

U.S. Advisory Commission on Information

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UNITED STATES ADVISORY COMMISSION ON INFORMATION

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SEMIANNUAL REPORT to THE CONGRESS

APRIL 1951

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FOREWORD

The United States Information and Educational Exchange Act of 1948 (Public Law 402) was approved by the 80th Congress on January 27, 1948, an Act "To promote the better understanding of the United States among the peoples of the world and to strengthen cooperative international relations."

Public Law 402 created the United States Advisory Commission on Information to formulate and recommend to the Secretary of State policies and programs for the carrying out of the Act. It required the Commission to transmit to the Congress a semiannual report of all programs and activities carried on under the authority of the Act, including appraisals, where feasible, as to the effectiveness of the several programs, and such recommendations as shall have been made by the Commission to the Secretary for effectuating the purposes and objectives of the Act and action taken to carry out such recommendations.

This is the fourth semiannual report by the United States Advisory Commission on Information to the Congress. The third report was transmitted in July, 1950.

Erwin D. Canham

Erwin D. Canham, Chairman

Philip D. Reed

Philip D. Reed

Mark A. May

Mark A. May

Justin Miller

Justin Miller

NOTE: Mr. Ben Hibbs, who has been nominated recently as the fifth member of the Commission on Information, has not signed this report, since he has not yet been officially confirmed and since he feels that he is not informed sufficiently regarding the operations of the information program.

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UNITED STATES INFORMATION PROGRAM

- How are we doing in the war for the minds of men?
- Should the United States' information program be taken out of the Department of State and placed in a new agency, or in the Economic Cooperation Administration?
- How well is the program now being administered?
- Are there major organizational re-arrangements which could be made inside the State Department to achieve many of the advantages of a separate agency?
- Is American private enterprise given adequate channels to make its large experience available to the information program?

These and many other questions have preoccupied the United States Information Commission, set up under the Smith-Mundt Act (Public Law 402), since we presented our last semiannual report to the Congress.

Obviously this Commission, composed of citizens who can give only part-time attention to the problems of the information program, cannot give definitive answers. But we are required under the law to advise the State Department and the Congress on the effectiveness of the information program. Therefore this brief and summary report will present our over-all conclusions and opinions. Of course we take no part in the administering of the program. Our opportunities for observing it are limited. But we have kept close to the program now for two and one-half years. We have carefully followed-up the various recommendations we have made to the State Department and to the Congress.

Our present basic conclusions are these:

That the program is being efficiently administered.

That its personnel has been greatly improved, and is being steadily enriched by specialists of larger experience and talent.

That the expansion authorized by the 81st Congress as the "Campaign of Truth" is being effectively carried forward.

That most of the recommendations made by this Commission have been put into effect.

That a great deal more can be done, and must be done, before the United States will be adequately waging the war of ideas.

That the evaluation techniques through which the Department tests its programs need further strengthening, as much as possible through independent sources.

That grave doubts exist whether major structural changes, such as taking the program outside the State Department, will be an improvement. We are aware of the advantages of a separate agency, but we are more impressed by the disadvantages of divorcing policy-making from operation, and of setting up almost inevitably conflicting representation in foreign countries.

That channels which have been opened up to bring American private expertness into the program in advisory and consultative capacities show great promise of effective results.

I. What have the State Department and the Congress done to carry out our recommendations?

This Commission has made four major recommendations to the State Department and the Congress, in the two and one half years of its operation:

(1) That the information program must be closely integrated with policy making at all levels. This is necessary so that policy may be formulated with its informational consequences in view, and so that the information people know intimately and speedily just what policy is.

(2) That the program should be substantially enlarged. This was, and is, necessary so that the United States shall not lose the struggle for men's minds and for their active support.

(3) That additional skilled people be brought into the program. The need for the highest talents, skills, and administrative efficiency is obvious.

(4) That the program be carefully evaluated in the field. This is indispensable so that we know whether or not we are hitting the target: whether or not the people's money is being well spent.

Ties With Policy-Making

The Commission is most gratified that its recommendations have been largely carried out. The first need, which we began pointing out in 1948, was that career and foreign-service officers in the State Department should become conscious of the vital importance of the information program, and should cooperate effectively with it in Washington and in the field. Much progress has been made in this direction.

