

OFFICIAL USE ONLY

STANDARD LOGOGRAPHS

Foreign Broadcast Information Service

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A. GENERAL

a. Logographs identify the sources of monitored material. To make editorial copy more meaningful to readers, logographs should answer three questions:

Who was responsible for the statements made in the broadcast or presscast? (Logographs answer this implicitly, by naming the city of origin, and/or explicitly, by naming the broadcaster or press agency.)

For whom was the broadcast or presscast intended? (Logographs answer this by stating which language was used and, often, by indicating the target area or recipients.)

When was the material transmitted? (See paragraphs d and e.)

b. To assist the reader further, logographs distinguish telecasts from voicecasts, presscasts from broadcasts, clandestine services from regular ones, correspondents' dispatches from regular presscasts, and private network broadcasts from private local broadcasts.

c. FBIS monitors the output of many broadcasters and press agencies, each of which organizes its transmissions in a different way. The monitoring operation itself is widespread. These diversities tend to cause differences between logographs which should be similar.

To avoid such differences and to insure that each logograph contains just those elements which enhance the understanding of the material by the reader, FBIS has set up standardized procedures for logograph formulation. These procedures are outlined in the pages which follow.

d. Each logograph includes a time, date, and bureau indicator in addition to the elements shown herein. The example:

London General Overseas Service in English

is understood to stand for:

London General Overseas Service in English 0000 GMT 6 June 1964--E

or a similar logograph in actual copy.

e. The time shown for broadcasts is the nominal starting time of the program containing the material. For presscasts the time shown is approximately that at which the item was actually transmitted. Substitution of "0001 GMT" when "0000 GMT" is intended is not authorized.

It is essential that the date reflect Greenwich reckoning instead of that of the monitoring bureau.

(continued)

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A. GENERAL (continued)

f. The city at the beginning of logographs is the nominal regular origination point of the broadcast or presscast. (For broadcasts this is the studio location.) The origination point may be a long distance from the site of the transmitter actually monitored.

When necessary for clarity, the name of the city may be followed by the name of the country, colony, or region in which it is located. Examples:

Tumbes Peru Domestic Service in Spanish  
Petropavlovsk Kazakhstan Domestic Service in Russian  
Santiago Chile Radio Corporacion Network in Spanish  
Jerusalem Israel Domestic Service in English

g. Each logograph has an alternate form for use in editorial briefs. Brief forms are described in part E.

h. Logograph spelling, punctuation and capitalization rules derive from Editorial Branch style.

i. Field editors are encouraged to include additional information about the broadcast or presscast in sublogographs when such explanations enhance understanding of the monitored material.

j. Logograph formulation problems not covered in this pamphlet should be brought to the attention of the Field Operations Staff.

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B. OFFICIAL BROADCASTS

1. General

a. Official broadcasts are those voice or television services which have program production under the acknowledged control of one of the following:

- the chief broadcasting component of a government;
- a quasigovernmental or semigovernmental corporation or institute;
- a governmental press agency.

(In all cases the ownership of the transmitters used is irrelevant.) Official broadcasts may be presumed to be in harmony with the basic policies of the government as a whole. Not all governmental broadcasts are official: the exceptions are considered in part C.

b. Certain private stations (particularly in Latin America) devote part of their broadcast time (regularly or in emergencies) to the transmission of official programs. At such times the stations lose their private character and the logographs are changed accordingly.

c. Logographs for official broadcasts distinguish between:

- services for domestic audiences and those for foreign audiences (a program for both generally is considered to be a domestic service);
- services controlled by press agencies and those controlled by other official broadcasters;
- radio programs and television programs.

On the other hand, logographs make no distinction between frequency modulation and amplitude modulation broadcasts.

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B. OFFICIAL BROADCASTS2. Voicecasts for foreign audiences

a. Official broadcasts for listeners outside the country of origin as a rule take logographs in the form:

Studio in Language to Target

Examples:

Moscow in Swahili to East Africa  
 Peking in Burmese to Burma  
 Paris in French to Indochina  
 Hilversum in Dutch to the Netherlands West Indies  
 Tokyo in Japanese to Australia and New Zealand  
 Cairo in French to Europe

b. Targets should be chosen so as to reflect best the broadcaster's probable intent. A distinction should be made between the physical beaming of a transmission (determined by the availability of antennas) and the target (where the intended listeners live). For many broadcasts these are not the same. For example, a transmission for Europe in several languages may include a period in Spanish. The logograph should read "...in Spanish to Spain" not "...in Spanish to Europe". Similarly, a logograph should read "in Burmese to Burma" not "in Burmese to Southeast Asia". Generally, when two interpretations of the target area, one broad and one narrow, are available, the narrow one will be used.

c. On the other hand, it is correct for logographs to read "...in French to Europe", "...in English to Africa", "...in Cantonese to Southeast Asia", "...in Armenian to Europe", etc., when a language is widely spoken, or when a station is broadcasting to compatriots abroad.

d. Logographs for programs broadcast simultaneously to two separate targets (e.g., the United Kingdom and North America) should reflect both of them. When an enumeration of targets would make a logograph too complicated, the targets may be abbreviated or recourse may be made to the procedure detailed in section 3 of this part.

e. The target may be either a political or a geographical area, whichever is appropriate.

f. The designation of a country, rather than one of its regions, as a target for international broadcasts is preferable (e.g., "...in Slovak to Czechoslovakia" instead of "...in Slovak to Slovakia".)

g. The beaming of a program may serve as a guide to the intended target in the absence of other information.



