assembled and sent overseas in cooperation with U.S. museums and organizations.

Private Cooperation

During the period 342 private groups sponsored projects related to U.S. objectives overseas.

Eight cities and four universities sponsored symphonic salutes to communities abroad. These special programs, recorded by community symphony orchestras and containing messages of greeting to the salutees, were carried by networks overseas.

Several national organizations adopted resolutions in support of the President's proposals for the peaceful use of atomic energy for presentation to international conferences in which they participated.

The Agency awarded certificates of merit to 61 organizations for outstanding contributions to United States objectives during the past year.

THE INFORMATION PROGRAM IN THE FIELD

Western Europe

Berlin Conference

Communist efforts to jam radio coverage of the Berlin Conference were countered by putting Voice of America transmitters usually reserved for broadcasts to the Soviet Union at the disposal of RIAS (Radio in the American Sector of Berlin). Thus the truth about developments at Berlin penetrated to the East German and satellite areas.

East German Youth Congress

USIS Germany assisted German authorities in countering Soviet propaganda efforts based on the East German Youth meeting in East Berlin on June 6, 7, and 8. Exhibits of American youth activities and of key aspects of American life were prepared to attract the young people into the West Zone. Dr. James B. Conant, U.S. High Commissioner, was present at RIAS to meet and talk with East German visitors. Although the Communists went to great lengths to prevent East German youth from crossing the border, about fifty thousand visited West Berlin.

Tenth Anniversary of French Liberation

As part of the Agency's effort to promote European unity and support of EDC and NATO, USIS France organized and publicized a variety of ceremonies commemorating the 10th anniversary of the liberation of France. TV coverage of the opening ceremonies was distributed to all Western European countries within 48 hours.

USIS France combined the best features of four recently discontinued publications into a new publication called *Informations et Documents*. Issued fortnightly, it is a direct and authoritative presentation of the U.S. position on issues of mutual

The program in Northern Europe was strengthened to counteract the accelerated Soviet propaganda drive in Norway, Sweden, and Finland.

The Agency's magazine in Finland, for example, called *Aikamme (Our Times)*, is directed to industrial workers and their families. It has a paid circulation of 10,000.

The Far East

The Agency expanded its programing and personnel to meet rapidly changing events. This included a marked strengthening of activities in Viet-Nam, Cambodia, Laos, and Thailand.

PUBLIC AFFAIRS OFFICER in Sumatra, Myrtle Thorne, carries many responsibilities. One is seeing that youngsters get U.S. books. In tribute, Director Streibert said: "She is welcomed by every family. To Sumatrans she is the U.S. Information Agency and the U.S. combined."



It also included a readjustment downward or a holding operation in the less immediately threatened countries. Two principal themes were stressed: a better and broader understanding of U.S. objectives and a wider and deeper awareness of creeping Red colonialism.

Indochina

Before the precise results of the Geneva Conference were known, the Agency moved in anticipation of possible alternatives in Indochina. Information centers were established in Battambang (Cambodia) and Savannakhet (Laos). The center at Hue, just below the 17th parallel in Viet-Nam, was strengthened. These areas are expected to be ideological battlegrounds with Communist infiltration and subversion literally at the paddy level.

Thailand

An expanded program was inaugurated in Thailand at the specific request of the Thai Government. It involved, in essence, a countrywide plan of alerting officials and citizens to Communist activities. Three new information centers were established in northeastern Thailand, adjacent to areas of Indochina where Viet Minh troops had been active.

Burma

Closer relations with the press in Burma resulted in a more sympathetic hearing for U.S. foreign policy, particularly Asian policy. It also contributed to a greater awareness of the Communist threat to Burma. Of major significance was the Agency's explanation of the effective work done by the commission set up to evacuate Chinese irregular troops from Burma through Thailand to Taiwan. The progress made was adequately publicized, creating an atmosphere of harmony where there had been severe tension among the countries involved.