The Assistant Secretary for Public Affairs now participates in the formulation of policy of the Department. He advises the Secretary, the Under Secretary, and other top level staff of the Department on public opinion factors, domestic and overseas. A representative of the immediate staff of this Assistant Secretary participates in the meetings of the Policy Planning Staff of the Department. Through the Hoover Commission reorganization, specialists from the Public Affairs Area have been placed in the functional or geographic divisions of the Department. All this has brought information far closer to policy-making than ever before.

Nevertheless, better organizational status for the growing information program within the Department is desirable. This subject is discussed more specifically later in this report. We are not satisfied that the public affairs officers now placed in the various other divisions of the department, and particularly operating in the field under the area Assistant Secretaries of State, have the support they require. We believe, as we state later, that more careful study must be given these organizational problems.

Obviously to integrate this new and different kind of foreign operation--the information program--into the long-standing stereotypes of the foreign service is not a job to be accomplished overnight. In some areas in the field, the career men have a deep awareness of the job to be done and a real flair for its techniques. This sort of thing ought to be encouraged at every opportunity. All foreign service officers should

be carefully briefed, and repeatedly, on the values of the information program.

A Larger Program

As to our second recommendation, the program's enlargement, Congress in 1950 went far in its supplemental appropriations to lay the groundwork for an adequate effort. It is immensely gratifying that the real nature of the world crisis was perceived by Congress, and that enough funds to mobilize for ideological warfare were made available. This Commission has always emphasized that it is far more important to spend well than it is to spend a lot. But there is real danger now, in April, 1951, that we slip back into complacency.

The situation in Korea to some seems less menacing than it did in mid-1950; the Soviet Union (as we write) has made no new dangerous gestures. Despite grave uncertainties in Iran, Yugoslavia, Indo-China, and elsewhere, American public opinion--manifestly and properly reflected in Congress--is tending to cool off.

We believe, however, that Secretary Marshall was right when he said on March 27 that he regards the present situation as more dangerous than it was six months ago. Therefore we strongly urge that Congress keep right on providing enough ammunition and manpower with which to wage the war of ideas. To cut down the information program at this critical moment would be to court new disasters. Although the tide of Communist influence in Western Europe has been turned back, it is manifest that in vast un-committed areas of the world, the United States has a long way to go in clarifying its motives and its meaning to peoples. Such clarification requires a major information program. We must not stop or slow up now.

Personnel Improvement

We are particularly gratified at the way in which the information program's personnel has been steadily improved. It takes a great deal of patriotic self-sacrifice for men and women who are highly-skilled and highly-paid professionals to leave their long-range posts and come into governmental service under conditions of uncertainty and often abuse which have prevailed in recent years. These people deserve the highest

recognition and gratitude of their country. There are not a few of them. They have recognized the gravity of the world crisis and they have enlisted voluntarily in the war of ideas.

One of our members, on a recent swing around the circuit overseas ran into men who were on leave-of-absence from \$35,000 a year jobs, digging into tasks at much lower levels because they have understood that this ideological conflict is no less urgent than -indeed is the very heart of- the power struggle. A good many other skilled professionals have been able to squeeze out a few weeks or months from their regular jobs to consult with the Department or to perform special tasks. All this has contributed measurably to the improvement of the staff.

But the greatest credit goes to those who have stuck by the battle through thick and thin -- and sometimes it has been very thin, when complacency or unawareness spread over national thinking. Some of them have turned down very lucrative job opportunities -- and this is particularly true in the radio field -- just because they felt deeply and sacrificially that they were enlisted in a significant cause. We are not so naive as to ignore the presence in the information program -- as in most other branches of government -- of people who do not compare in talent and skills with that required in most private industry. But, as people in private life ourselves, we have no hesitation in saying that many of those who have taken this program through its slimmest days possess skill and ability which compare very favorably with that to be found anywhere.

It might be considered invidious to single out individuals by name. But we are quite ready to do so if Congress desires. We have formed our own opinions, on the basis of close and protracted observation, of the men carrying the most significant responsibilities. We are prepared to give candid judgments of any of them. We have freely recommended to the State Department, in the past, that certain individuals were in our view unsuited to their jobs. The Department has carefully listened to our advices, and taken informed action.

We now understand that some of the men at the top of this program are under severe criticism in some Congressional circles. We stand ready to give our evaluation of these individuals if it is desired. But we wish to state unequivocally that since the application of the Hoover Commission reorganization, this program has steadily improved in its administration. We regard the key men in the program as skilled and experienced administrators.