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B. OFFICIAL BROADCASTS

4. Exceptional logographs for international voicecasts

a. Programs which originate in one country but are broadcast only on transmitters in a second country are given logographs in the form:

Studio via Retransmission studio in Language to Target

Examples:

Moscow via Bratislava in Slovak to Czechoslovakia  
Peking via Moscow in Russian to the USSR

b. Logographs for official voicecasts controlled by press agencies and intended for foreign audiences are in the forms:

Studio AGENCY Voicecast in Language to Target

Studio AGENCY Dictation in Language to Target

Example:

Peking CHINA PRESS AGENCY Dictation in Mandarin to Overseas Chinese

c. Dictation speed programs controlled by regular broadcasters and intended for foreign audiences take logographs in the form:

Studio Dictation in \_\_\_\_\_ to Target

Example:

Karachi Dictation in English to the Near and Middle East

d. A special logograph is used for broadcasts from the Chinese People's Liberation Army Fukien Front Broadcasting Station:

Fukien Front Station in \_\_\_\_\_ to Quemoy  
Language







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B. OFFICIAL BROADCASTS

8. Exceptional logographs for domestic services

a. A special procedure is required to distinguish the Moscow oblast regional service from the Moscow home or Soviet Asian services. To the regular logograph:

Moscow Domestic Service in Russian

add the sublogograph:

(Oblast Service)

b. An exceptional logograph is used for "Deutschlandsender" broadcasts:

East Berlin Deutschlandsender in German to Germany

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B. OFFICIAL BROADCASTS

9. Press agency voicecasts for domestic audiences

Logographs for voicecasts controlled by official press agencies and intended for domestic audiences take logographs in the forms:

Studio AGENCY Domestic Service in Language

Studio AGENCY Domestic Service Dictation in Language

Examples:

Moscow TASS Domestic Service Dictation in Russian  
Peking NCNA Domestic Service Dictation in Mandarin  
Warsaw PAP Domestic Service in Polish  
Hanoi VNA Domestic Service Dictation in Vietnamese  
Brasilia AGENCIA NACIONAL Domestic Service in Portuguese



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C. SEMIOFFICIAL AND PRIVATE BROADCASTS1. General

a. This category embraces all those voice and television programs controlled by organizations which cannot be said to represent openly the policy of a government as a whole.

b. Semiofficial broadcasts include those controlled by governmental factions or components not specializing in broadcasting or news dissemination (army, police, Ministry of Education, etc.) and those the control of which is not acknowledged by the government.

c. Private broadcasts are those ostensibly controlled by commercial, religious, educational, or philanthropic organizations or by dissident or rebellious groups.

d. Logographs for both semiofficial and private broadcasts are generally in the form:

Studio Broadcaster      in      Language

## Examples:

Rio de Janeiro Ministerio da Educacao in Portuguese  
 Bangkok Military Intelligence Station in Thai  
 Taipei Voice of Air Force in Mandarin (for broadcasts to Taiwan)  
 Manila Voice of National Defense in English  
 Tokyo Asahi Radio in Japanese  
 Caracas Ondas Populares in Spanish  
 Iquique Chile Radio Esmeralda in Spanish

e. The name of the broadcaster may be abbreviated to its essential elements if it is too long. It may be translated into English if it is not easily recognizable by English-speaking readers. (Sluglines in Program Schedules of Foreign Broadcasting Stations take these factors into account and may be used in the absence of other authority.)

f. Broadcasters are the entities which (nominally or in reality) have day-to-day responsibility for the implementation of program policy. Commonly (but not necessarily) a broadcaster is associated with a particular group of transmitters and is identified by the announced station name. Some transmitters, however, are used for the programs of more than one broadcaster, particularly when involved in relay or network operations. It is necessary that logographs designate the broadcaster responsible for the program in question.

g. A broadcasting organization may have studios in several cities. Each is regarded as a separate broadcaster when it originates programs.

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C. SEMIOFFICIAL AND PRIVATE BROADCASTS

3. "Clandestine" voicecasts

a. Most of the so-called clandestine broadcasts are actually international services which do not announce their true operating locations. In many cases their locations are obvious. Besides evading responsibility for program content such a broadcaster is able to enhance the prestige of sympathetic dissident or rebellious groups in the target country.