The Philippines

The Agency worked closely with the Philippine Armed Forces in continuing a successful psychological warfare campaign against the Huks. As the campaign progressed, the Philippine Government was able to devote more time and energy to economic reforms and to assume a role of growing importance in Asian affairs.

Chinese POW's

The renunciation of communism and the choice of freedom by 14,000 Chinese soldiers who were formerly prisoners of war of the United Nations Command in Korea was publicized widely throughout the world in press stories, photographs, motion pictures, and radio programs. A group of these soldiers sponsored by the Republic of China toured Southeast Asia and delivered first-person accounts of life under communism.

Describing the Agency's activities in Japan, Keyes Beech, of the Chicago Daily News Foreign Service, wrote: "The United States Information Service is doing such an effective propaganda job in Japan that leftist critics of American foreign policy are demanding that a damper be put on it. Voice of America broadcasts, channeled to Japanese radio stations by USIS, are heard by millions of listeners daily. The USIS press bulletin, with a key circulation in the neighborhood of 2,000, is distributed to more than 500 newspapers, all the major news services, radio stations, student newspapers, labor union organs, and prefectural governors. USIS is also active in the book publishing field. . . . Measured by the reaction of the Japan Communist party and political fellow travelers, the intensity of this propaganda barrage is having its effect."

An American businessman, in a letter dated January 20, 1954, wrote: "I am an American supervisor and travel all over the Philippines, into the remote sections, and wherever I go I find USIS there. Their books are doing more to break down prejudice and fight evil influences of foreign governments than any other single thing that America is doing."

The Near East, South Asia, and Africa

Military aid to Pakistan and Iraq was explained within the context of the need for, and value of, collective security.

U.S. information activities furthered the policy stated by the Secretary of State after his Middle East visit of May 1953: "It [the development of a collective security system in this area] should be designed and grow from within out of a sense of common destiny and common danger."

The Agency, with the cooperation of the Indian Government, made known the economic and technical contributions of the United States to Indian development programs.

The U.S. Supreme Court decision against segregation in public schools was widely publicized by USIS and attracted great interest.

On the Gold Coast of Africa, the Public Affairs officer, with Agency materials on labor and communism, pointed out the danger of Communist-dominated world trade federations. One such organization was outlawed by the local government.

Jordan Valley Project

A major Agency task in the Arab States and Israel has been to demonstrate the desirability of a unified plan for the conservation and distribution of the waters of the Jordan.

Last fall the President sent Ambassador Eric Johnston to the Governments of Lebanon, Syria, Jordan, and Israel, with a water plan prepared at the request of the United Nations. The atmosphere was uncooperative. Mr. Johnston returned to the United States and reported that an objective and intensive information effort was necessary.

Agency officials, with Mr. Johnston's staff and officers of the Department of State, mapped out a program to make known the facts and nature of the unified Jordan plan.

The Voice of America broadcast a series in Arabic on the history of the Jordan Valley. Speeches by Mr. Johnston to American groups on the subject were reported by *Wireless File* and

over the Voice. The Press Service prepared a special kit of authoritative material. Public Affairs officers in the area were carefully briefed on the unified plan. USIS offices in the Arab countries and Israel prepared additional material. Films on power and irrigation projects and lectures by American irrigation experts were arranged for selected audiences of government officials, engineers, and leaders in the countries concerned.

On July 6, Mr. Johnston reported to the President and the Secretary of State that Israel, Syria, Lebanon, and Jordan had accepted the principle of sharing the waters of the Jordan River.

The American Republics

The Agency's program in this area took the form of an intensified campaign to expose the worldwide Communist conspiracy and to emphasize the dangers of increasing Communist penetration and influence in the Western Hemisphere, brought into the open with the Caracas Conference and the Guatemala uprising.

COMMUNIST BULLETS SHATTER WINDOW of Agency mobile film unit. The truck was fired upon shortly after showing USIS films in a Chilean mining area where labor unions are Communist-controlled.



WALL NEWSPAPERS are widely used by USIS in Bolivia as effective means of communication.