A prominent business and professional man, an expert in administrative organization in response to our inquiry recently told our Commission that in his view the administrative work in this area is of high calibre and would do credit to the best-organized private business. Another professional expert, commenting to us on the operations of the International Broadcasting Division, said that there are few radio administrators or engineers in the country who have capacities to excel those in charge of this operation. No doubt these two private experts, as well as many others, would be glad to testify to the business efficiency and leadership of such men as are now carrying on this far-flung program.

Naturally we are not pretending to give blanket endorsement to all the personnel. It is obvious that many of them can be improved-- and are being improved by judicious hiring and transfers. In passing, it is worth remarking that few private businesses could recruit personnel effectively if something like a 90-day wait had to take place between the moment of persuading a person to take a job, and the time he was "cleared" for hiring. Security clearances are vital. But they render recruitment exceedingly difficult. It is to be hoped that they can be improved without reducing the safeguards.

Better Evaluation

Our fourth major recommendation was of better evaluation of the target-effectiveness of the information program.

A year ago the Commission recommended that more attention be given to the evaluation of the impact of the program on the peoples of the world. There was at that time and still is, need for more specific information on how the battle for men's minds is going. Are we hitting the targets toward which the out-flow of information is aimed? How well is the line against the spread of communism being held? Are we winning converts from communism to freedom?

It is recognized by the Commission that these are difficult questions but they are of immense importance for obvious reasons.

The steps taken thus far by the Department towards a more intensive and systematic evaluation of the effectiveness of the program consist of (1) the organization of an Evaluation Staff, at the General Manager's level, composed of 6 members, concerned primarily with planning and conducting the overall evaluation of the effectiveness of all media

in all countries, and (2) the organization of media division evaluation staffs. The largest of these is that of the International Broadcasting Division which now has 74 persons with provision for a total of 102 for 1951. The staffs of the other media divisions are in the process of organization. (3) The allocation of 40 positions to the Research and Intelligence area of the Department for purposes of providing the basic cultural anthropological research for guidance to public affairs officers; maintaining a library of sample foreign propaganda; additional biographical intelligence facilities; analyses and summaries of public opinion surveys; surveys of world reaction to major U. S. policy moves; analyses of foreign propaganda content; and the collection of intelligence material for the use of USIE. (4) The allocation of USIE field staff positions to the evaluation function on a pilot project basis. Three positions have been allocated to date, one of which is filled at this time.

At present the main activities of the central and special staffs include (1) the screening of reports from USIE field officers for instances of favorable and unfavorable responses, (2) planning studies to be done under contract by private research organizations such as opinion attitude surveys in selected foreign countries; content analyses of media output; media improvement studies; and studies to determine the local communications channels from which the target audiences form their opinions. (A number of such studies have been completed for the International Broadcasting Division).

There are two ways of assessing the effectiveness of any program of public relations, advertising or propaganda. One is to find out if the right things are being said to the right people, in the right ways, and at the right time and through the channels that are most likely to attract attention. It is assumed that if a program comes up to certain standards of quality and quantity it is bound to be effective. The other way is to assess the results by finding out how the program influences the behaviour and beliefs of those to whom it is directed. Thus far the evaluation work of the Department has been mainly of the former type. The Commission notes with satisfaction, however, that plans for 1952 call for studies, in selected areas, of the extent to which people are becoming more favorable toward the cause of freedom as expressed in words and deeds.

The Smith-Mundt Act states that the Commission is expected to report to Congress its independent appraisals, when feasible, of the effectiveness of the program. This has been done in previous reports that have been made at times when one or more members of the Commission have returned from a trip overseas and have had an opportunity for first hand observations. Recently Judge Justin Miller has visited

several USIS posts in Latin American countries. His report to the Commission is submitted as an appendix hereto.

The Commission has given considerable thought to the question of how it can manage to provide Congress with more comprehensive independent appraisals, within the limits of the time and facilities at its disposal. The Commission has neither the time nor inclination to become an operating agency, even in the vital matter of independent evaluation. Its members will however continue, when possible, to make short trips to the field.

