

UNITED STATES  
ADVISORY COMMISSION  
ON  
INFORMATION



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SEMIANNUAL REPORT to THE CONGRESS

SEPTEMBER 1949

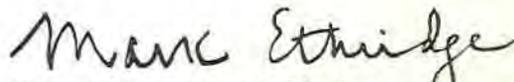
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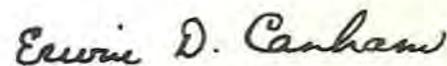
## FOREWORD

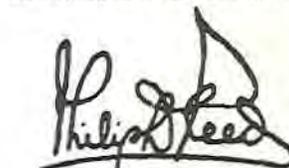
The United States Information and Educational Exchange Act of 1948 (Public Law 402) was approved by the 80th Congress on January 27, 1948, an Act "To promote the better understanding of the United States among the peoples of the world and to strengthen cooperative international relations."

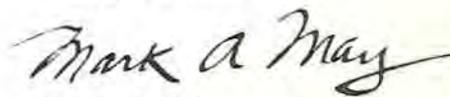
Public Law 402 created the United States Advisory Commission on Information to formulate and recommend to the Secretary of State policies and programs for the carrying out of the Act. It required the Commission to transmit to the Congress a semiannual report of all programs and activities carried on 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 the action taken to carry out such recommendations.

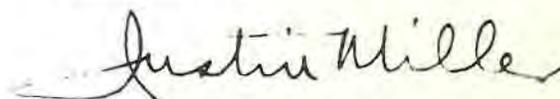
This is the second semiannual report by the United States Advisory Commission on Information to the Congress. The first report was transmitted in March, 1949.

  
Mark Ethridge, Chairman

  
Erwin D. Canham

  
Philip D. Reed

  
Mark A. May

  
Justin Miller

## UNITED STATES INFORMATION PROGRAM

The United States information program falls short of the effectiveness expected by Congress because it seriously lacks funds.

Needs as estimated by the State Department for fiscal 1950 were cut 50 percent by the Bureau of the Budget and Congress.

For fiscal 1951, the Bureau of the Budget has already set a ceiling figure 61 percent below the program's stated needs.

Under these circumstances, in its second semiannual report to Congress, the U. S. Advisory Commission on Information records slow progress in getting the story of America to the world. However, the report shows that great advances have been made in integrating information operations into over-all policy-making within the State Department.

The report points to many specific steps that have been taken in accordance with the Commission's recommendations in broadcasting, film and other fields. Effective among these has been increased use of local medium-wave radio time, documentary and informational films, and mobile units to carry the American story to the grass-roots.

## CONTENTS

	PAGE
Status of the Information Program	1
The Commission's Estimate of the Situation	2
Budgetary Recommendations	4
Policy Recommendations	4
Administrative Recommendations	4
Radio Recommendations	4
Motion Pictures and Mobile Units	9
Representation and Travel Allowances	11
Wireless Monitoring Service	12
USIE Field Offices	13
ECA and Dissemination of American Private Media Abroad	13
History of Commission's Reports	14
Meetings of Commission on Information	15
USIE Organization - Overseas Missions 1949 - 1950	17

## STATUS OF THE INFORMATION PROGRAM

A year ago, the chairman of the United States Advisory Commission on Information told the Acting Secretary of State that the members of the Commission would proceed on their assignment with "frankness...because I think Congress in its language has laid upon us an obligation to frankness for which we may be called in to account..."

Not merely because it is accountable to Congress, but also because the members of the Commission are convinced of the importance of the information program which is under the direction of the State Department--indeed, there are certain large areas of the world where policies of the United States are known only through the Voice of America and other media--we desire to continue to be frank.

As a result of its detailed studies of the operation of the information program, the Commission has made certain observations, reached certain conclusions and made certain recommendations both to the Secretary of State and to Congress. This report will be in the nature of a round-up of what has happened to the conclusions and recommendations.

As a result of its earliest investigations the Commission felt:

1. That not enough money was being allocated to the program. That is still true.
2. That it was difficult to recruit adequate professional personnel, partly because of the insecurity of tenure; partly because of slow clearances; partly because the State Department itself was not giving adequate weight to the program to challenge highly competent people in private life to come in to render a public service at the financial sacrifice involved in governmental salaries. Clearances are now sat-

isfactory, but there is still a certain insecurity and still difficulty in getting professional personnel.

3. That there was not an integration within the department between the policy-making groups and the information media heads sufficiently strong to achieve the maximum results from the program. The State Department has made its greatest improvement in that field. The machinery now exists, as will be set out in more detail, for a full integration of information into policy-making, as well as policy exposition.

Whether full use is made of that machinery depends not merely upon the weight which the Bureau of the Budget and the Congress give to it. The Commission itself previously made it clear that it regards the information program as a major element of implementing foreign policy, along with military strength and economic measures. If information is indeed to be one of the three essential elements of our external policy, a realistic approach would be to achieve a better balance in expenditures between them. Under no circumstances would or should an information program approach the cost of either of the other weapons, but the appropriation for the fiscal year represents only "a bare minimum for continuing the beginning which has been made."