Among efforts made to meet Communist pressure was the establishment of a new office in Port-of-Spain for the Trinidad-British Guiana area. The program based in Martinique for the French West Indies was strengthened. Also strengthened were programs in the smaller countries of Middle America, in part through a subregional servicing arrangement utilizing program capacity of USIS Mexico.

A special Agency team covered the 10th Inter-American Conference at Caracas. The anti-Communist resolution adopted by the delegates was widely publicized as evidence of the solidarity of hemisphere determination to oppose external attack and exploitation.

The Communist arms shipment to Guatemala brought about an open crisis and ultimately Communist defeat in Guatemala. The Agency acted promptly to make known the nature and extent of Communist control in Guatemala. Communist countercharges, capitalizing on ultranationalist sentiment, together with censorship imposed by the Arbenz regime, made it difficult during the height of the crisis to get the true facts known. Assistance was given on the spot to foreign correspondents unable to get verified information. In a 4-week period more than 200 articles, features, and scripts were prepared for placement by field offices throughout the area. These gave hard facts on



communism in Guatemala and exposed the maneuvers of the Arbenz regime in the United Nations to bypass the peace-keeping machinery of the Organization of American States.

Economic Interdependence Stressed

In line with recommendations in Dr. Milton Eisenhower's Report, the Agency increased its informational output explaining the U.S. economic system, the role of private U.S. investments overseas, and the economic interdependence of the United States and the other American Republics. Standard references on these subjects are being translated and placed in Latin American universities and institutions.

Throughout the period the Agency concentrated on publicizing the U.S. desire for peace and its desire to see the atom put to the service of mankind. An atomic-energy-for-peace exhibit, produced in cooperation with the Atomic Energy Commission, opened at São Paulo, Brazil, in August—the first such exhibit in Latin America.

USIS Mexico inaugurated a one-sheet insert for distribution to smaller but influential interior newspapers. More than 30 papers are already using this service.

Puerto Rican Shootings in Congress

Within 2 hours after the shooting in the U.S. House of Representatives by Puerto Rican terrorists, the Agency's press service had the first of a series of factual background features about the Puerto Rican situation on the international *Wireless File*. This material was available to newspapers and radio stations in the area simultaneously with news reports of the shooting from the commercial wire services. It was widely published. As a result, Communist charges of "U.S. colonialism" fell flat.

CONCLUSION

The President, discussing the gravity of the present world situation at his press conference on June 9, described the Communist attack as so broad in its character that we cannot be complacent in any area—in the realm of the spirit and the intellectual, the military, or the economic.

The President said that it is not enough just to be militarily strong. We must be strong in our beliefs. We must be strong in our intellectual surety that ours is the better system. We must prove it throughout the world.

We believe the U.S. information services are today better geared than ever before to help carry this "proof" to millions overseas. The results of the Agency's first year show encouraging progress. Much remains to be done in fiscal 1955.

ORGANIZATIONAL DATA

Senior Executives

THEODORE C. STREIBERT, Director—Formerly Board Chairman, Mutual Broadcasting System. President Radio Station WOR, N. Y. Consultant to U.S. High Commissioner in Germany. Graduate, Wesleyan University, Harvard Business School. Assistant Dean, Harvard Business School, 1929-33.



ABBOTT WASHBURN, Deputy Director—Formerly manager, Department of Public Services, General Mills, Inc. Executive vice chairman, Crusade for Freedom. Executive secretary, President's Committee on International Information Activities. Deputy to Special Assistant to the President. Navy and OSS, World War II. Graduate, Harvard University.