In addition, the Commission has recommended and the State Department has set up seven advisory committees (as provided in P. L. 402). The composition and scope of these committees is described later in this report. One of their most useful consequences will be the availability of Committee members for private evaluations of the information program, through their various overseas contacts and trips. On these committees are outstanding national experts in the various media. They will be able to give invaluable help in judging the effectiveness of the program according to the best known standards of communication information.

II. Should the Information Program be placed in a separate agency, or given stronger status inside the State Department?

This Commission has no vested interest in the placement of the information program. We are solely concerned with its maximum effectiveness. If we were persuaded that it could function more effectively outside the State Department, we would feel obligated to say so. But our experience has led us to have grave doubts that the program in the hands of a separate agency would operate as well as it does now. We believe the subject requires very careful study. We would therefore gladly endorse the proposals in Congress for an investigation of the information program, although we hope the investigation will not completely monopolize the time of those trying to administer these operations.

Pending the results of such an investigation, and for what it may be worth, here are our own observations based on two and a half years of scrutiny:

One vital requisite in the handling of the information program is that it shall not be remote from policy-planning. Another equally significant need is that the United States abroad should speak with a single voice. There can be separate tones and modulations in that

voice, and a choice of vocabularies, but the voice should not contradict itself. We do not believe that O. W. I. operations in World War II were altogether happy as far as policy-coordination is concerned.

We recognize freely that if Congress agrees to set up an information agency of cabinet rank, and if it creates enough top jobs at relatively good salaries, and if the right man can be persuaded to head the agency, and if some kind of exemption from F. B. I. clearances prior to hiring personnel can be legislated, there is a chance that the proposed agency could get better personnel than is now employed. These are big ifs.

And, of course, the separate agency would require substantially larger appropriations than are now available to the State Department, for it would require its own house-keeping arrangements and many facilities it now gets by virtue of being inside the department. Likewise, the higher rated jobs would require a higher payroll.

These presumed advantages would not apply to the transfer of the information program to the Economic Cooperation Administration, as proposed by Senator Chavez. Such a shift would not up-grade the present jobs.

But transfer to E. C. A., as well as to a separate agency, would inevitably tend to set up rival U. S. Embassies in foreign capitals. One would be the regular State Department Embassy. The other would be the E. C. A. or the information set-up. Strenuous efforts would be needed, and in the past they have not always been successful, to bridge the gulf between two such entities. Even to require that everything should clear through the regular Ambassador does not solve the problem.

Thus the chasm between the information program and policy--which this Commission has tried so earnestly to help close--would begin to yawn again. At times there would seem to be two policies: the official State Department one, and the one being promulgated by the information people. This would be a deplorable state of affairs.

No propaganda can be any stronger than the policy from which it springs. Thus the information specialists should be at all times and at all levels just as close as they possibly can be to the making of policy. Sometimes policy is "made" by the junior officer who writes an original memorandum. Sometimes it is made by an unexpected utterance at a top-level press conference. But the information consequences of policy ought always be taken into account, and the information man ought always to be consulted. Since most foreign policy is made by the State Department, the closer the information program can be to the State

Department, the more effective the propaganda will be. This is true provided a qualified group of specialists has been organized to do the operating of the information program. That is the present case.

There is one argument for a separate agency which lies in the realm of practical politics. The State Department is a "target area", politically, and has been so in one way or another for many years. It would be refreshing to give the information program the advantages of a honeymoon period, at least, before the shafts and arrows start flying. But this is a minor advantage, after all, compared to the massive handicap of separating policy from information.

These considerations seem very important to us. But we would not be dogmatic on the question. Let it be investigated. Particularly, there should be investigation of whether the advantages--or most of them--of a separate agency can be created inside the State Department. We would be very interested in a program raising the information activities to the level of the Under-Secretary of State, and giving them new administrative flexibilities they do not presently have. By the end of 1951 nearly half the employees of the State Department will be in the information program, and nearly half the Department's appropriations will be expended for that purpose. It would seem essential to give such a program appropriate organizational weight inside the Department, rather than pyramiding it under the relatively low level of an Assistant Secretary of State. We recommend this subject be carefully explored.

