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UNITED STATES
ADVISORY COMMISSION
ON
INFORMATION



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Jan. 1952

REPORT to THE CONGRESS

JANUARY, 1952

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 fifth report by the United States Advisory Commission on Information to the Congress. The fourth report was transmitted in April 1951.

Erwin D. Canham

Erwin D. Canham, Chairman

Philip D. Reed

Philip D. Reed

Mark A. May

Mark A. May

Ben Hibbs

Ben Hibbs



NOTE: Mr. Justin Miller (Chairman of the Board, National Association of Radio & Television Broadcasters), who is a member of the Commission, is on inactive status as a member since his appointment as Chairman of the Salary Stabilization Board on November 8, 1951, therefore did not sign this report.

MEMBERS OF
UNITED STATES ADVISORY COMMISSION ON INFORMATION

Erwin D. Canham

Chairman
Editor, Christian Science Monitor,
Boston, Massachusetts.

Philip D. Reed

Chairman of the Board, General
Electric Company,
New York City.

Mark A. May

Director, Institute of Human
Relations, Yale Univeristy,
New Haven, Connecticut.

Ben Hibbs

Editor, Saturday Evening Post,
Philadelphia, Pennsylvania.

Justin Miller

Chairman of the Board, National
Association of Radio & Television
Broadcasters, Washington, D.C.

UNITED STATES INFORMATION PROGRAM

Since our last report to Congress in April 1951, the war for the minds of men has grown considerably more intense. The appropriations made by the Congress to wage this war have permitted a steady expansion of the State Department's information program. This Commission has kept as close to the program as it is possible for this spare-time body of private citizens to do.

We are aware of the fact that there is in some quarters serious criticism of the organization and implementation of the information work. We are aware of the validity of some of the criticism, although we believe that a considerable part of the attack has been ill-informed.*

It would be normal for us to report fully at this time on the progress of the information work. We were preparing such a report. However, on January 16, 1952, the State Department announced a very extensive reorganization of its international information work, together with the appointment of new top officials. These changes are so central to the entire operation of the information program that they might well modify any specific conclusions or considerations we could present now. The Commission long has favored more strength and flexibility in the organization of the information work. Hence, in principle, we have favored in the past its establishment as a semiautonomous agency under an Administration within the Department of State. We recognize also that there are powerful arguments in favor of taking the program out of the State Department altogether. Up to the present, these arguments have not seemed decisive to us as against the desirability of retaining a close connection between foreign policy formulation and the administration of the information program.

But the placement of the program either within the State Department at the new levels, or outside, is of extreme importance. We have not had opportunity to examine carefully the reorganization plan, so recently completed and not yet implemented. Therefore, we cannot give mature analysis to the reorganization at this time. We intend to keep an open mind about the revisions, and to study them objectively in action.

We are, however, most reluctant to delay a brief report to Congress any later than the present date. Therefore, this report is to let the Congress

*NOTE: One recent such critic, for example, stated in a widely syndicated newspaper column that this Commission had never reported to the Congress. This is our fifth report since March 1949.

know of our general activity during recent months, and our intention to make careful comment on the reorganization and all other phases of the program's activity at the earliest useful date.

The Commission has engaged in a number of important activities of its own within recent months. One of our members, The Honorable Justin Miller, carried out an extensive trip in Latin America to investigate the activities and effectiveness of the information work in that area. He brought back many recommendations which were given immediate and careful attention by appropriate officials in the State Department. Many deficiencies were quickly rectified. We will report to the Congress on this study and its results when the analysis is complete.

Four advisory committees to this Commission, set up under Public Law 402 and composed of outstanding leaders in their respective fields, have been active during recent months. An appendix to this report gives their personnel and status of their meetings and work. The committees have been particularly useful as channels through which expert judgment in private fields can be brought to bear upon the program. A large number of separate consultations with individuals in these fields have taken place.

Our over-all conclusion regarding the information program since our last Report is that the program has increased considerably its effectiveness, but that constant and continuing effort will be required to achieve its full potential.

It is the intention of the Commission to continue to observe and advise the new International Information Administration of the State Department and, with the help of the members of its panels and other individuals having special competence in the information field, to assist it in every way possible.

APPENDIX

In an attempt to broaden the channels of contact with appropriate professional and private sources, four advisory committees to the Commission on Information have been established. A brief review of the activities carried on by these committees follows:

The RADIO ADVISORY COMMITTEE has held one meeting during this period in addition to a general meeting on November 30, 1951 of the Commission and the four committees established to date. This group has divided itself into working subcommittees similar to the operational breakdown of the VOA (Voice of America). Two subcommittee reports have been completed, one on Facilities and one on Organization and Personnel. The recommendations made by the Facilities subcommittee have been implemented insofar as practicable. The report of the Organization and Personnel subcommittee now is being considered by the Department.

In addition, a member of this committee has sponsored a transcribed radio series titled "Your Voice of America", which now is available to all domestic radio broadcasters, as a means of informing the American public of the Department's international radio activity.