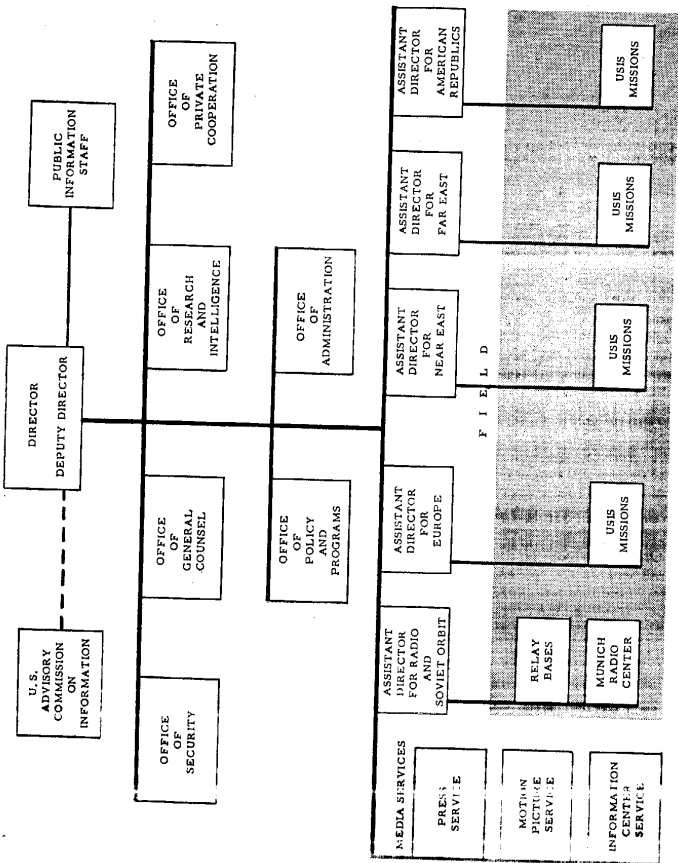
ANDREW H. BERDING, Assistant Director for Policy and Programs—AP correspondent, Chief AP Bureau, Rome. Director of information, Department of Defense, Office of Defense Mobilization, Mutual Security Agency. Colonel in Army Air Force. Chief of counterintelligence, OSS, Germany. Graduate, Xavier University, Cincinnati, and Oxford University, England.



HENRY LOOMIS, Special Assistant to the Director—Formerly at Massachusetts Institute of Technology. Special assistant to Chairman, Research and Development Board, Department of Defense. Staff member, Public Information Office, Department of Defense.



U. S. INFORMATION AGENCY





RAYMOND R. DICKEY, *General Counsel*—Member Washington law firm, Danzansky and Dickey. Special Adviser to the U.S. Special Representative in Europe. Chief Counsel, Senate Small Business Committee. Anti-trust Division, Department of Justice. George Washington University. LL.B., Southeastern University.



RICHARD F. COOK, *Assistant Director for Administration*—C.P.A. Deputy Director, International Educational Exchange Program. Director of Program Office, Institute of Inter-American Affairs. Office of Quartermaster General and Navy, World War II. Graduate, Benjamin Franklin University and National University.



J. R. POPPELE, *Assistant Director, in charge of Voice of America*—Formerly Director, Mutual Broadcasting System. Vice president and chief engineer, WOR, N. Y. First president, Television Broadcasters Association. Founder FM Broadcasters Association.



NEDVILLE E. NORDNESS, *Assistant Director for Europe*—AP correspondent. Chief, AP Bureau Norway. Chief, INS Scandinavian Bureau. Director of Information, Mutual Security Agency. Chief of Information for ECA in Norway; Assistant Chief of Mission. Universities of Minnesota and Southern California.



SAXTON BRADFORD, *Assistant Director for the Far East*—Author. Editor, Scripps newspapers. On staff of General MacArthur's Political Adviser, Tokyo. Counselor of American Embassy, Tokyo. Public Affairs Office

G. HUNTINGTON DAMON, *Assistant Director for the Near East*—Taught at Athens College, Greece. Dean of men at International House, New York City. Served in Turkey, 1942 to 1948, with Government information services. Information policy and planning officer for Near East. Graduate, Harvard University. M. A., Fletcher School of International Law and Diplomacy.

WILLIAM L. CLARK, *Assistant Director for the American Republics*—Formerly public relations executive. On staff *U. S. News and World Report*. Associate Director, Office of the Coordinator of Inter-American Affairs. Executive, Arthur Newmyer and Associates. Member Voorhees Committee to recommend organizational structure of new U.S. Information Agency. Graduate, Harvard University.