III. Broadening the Commission's Channels to the Public.

The Commission has been most desirous to carry out the purposes of Public Law 402 by opening up wider channels of contact with appropriate professional and private sources. To that end, under the authority of the Act, it has recommended and the State Department has set up seven advisory committees. Personnel of three of the committees have already received preliminary clearance and they are at work. The other four are currently in process of clearance, and all will soon be complete. The committees, widely representative of each field are:

The RADIO ADVISORY COMMITTEE, which consists of the following persons:

Judge Justin Miller,	Chairman (and member of the U. S. Advisory Commission on Information)
William S. Paley	Chairman of the Board, Columbia Broadcasting System.
Theodore C. Streibert	Chairman of the Board, Mutual Broadcasting Company.
Charles Denny	Executive Vice-President, National Broadcasting Company.
Wesley I. Dumm	President, Associated Broadcasters, Inc., San Francisco, California.
Donley F. Feddersen	President, University Association for Professional Radio Education, Northwestern University, Evanston, Illinois.
Jack W. Harris	General Manager, Station KPRC, Houston, Texas.
Henry P. Johnston	General Manager, Station WSGN, Birmingham, Alabama.
Edward Noble	Chairman of the Board, American Broadcasting Company.
John F. Patt	President, Station WGAR, Cleveland, Ohio.
Mefford R. Runyon	Executive Vice-President, American Cancer Society.
G. Richard Shafto	General Manager, Station WIS, Columbia, South Carolina.
Hugh B. Terry	Vice-President and General Manager, Station KLZ, Denver, Colorado.

The GENERAL BUSINESS ADVISORY COMMITTEE, which consists of the following persons:

Philip D. Reed, Chairman	(and member of the U. S. Advisory Commission on Information)
James A. Farley	Chairman of the Board, Coca Cola Export Corporation.
Ralph T. Reed	President, American Express Company.
W. Randolph Burgess	Chairman of the Executive Committee, National City Bank of New York.
Sigurd S. Larmon	President, Young and Rubicam, Inc. (advertising)
William M. Robbins	Vice-President for Overseas Operations, General Food Corporation.
David A. Shepard	Executive Assistant, Standard Oil Company of New Jersey.
J. P. Spang, Jr.	President, Gillette Safety Razor Company.
Claude Robinson	President, Opinion Research Corporation.
Warren Lee Pierson	Chairman of the Board, Transcontinental and Western Air, Inc.
Meyer Kestnbaum	President, Hart, Schaffner & Marx.

The work of the IDEOLOGICAL COMMITTEE is devoted to the consideration of special projects, and participants in the work of this rotating Committee are persons with outstanding experience in the field under study. Each meeting will consist of a new group of specialists. The first group of such specialists were:

George Gallup	Institute of Public Opinion.
George S. Counts	Teachers College, Columbia University.
Allen W. Dulles	Director and President, Council on Foreign Relations.
Elmer Davis	News Analyst, American Broadcasting Company.
Alexander Inkeles	Harvard University.

Meetings of the Ideological Committee, under the chairmanship of Mark Ethridge, who was chairman of the Commission until December, 1950, and of the General Business, and Radio Committees have already been held. Many fruitful suggestions emerged from these meetings. One of them--to illustrate--was a request by domestic radio station operators for selections from Voice of America programs so that they might let Americans know the kind of propaganda that is going overseas in their name. The Department's Division of Public Liaison is working intensively to find means of making such material available.

Preliminary clearances are underway for the proposed members of the four additional committees, namely; Film Committee of which Dr. Mark May will be chairman; Press and Publications Committee of which Mr. Ben Hibbs will be chairman; Labor Committee of which Mr. Erwin D. Canham will be chairman; and Public Relations Committee of which Judge Justin Miller will be chairman.

These seven committees will greatly strengthen the Commission's channels into the heart of American private enterprise, labor, and the information media. We seek to make it possible for any qualified American to get his ideas regarding this program to the attention of the proper officials. At any rate, these representative groups are spread geographically and professionally over much of the nation, and the results are already most encouraging.

APPENDIX is attached hereto.

APPENDIX

REPORT TO U. S. ADVISORY COMMISSION ON INFORMATION

Effectiveness of USIS Operations in Mexico and Brazil by Judge Justin Miller

My conclusions concerning the operation of the United States Information Service in Latin America are based upon first-hand contact in Mexico and Brazil, with the members of the Information Staff, broadcasters and newspaper people, and government officials of the two countries which I visited. To a lesser degree, I was able to gain some information and form some impressions concerning the situation in other Latin American countries from my visits with broadcasters who were attending the 2nd General Assembly of the Inter-American Association of Broadcasters, in Sao Paulo, Brazil.