The true clandestine station--a fugitive operation in the territory of a hostile government--is extremely rare and shortlived.

b. Logographs for clandestine stations are in the form:

Broadcaster (Clandestine) in Language to Target

Examples:

Oggi in Italia (Clandestine) in Italian to Italy  
Radio Espana Independiente (Clandestine) in Spanish to Spain  
Our Radio (Clandestine) in Turkish to Turkey  
Radio Pathet Lao (Clandestine) in Lao to Laos  
Voz de la Libertad (Clandestine) in Spanish to the Dominican Republic

c. The name of the broadcaster may be given in English or in the original language, although the latter is preferable when practical. The name may be abbreviated but should include some of the wording of the announcement or its translation.

d. Newspapers sometimes print distorted versions of the names of clandestine broadcasters. These versions may gain wide currency but should be avoided in the formulation of logographs.

e. When it is not possible to give the name of the broadcaster, substitute a description of the editorial line (Anti-Khrushchev, Pro-Tibetan, etc.)

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C. SEMIOFFICIAL AND PRIVATE BROADCASTS

4. Exceptional logographs for semiofficial broadcasts

a. A special logograph is used for broadcasts from "Radio Volga":

Radio Volga via East Berlin in \_\_\_\_\_ to Soviet Forces  
Language

b. Special logographs are used for broadcasts from the "Voice of the Soviet Homeland":

Voice of the Soviet Homeland in \_\_\_\_\_ to West Europe  
Language

Voice of the Soviet Homeland in \_\_\_\_\_ to North America  
Language

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D. PRESSCASTS

1. General

a. Material which press agencies transmit on morse, hellschreiber, or radioteletype generally is given logographs in the form:

City AGENCY in Language to Destination

Examples:

Moscow TASS in English to Europe

Brasilia AGENCIA NACIONAL in Portuguese to Brazil

b. Recognized abbreviations may be used for the names of agencies.

c. Names of press agencies are rendered in capital letters.

d. The term press agencies as used herein refers to news agencies, information services, newspapers, and magazines which use radio circuits for the transmission of editorial material.

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D. PRESSCASTS

2. Interagency transmissions

a. Press transmissions from one agency to another take logographs in the form:

City AGENCY in Language to AGENCY City

Example:

Hanoi VNA in Vietnamese to NCNA Peking

b. Interagency transmissions may be inserted among items in a regular presscast or included with other traffic in a common-carrier circuit. In each case each dispatch requires special attention to insure that its logograph correctly reflects its origin and destination.

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D. PRESSCASTS3. Correspondents' dispatches

a. Regular presscasts from a main or branch office of a press agency reflect the policy of that agency. Dispatches from a correspondent to his agency, however, may reflect his own attitudes or local pressures upon him. A special logograph form is used to identify correspondents' dispatches:

Filing Point Correspondent's Dispatch in Language to AGENCY City

Examples:

Peking Correspondent's Dispatch in Spanish to PRENSA LATINA  
Havana

Montevideo Correspondent's Dispatch in Russian to TASS Moscow

Taipei Correspondent's Dispatch in Japanese to NIPPON TIMES Tokyo

b. Correspondents' dispatches may be inserted among items in a regular presscast or included with other traffic in a common-carrier circuit. In either case each dispatch requires special attention to insure that its logograph correctly reflects its origin and destination.

c. A dispatch may be relayed through several radio circuits and intercepted on any one of them. The identity of the circuit itself, the location of its transmitter, and the location of its contact station are of no concern in the formulation of logographs. Logographs show the point at which the dispatch is filed and the identity of its ultimate addressee.

d. The filing point of the dispatch need not correspond with the date-line of the item. Press material transmitted from a branch office of a press agency to a main office or to a regional office at a higher level is regarded as a correspondent's dispatch since it is subject to editorial review at a higher level.

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D. PRESSCASTS

4. Clandestine presscasts

Logographs for clandestine presscasts are in the form:

AGENCY (Clandestine) in Language to Destination

Example:

LIBERATION PRESS AGENCY (Clandestine) in Vietnamese to South  
Vietnam

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E. BRIEF LOGOGRAPHS

Each logograph has an alternate form which is used in editorial briefs. The brief form, which is enclosed in parentheses, is the same as the regular form except that prepositions and the word "Service" are struck out.

Examples:

Melbourne Overseas Service in English

BRIEF FORM: (Melbourne Overseas English)

Moscow in English to Eastern North America

BRIEF FORM: (Moscow English Eastern North America)

Brussels Domestic Service in French

BRIEF FORM: (Brussels Domestic French)

Peking NCNA in English to Europe

BRIEF FORM: (Peking NCNA English Europe)

Havana Correspondent's Dispatch in English to TASS Moscow

BRIEF FORM: (Havana Correspondent's Dispatch English TASS  
Moscow)

Caracas Ondas Populares in Spanish

BRIEF FORM: (Caracas Ondas Populares Spanish)

Oggi in Italia (Clandestine) in Italian to Italy

BRIEF FORM: (Oggi in Italia/Clandestine/Italian Italy)