HARLAN LOGAN, *Chief of International Press Service*—Editor-general manager *Look Magazine*. Editor-publisher, *Scribner's Magazine*. Owner-manager of Visual Enterprises, Inc. Director of public relations, Corning Glass and Steuben Glass, Inc. B.A., M.A., Indiana University. Rhodes Scholar, Oxford University, England.

Dr. FRANKLIN L. BURDETTE, *Chief, Information Center Service*—Author. Chairman, Department Government and Politics, University of Maryland. Political science editor, Van Nostrand Publishing Company. President, Washington Chapter, American Political Science Association. Graduate, Marshall College; Ph.D., Princeton University.

ANDREW W. SMITH, J.P. Oakes, *Motion Picture Service*—Film executive. Started with Pathé Pictures, 1914. Vice president and general manager, 20th Century Fox.





EDWARD F. LETHEN, *Deputy Assistant Director, Voice of America*—Formerly director of sales extension, Columbia Broadcasting System. Advertising director, MacFadden Publications. Graduate, University of Illinois.



CHARLES M. NOONE, *Chief of Office of Security*—Special agent, FBI. Recommended by J. Edgar Hoover. Counsel of Senate Small Business Committee. Graduate, Yale University. Law degree, University of Detroit Law School. LL.M., Georgetown University Law School.



JOHN M. BEGG, *Acting Chief, Office of Private Cooperation*—Motion picture and radio executive: Fox Movietone, Pathé News, Phillips Lord Inc. Radio Productions. Chief, International Motion Picture Division, Department of State. Honor degrees, Harvard and Oxford Universities.



SIDNEY H. FINE, *Chief, Public Information Staff*—Newspaperman. Federal Communications Commission 1941. OWI, Moscow, 1945 to 1946. Regional information officer, Department of Commerce 1947-48. Paris, Office of U.S. Special Representative in Europe, 1948 to 1954. Columbia and American Universities.



Dr. D. ELTON TRUEBLOOD, *Chief of Religious Information*—Professor of Religion, Stanford University, since 1946. Professor, Stanford University, 1936-45. Acting professor, Harvard University, 1944.

Advisory Commission and Committees

U.S. Advisory Commission on Information

Dr. MARK A. MAY, *Chairman*—Director, Institute of Human Relations, Yale University
ERWIN D. CANHAM—Editor, *The Christian Science Monitor*
SIGURD S. LARMON—President, Young and Rubicam, Inc., Advertising
PHILIP D. REED—Chairman of the Board, General Electric Co.
Judge JUSTIN MILLER—Retired as Chairman of the Board and General Counsel of National Association of Radio and Television Broadcasters, March 31, 1954

Broadcast Advisory Committee

Judge JUSTIN MILLER, *Chairman*
WILLIAM A. FAY—Vice President Station WHAM, Rochester, N. Y.
DONLEY F. FEDDERSEN—Chairman, Department of Radio & Television, Northwestern University
JACK W. HARRIS—General Manager Radio Station KPRC, Houston, Tex.
EARL M. JOHNSON—Vice President Mutual Broadcasting System
HENRY P. JOHNSTON—President and General Manager Stations WAPI, WAFM, WABT, Birmingham, Ala.
FRANK MARX—Vice President American Broadcasting Co.
JOSEPH A. McDONALD—Treasurer National Broadcasting Co.
HOWARD S. MEIGHAN—Vice President Columbia Broadcasting System
CHRIS J. WITTING—President Westinghouse Broadcasting Co.