From all contacts mentioned above, I got the impression of a generally friendly attitude toward the United States upon the part, both of government officials and of private individuals in these respective countries. From all of them I got, also, the impression that they are looking for assistance from the United States, both economically, technically and in all forms of professional service.

I was assured by the broadcasters of several countries, in addition to those in Mexico and Brazil, that they are hungry for American program material in the form of transcriptions and recordings; that they will be happy to give free time on their broadcasting stations for such programs; that they are receiving a good deal of such material at present from the British Broadcasting Corporation; and that the Russians would be glad to make their material available also. Generally speaking, I found little sympathy for the Russian propaganda.

Turning now to conclusions based upon my own observations in Mexico and Brazil, I will say:

1. The "Voice of America" is relatively unimportant in the Latin American countries because: (a) of the friendly attitude concerning American programs and their availability for use on domestic radio stations; (b) the lack of shortwave receivers; (c) the availability of other very effective USIS operations.

2. I found evidences of very substantial trends toward increasing the use of American programs on domestic radio stations. In many instances, I found that time is being given free where program material is made available. In one striking instance I found that a member of the Information Staff is the best known and most popular commentator in the country and that his scripts are published regularly in a large number of newspapers, the day following their presentation on the air. I was given assurance by several broadcasters, not only in Mexico and Brazil, but representing other countries as well, at the IAAB Conference, that they would be glad to give additional free time for this purpose. In other instances, I found that time is being purchased for very reasonable rates, and at very good hours.

My impression is that the programs which are being prepared for distribution are improving rapidly in quality, particularly where the Information Officers are allowed to adapt and edit the material for local consumption.

3. I found one new public information device about which I have never heard before, namely, the commercial operation, in hundreds of "plazas", of public address or loud speaker systems. These are operated by enterprising businessmen who sell time for advertising, just as broadcasting station operators do, and who broadcast their material to the crowds sitting and standing about in the public plazas of the various cities and towns of the two countries which I visited. This, of course, meets the need upon the part of many poor people who cannot afford to own receiving sets. The operators of these systems, I am assured, are especially hungry for recordings and will use practically everything which is given to them by our Information Service Officers.

4. Perhaps the outstanding phase of the Information Service in the two countries which I visited are the libraries and the Institutes of Cultural Relations. I found here the greatest evidence of that "sympatico" which expresses cordial relations and friendly cooperation between individuals and groups of people. In the first place, the word "culture" is one of good repute in the Latin American countries. It seems not to have suffered as the word did in the United States, following our repudiation of the German "Kultur" at the time of the First World War. In these Institutes of Cultural Relations I found participation upon the part of outstanding public officials and professional people; I found that large numbers of students are participating in the classes given in these Institutes; I found extensive use of library facilities and an atmosphere of research, study and cultural cooperation which comes closer to

that which one finds about an American university or college campus, than any other analogy which I can find for comparative purposes.

5. Closely related to the work of the libraries and Cultural Institutes, is the distribution of books, magazines and reprints by the Information Officers. This work is done on a more "earthy" and realistic basis than is to be found in the libraries and Cultural Institutes. Examples could be given of very effective use of such material, directly combating Communist propaganda in these countries. Here we find direct competition with Russia, In every newsstand which I saw in the several cities which I visited -- and there are a surprising number of such newsstands in every city -- I found liberal quantities of Russian magazines. I inquired what sale there is for such magazines and upon what basis they are handled by the news vendors, but was not able to get a satisfactory answer. There is a good deal of speculation to the effect that Russia is supplying these magazines free of charge to the news vendors and that they are taking whatever profit they can get out of those which they sell.

I was told by the Information Officers in each of the cities which I visited that they work under several limitations with respect to the distribution of the printed material:

a. The material which comes from New York and Washington while good in substance, is generally speaking, too scholarly, abstruse or conditioned for American readers, to be immediately available for distribution among the people of other countries. It needs editing and adaptation; it needs the transposing of American colloquialisms and idioms into similar colloquialisms and idioms of the countries in which distribution is made.

b. There is a serious shortage of newsprint and of printing facilities generally. This reflects a condition which prevails throughout these countries and is evidenced by the quality of paper and quality of printing which we see in the newspapers printed in these various countries. This is something to which very serious consideration should be given. If the condition could be improved, it would assist materially, not only in the carrying on of the Information program, but also in securing the good will of the several countries in Latin America so far as their own needs are concerned. The suggestion was made to me by newspaper publishers and government officials, on several occasions, that the United States might well take the lead in improving the situation with respect to newsprint and printing facilities in the various Latin American countries on an overall

basis. This is one of the points, specifically, for which aid is hoped for from the United States.