During Mr. Justin Miller's leave of absence from the Commission, Mr. Theodore C. Streibert, a member of the committee, has been acting as chairman.

The GENERAL BUSINESS ADVISORY COMMITTEE has held one meeting during this period, except for the joint meeting mentioned above.

One of the members of this committee, through his organization, prepared and published a booklet titled "Guides in Influencing Mass Opinion"; a summary of the aims and objectives of the overseas information program. This booklet has been endorsed by the Department and widely distributed to the overseas personnel of the information and educational exchange program.

Several other committee members, through their organizations, have undertaken projects in cooperation with the Department.

The PRESS AND PUBLICATIONS ADVISORY COMMITTEE has held one meeting in addition to the joint meeting.

The FILM ADVISORY COMMITTEE has held one meeting other than the joint meeting.

A list of the members of each of these committees follows;

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

Theodore C. Streibert	Acting Chairman, Radio Advisory Committee President, Station WOR, General Teleradio, Inc., New York City.
Charles R. Denny	Executive Vice President, National Broadcasting Company.
Wesley I. Dumm	President, Associated Broadcasters, Inc., San Francisco, California.
Donley F. Feddersen	Chairman, Department of Radio & Television, Northwestern University, Evanston, Illinois.
Jack W. Harris	General Manager, Radio Station KPRC, Houston, Texas.
Henry P. Johnston	General Manager, Radio Station WSGN, Birmingham, Alabama.
John F. Patt	President, Radio Station WGAR, Cleveland, Ohio.
Mefford R. Runyon	Executive Vice President, American Cancer Society, New York City.
G. Richard Shafto	General Manager, Radio Station WIS, Columbia, South Carolina.
Hugh B. Terry	Vice President & General Manager, Radio 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).
W. Randolph Burgess	Chairman of the Executive Committee, The National City Bank of New York.
James A. Farley	Chairman of the Board, The Coca-Cola Export Corporation, New York City.
Stanley A. Holme	Assistant to Chairman of the Board, General Electric Company, New York City.
Meyer Kestnbaum	President, Hart, Schaffner & Marx, Chicago, Illinois.
Sigurd S. Larmon	President, Young & Rubicam, Inc., Advertising, New York City.
Warren Lee Pierson	Chairman of the Board, Trans World Airlines, Inc., New York City.
Ralph T. Reed	President, American Express Company, New York City.
William M. Robbins	Vice President in Charge of Overseas Operations, General Foods Corporation, New York City.
Claude Robinson	President, Opinion Research Corporation, New York City.
David A. Shepard	Executive Assistant to the President, Standard Oil Company of New Jersey, New York City.
Joseph P. Spang, Jr.	President, Gillette Safety Razor Company, Boston, Massachusetts.

The PRESS AND PUBLICATIONS ADVISORY COMMITTEE, which consists of the following persons:

Ben Hibbs	Chairman (and member of the U.S. Advisory Commission on Information).
Julius Ochs Adler	General Manager, New York Times.
Milton Arthur Caniff	Cartoonist, Chicago Sun-Times Syndicate, New York City.
Albert L. Cole	Manager, Reader's Digest, Pleasantville, New York.
Edwin S. Friendly	Vice President, New York World Telegram and Sun.
Bruce Gould	Editor, Ladies' Home Journal, Philadelphia, Pennsylvania.
Alexander F. Jones	Executive Editor, Syracuse Herald Tribune, Syracuse, New York.
Ralph Emerson McGill	Editor, The Constitution Publishing Company, Atlanta, Georgia.
Arthur H. Motley	Publisher, Parade Publications, Inc., New York City.
Theodore S. Replier	President, Advertising Council of America, Inc., Washington, D.C.
Roy E. Stryker	1305 North Highland Avenue, Pittsburgh, Pennsylvania.

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

Mark A. May	Chairman (and member of the U.S. Advisory Commission on Information).
Gordon Biggar	President, Industrial Audio-Visual Association, New York City.
Frank Capra	Producer & Director of Motion Pictures, Beverly Hills, California.
Ned E. Depinet	President, RKO Radio Pictures, Inc., New York City.
Y. Frank Freeman	Vice President, Paramount Pictures Corporation, Hollywood, California.
Gunther R. Lessing	Chairman, Board of Directors, Society of Independent Motion Picture Producers, Burbank, California.
John G. McCarthy	Vice President, Motion Picture Association of America, Inc., New York City.
Joseph J. McPherson	Exec. Secretary, Dept. of Audio-Visual Instruction, National Education Association, Washington, D.C.
Peter J. Mooney	President, Non-Theatrical Film Producers Assoc., Inc., New York City.
Ralph W. Steetle	Exec. Director, Joint Committee on Educational Television, American Council on Education, Washington, D.C.
Donald K. White	Exec. Vice President, National Audio-Visual Assoc., Inc., Evanston, Illinois.
Walter A. Wittich	Director, Bureau of Visual Instruction, University of Wisconsin.