Committee on Books Abroad

Dr. MARK A. MAY, *Chairman*
CASS CANFIELD—Chairman of the Board, Harper and Brothers
ROBERT L. CROWELL—President, Thomas Y. Crowell Co.
GEORGE P. BRETT, JR.—President, The MacMillan Co.
ROBERT B. DOWNS—Director of Libraries, University of Illinois
LEWIS HANKE, Ph.D.—Director, Institute of Latin American Studies, University of Texas
KEYES D. METCALF—Director of Libraries, Harvard University

Voice of America Language Broadcasts
[Daily Originations as of June 30, 1954]

	Hrs. Mins
EUROPE	
Albanian	:30
Armenian	:30
Bulgarian	1:00
Czech-Slovak	1:15
English	1:00
Estonian	:45
French	:15
Georgian	:30
German (to Austria)	:30
German (to Germany)	1:00
Hungarian	1:15
Italian	:05
Latvian	:30
Lithuanian	:45
Polish	1:30
Rumanian	:45
Russian	2:00
Serbo-Croat	1:00
Slovene	:15
Spanish	:30
Ukrainian	1:00
Total	16:50
FAR EAST	
Amoy	:45
Burmese	:30
Cantonese	1:15
English	1:00
Indonesian	:30
Japanese	:45
Korean	1:15
Mandarin	2:45
Russian	:30
Thai	:30
Vietnamese	1:00
Total	10:45
NEAR EAST, SOUTH ASIA, AFRICA	
Arabic	1:00
English	:30
Greek	:30
Persian	1:30
Turkish	:30
Total	4:00
AMERICAN REPUBLICS	
ENGLISH	:30
Total	:30

Grand daily total 34 language services

Appropriations and Obligations

Appropriation Limitations for Fiscal Year 1954
(As of June 30, 1954)

Purpose	Limitation	Obligations
Temporary employment without regard to Civil Service and classification laws	\$120,000	\$46,136
Representation	58,750	57,563
Entertainment in U.S.	1,200	433
Travel, attendance at meetings	6,000	1,255
Liquidation costs	5,000,000	3,531,867

Authorizations, Obligations, and Expenditures by Organizational Element
(Obligations and expenditures as of June 30, 1954)

Organizational element	Authorized *	Obligated *	Expended
Overseas Missions	\$37,292,435	\$36,845,993	\$29,978,050
Radio Broadcasting Service	15,934,253	15,653,644	12,473,130
Press Service	4,486,554	4,439,228	3,170,470
Motion Picture Service	4,612,177	4,590,155	3,971,501
Information Center Service	4,324,158	4,307,542	1,511,816
Office of the Director	138,036	138,006	103,922
Assistant Directors for Areas	163,068	156,917	129,610
Office of Policy and Programs	706,824	701,623	654,522
Office of Research and Intelligence			
a. Intelligence Staff	156,895	156,640	133,259
b. Research and Evaluation Staff	452,500	450,005	256,629
Office of Private Cooperation	140,753	140,365	128,420
Office of General Counsel and Congressional Liaison	72,328	71,645	43,351
Executive Secretariat	45,394	44,850	44,797
Public Information Staff	109,066	105,649	89,048
U.S. Advisory Commission on Information	40,135	39,576	39,576
Office of Security	584,004	571,697	325,728
Office of Administration	1,920,976	1,912,428	1,418,594
Administrative Support	12,750,837	12,656,909	8,578,406
Sub-total	83,930,393	82,982,872	63,050,829
Bureau of Budget Reserve	2,000,000		
Total	85,930,393		

* Expenditures reported by individual allottees as of June 30, 1954.

Funds Available

(Fiscal year 1954)

Regular appropriation	0
Transferred from "International information and educational activities, State, 1954," pursuant to Reorganization Plan No. 8 of 1953	\$75,000,000
Less exchange program and policy guidance	15,310,000
	<u>\$59,690,000</u>
"Mutual security funds appropriated to the President" pursuant to Reorganization Plan No. 8 of 1953	6,800,000
"Government in occupied areas, State, 1954," pursuant to Reorganization Plan No. 8 of 1953	17,727,000
	<u>84,217,000</u>
Adjusted appropriation	84,217,000
Anticipated reimbursements	1,713,393
	<u>\$85,930,393</u>

Personal Services Apportionments and Obligations, and Personnel on Duty by Organizational Element

(Obligations and on-board strength as of June 30, 1954)