6. One of the most effective information services in the countries which I visited are the mobile units and the motion pictures which are shown by the crews of these units throughout the country. Because of poor transportation and communication facilities, many people in these countries have little opportunity to receive information through normal channels. One government education official told me that communication and transportation facilities are so poor that they do not even pretend to carry on education through the normal channels of school buildings, etc. and that some method must be devised for the use of broadcasting, television, motion pictures, etc. even to take care of elementary education. The mobile units of our Information Service -- as will readily be seen -- are a God-send under these conditions and are warmly welcomed by the government officials, especially those who are concerned with education.

Several limitations apparently exist with respect to the operation of these units. Both in Mexico and in Brazil I was told that there were insufficient numbers of the units; I was told that there are insufficient personnel and money for running expenses; I was told in Brazil that several mobile units, fully equipped, have not been put into use for almost a year, but are still standing idle because the small amount of money needed to put them into operation has not been made available.

Judging from the pictures which I was shown, of the faces of listeners both children and adults, there can be little doubt of the effectiveness of these motion picture presentations. I was particularly impressed by pictures of industrial workers -- among whom Communism is said to spread most readily -- who were watching pictures showing the life of industrial workers in the United States and the operation of modern industrial plants.

7. As previously mentioned, I found splendid cooperation -- and desirable cooperation -- between our Information Officers and educational authorities. Let me elaborate this further and specifically at this point by saying that striking examples can be given of such cooperation in such fields as agriculture, horticulture, public health and industrial operation.

I was impressed by the fact that we have already under way in these countries, through our United States Information Service, very substantial steps in carrying out the "Point Four" program.

8. I was very pleasantly surprised at the high quality of personnel which I found. Several men have come recently into the service -- and one woman -- from much more highly paid positions in private industry, on the theory that this is a time of emergency, of approaching war and that it was an opportunity for them to render substantial service in the public interest. There is a fine enthusiasm among these people, a good deal of the "know-how" of private industry and a willingness to put a great deal more into the operation of the program than could be measured in terms of a nine-to-five civil service performance.

9. I watched, particularly, to see how the work of the information service is being coordinated with the over-all work of the embassies and with the foreign service operation. Generally, speaking, I found at the top level a friendly and understanding attitude. I found some skepticism concerning the enthusiasm of the Information Officers -- which I should commend, both because of the enthusiasm on the one side and the careful supervision which results on the other -- but I found, also, some apparent road-blocks resulting from unwillingness of some Foreign Service Officers to accept the Information Service. I was reminded of our early contacts with Foreign Service Officers in the State Department, when our Commission first began to meet and when some of these men explained to us that the task which had been assigned to them by Public Law 402 violated the first principle of the Foreign Service, namely, in requiring them to tell the world what the policy of the United States is, when through all their period of training and service they had learned to tell no one anything about such policy.

Specifically, I found this attitude upon the part of some of the Foreign Service people, causing road-blocks such as the following:

- a. The failure to put the mobile units into operation in Brazil;
- b. Requiring communications between the Information Officer in the embassy city to go "through channels" to his own Information Officers in the consulate cities, with the result that it sometimes takes weeks to get a message to the Information Officer and his reply back again.

This is, of course, a touchy subject and one which involves many considerations of policy. However, it is obvious that if the Information Service is to operate effectively, these road-blocks must be worked out, one way or another. One specific example will illus-

trate how easy it is to cause trouble. It is approximately one and a half hours by airplane from Rio to Sao Paulo. Transportation is so poor between the cities, otherwise, that ordinary mail can hardly be relied upon at all for communication between the two cities. Air mail takes as long as one week, sometimes. The United Press uses the telephone to connect its offices between Rio and Sao Paulo. Either a telephone service or a teletype service would make it possible to avoid severe "dating" with respect to material which is sent out from Rio to Sao Paulo. As neither a telephone service nor a teletype is permitted to the Information Officers, the answer is obvious.