Organizational element	Personal service funds *		Personnel on duty	
	Authorized	Obligated	Americans	Nationals
Overseas Missions	\$16,880,305	\$16,877,180	843	5,693
Radio Broadcasting Service	8,505,852	8,414,789	1,073	430
Press Service	2,381,090	2,364,234	306	181
Motion Picture Service	927,601	920,263	138	
Information Center Service	754,897	745,906	138	
Office of the Director	116,657	116,656	10	
Assistant Directors for Areas	122,775	120,867	17	
Office of Policy and Programs	680,638	677,749	76	
Office of Research, Intelligence				
a. Intelligence Staff	155,335	155,251	30	
b. Research Evaluation Staff	192,907	192,907	21	
Office of Private Cooperation	124,712	124,165	19	
Office of General Counsel and Congressional Liaison	68,628	67,961	15	
Executive Secretariat	45,339	44,807	9	
Public Information Staff	101,371	100,824	16	
U.S. Advisory Commission on Information	35,744	35,744	5	
Office of Security	307,154	305,852	65	
Office of Administration	387,233	385,321	415	
Administrative Support				
Total	32,788,238	32,650,476	3,196	6,304

Foreign Post Personnel and Allotments *

(As of June 30, 1954)

Area and country	USIS personnel on duty		Post allotments	
	Americans	Nationals	Allotted	Obligated
AMERICAN REPUBLICS				
Argentina	9	60	\$147,989	\$145,841
Bolivia	3	15	35,104	35,104
Brazil	21	89	376,932	376,083
Chile	8	35	82,451	82,336
Colombia	2	16	96,472	96,383
Costa Rica	2	5	21,691	20,691
Cuba	5	17	80,542	80,542
Dominican Republic	1	2	7,086	6,639
Ecuador	2	11	21,529	18,880
El Salvador	3	5	23,749	23,731
French West Indies	1	4	9,731	9,725
Guatemala	5	18	53,667	53,617
Haiti	2	3	6,736	6,736
Honduras	2	2	20,452	20,286
Mexico	16	77	324,956	324,956
Nicaragua	2	3	12,936	7,716
Panama	3	13	48,315	47,134
Paraguay	1	9	13,586	12,840
Peru	6	15	52,274	52,274
Trinidad	2		4,400	4,400
Uruguay	3	15	61,019	57,169
Venezuela	3	16	154,800	154,800
Total	102	430	1,656,417	1,637,883
EUROPE AND THE BRITISH COMMONWEALTH				
Algeria	1	5	\$18,100	\$17,800
Australia	10	19	71,065	70,065
Austria	42	501	3,040,896	3,040,896
Belgium	6	26	122,300	96,876
Denmark	5	19	132,340	132,317
Finland	6	17	92,903	92,893
France	54	266	4,002,913	3,965,281
Germany	147	1,739	11,282,338	11,132,503
Great Britain	16	68	464,849	464,515
Iceland	5	6	41,850	37,623
Ireland	2	4	22,300	22,297

See footnotes at end of table.

* Includes cost of liquidation.

b Excludes 32 Foreign Service personnel unassigned.

Foreign Post Personnel and Allotments ^a—Continued

(As of June 30, 1954)

Area and country	USIS personnel on duty		Post allotments	
	Americans	Nationals	Allotted	Obligated
EUROPE AND THE BRITISH COMMONWEALTH—Continued				
Italy	39	175	\$1,893,615	\$1,888,825
Netherlands	6	30	131,760	131,760
New Zealand	1	5	13,915	13,915
Norway	7	11	72,770	71,421
Portugal	3	12	32,800	32,714
Spain	15	63	223,822	223,822
Sweden	5	17	86,100	86,100
Switzerland	1	3	30,915	28,767
Trieste	3	12	56,713	56,713
Yugoslavia	13	58	139,000	131,589
Special projects			37,848	37,848
Total	387	2,946	22,011,112	21,776,540
FAR EAST				
Burma	14	86	\$160,893	\$160,893
China	7	54	295,744	295,744
Indochina	27	125	419,374	398,733
Indonesia	14	124	192,199	192,199
Japan	50	296	763,894	763,849
Korea	16	176	236,174	218,204
Malaya	13	60	173,947	169,890
Philippines	17	112	459,931	457,641
Taiwan	1	64	184,397	169,608
Thailand	25	131	315,231	249,791
Total	184	1,228	3,201,784	3,076,552
NEAR EAST, SOUTH ASIA, AND AFRICA				
Afghanistan	1	6	\$23,629	\$23,551
Angola			519	404
Belgian Congo	3	7	27,323	25,533
Ceylon	2	23	49,346	49,269
Cyprus			415	415
Egypt	14	75	251,202	250,717
Ethiopia	1	4	24,496	24,486
Gold Coast	2	10	19,515	19,499
Greece	12	100	258,306	258,306

See footnotes at end of table.

Foreign Post Personnel and Allotments ^a—Continued

(As of June 30, 1954)

Area and country	USIS personnel on duty		Post allotments	
	Americans	Nationals	Allotted	Obligated
NEAR EAST, SOUTH ASIA, AND AFRICA—Continued				
India	48	384	\$1,001,384	\$995,596
Iran	18	87	220,216	220,216
Iraq	4	37	104,922	104,922
Israel	4	24	48,518	48,469
Jordan	2	12	28,437	28,437
Kenya	2	8	30,941	30,941
Lebanon	6	32	78,172	77,479
Liberia		2	3,023	3,022
Libya	4	21	54,286	54,286
Morocco	2	14	53,948	53,948
Nepal (included in India)				
Nigeria	4	10	16,026	15,480
Pakistan	19	117	367,896	365,870
Syria	5	33	99,231	91,068
Tunisia	2	9	25,524	24,119
Turkey	12	64	337,751	335,998
Union of South Africa	3	10	38,884	36,354
Total	170	1,089	3,163,906	3,138,405
Grand total, USIS world summary	843	5,693	30,033,219	29,629,380

^a Excludes radio relay bases, radio programming center, monitoring units, press production center activities, American salaries, and stateside purchases of supplies and materials; includes local salaries, general operating expenses, representation, living and quarters allowances, and direct administrative support funds.

^b Excludes 32 American employees in training and pending assignment.

Acquisition and Construction of Radio Facilities

(As of June 30, 1954)

APPROPRIATED	
Fiscal year 1950 P. L. 358, 81st Congress	\$10,475,000
Fiscal year 1951 P. L. 843, 81st Congress	41,288,000
Fiscal year 1951 P. L. 45, 82d Congress *	9,533,939
Total appropriated	<u>61,296,939</u>
OBLIGATED	
Fiscal year 1950	1,882,252
Fiscal year 1951	^b 23,413,518
Fiscal year 1952	^c 19,394,893
Fiscal year 1953	^d -1,365,308
Fiscal year 1954	1,648,097
Total obligated	<u>44,973,452</u>
EXPENDED	
Fiscal year 1950	303,948
Fiscal year 1951	4,002,955
Fiscal year 1952	8,830,267
Fiscal year 1953	^e 22,505,320
Fiscal year 1954	^f 4,973,990
Total expended	<u>40,616,480</u>
Total funds appropriated	61,296,939
Transfer to:	
"Salaries and Expenses, Department of State, 1954," pursuant to P. L. 195	-8,942,986
"Salaries and Expenses, United States Information Agency, 1955," pursuant to P. L. 471	-3,200,000
Reimbursement to appropriation	222,351
Net amount available for construction	<u>49,376,304</u>
Deduct:	
Cumulative obligations through June 30, 1954	44,973,452
Balance available in succeeding fiscal year	<u>4,402,852</u>

* Includes \$751,566 authorization in counterpart funds.

^b Includes \$5,402 obligations in counterpart funds.^c Includes \$227,867 obligations in counterpart funds.^d Includes \$518,297 obligations in counterpart funds.^e Includes \$461,629 expenditures for counterpart funds.^f Includes \$289,937 expenditures for counterpart funds.