The Commission has previously noted that "while it is important to spend well rather than merely to spend a lot, the vital need for broadening this program as speedily and effectively as possible calls for a much larger expenditure." Its conclusion also emphasized that the 1950 budget recommendation of \$36,000,000 "does not provide an effective tool for cleaning out the Augean stables of international confusion and misunderstanding."

Pertinent to these conclusions is an excerpt from the Report of Senate Appropriations Committee on Fiscal 1950 State Department Budget, dated August 16, 1949:

"Our Government is spending over \$6,000,000,000 through the ECA, the Army, and other agencies for the rehabilitation of Europe and other areas of the world. Naturally, we want these people to understand what we are doing in their behalf and the reasons therefor. We want them to understand our ideals and standards of living. With an appropriation of \$32,343,900 over 10 percent more than 1949, we believe we have provided sufficient funds for a good information and educational program to be undertaken."

The budget finally approved for the information and educational program for 1950 was \$35,800,000. This sum represents approximately three-fifths of one percent of \$6,000,000,000.

The Commission still maintains that there is a necessity for closer coordination with high-level officers of the Department of State, although there has been progressively marked improvement. With that coordination, with sufficient funds for expansion, with the employment of more skilled personnel, and with the sharpening up of program content and distribution, we should be able to realize a maximum effectiveness.

The Commission believes that visits by members of Congress to the USIS offices in the field have convinced them of the importance of the program. The Honorable John Davis Lodge made the following statement upon his return from a recent trip to the field:

"...The program in general falls far short of what we should have if we are to talk in the terms and in the tone which the majority of people understand, if we are to make a dent in the iron curtain; if we are to combat effectively the malicious distortions and lies which are slyly and persistently spread by our de-tractors and if, finally, we are to win this great battle for men's minds..."

As the U. S. Advisory Commission on Information was created by the Congress (Public Law 402 - 80th Congress) and thereby responsible to Congress, the Commission would appreciate it if members of Congress who will be going to the field during the next few months, would advise the Commission on Information as to whether their findings with regard to the USIS operations substantiate the observations and recommendations of the Commission to date.

There follows a more detailed report of some of our observations and recommendations and what has happened to them.

THE COMMISSION'S ESTIMATE OF THE SITUATION  
(Points excerpted from Pages 59, 60 - Conclusions, Semiannual Report to the Congress, March, 1949)

#### BUDGETARY RECOMMENDATIONS:

POINT 1: "Events in the past year have made a United States Government information program more important than ever. The Commission feels that every opportunity for expansion should be embraced immediately."

POINT 3: "The budgetary recommendations which have been sent to the Congress for this program for 1950 are a bare minimum for continuing the beginning which has been made."

ACTION: The appropriations authorized by Congress for 1950 for international information and educational activities of the Department of State are as follows:

Fiscal 1950 appropriations -	\$34,000,000
Supplemental budget for	
Korea information and	
educational activities*	\$ 1,800,000
	\$35,800,000

\*The responsibility for the program in Korea was transferred from the Army to the State Department on January 1, 1949. The State Department used transferred funds, supplemented by certain services which were being furnished by the Army, until June 30, 1949.

To counteract the jamming of the Voice of America by the USSR; for improvements and facilities, to increase efficiency of transmitters, to build additional transmitters, and other construction costs, a supplemental appropriation was requested in the amount of \$11,500,000 for this purpose.#

The Commission has followed the presentation of the three budget requests submitted for this program for fiscal year 1950 and noted the following developments:

Although the initial estimate of the Department for the international information and educational activities for 1950 was in the amount of \$67,625,000 (excluding Korea), after consideration of various factors it was reduced to \$60,000,000. This estimate was submitted to the Bureau of the Budget for determination of a ceiling under which the formal budget estimate (supported by full details and justifications) could be submitted to the Bureau of the Budget for inclusion in the President's Budget to the Congress. The ceiling determined by the Bureau of the Budget was \$41,838,000; however, when the Department submitted its formal budget in this amount, the Bureau of the Budget cut \$5,838,000 and submitted to Congress a budget on the basis of \$36,000,000. This was 46 percent below the original estimate of \$67,626,000.

The House Committee recommended a reduction of \$2,000,000 and the Senate Sub Committee recommended that the budget be approved at \$32,343,900. The budget was finally authorized at \$34,000,000. This was 5½ percent below the budget submitted to the Congress.

The overall budget for International Information and Educational Activities for 1950 was cut 50 percent of its original estimate of funds required to do the job called for under Public Law 402, 80th Congress, and to carry out the recommendations made by the Smith-Mundt Committee and the Advisory Commissions.

#approved 10/14/49

#### Supplement Budget for Program in Korea

The budget estimate for 1950 for the information and education program in Korea, as submitted to the Bureau of the Budget, amounted to \$3,411,687. (This program was transferred from the Army to State on January 1, 1949. The State Department used transferred funds, supplemented by certain services which were being furnished by the Army, until June 30, 1949.) The Bureau of the Budget approved \$1,955,000 as the estimate for submission to Congress (a cut of approximately 42½). The Congress approved an appropriation of \$1,800,000 (an 8 percent cut of budget submitted to Congress).

NOTE: The supplemental budget for information and educational activities in Korea for 1950 was cut 47 percent of its original request.

#### Supplemental Budget for Counteracting Jamming by USSR

The supplemental budget estimate for the International Broadcasting Division for 1950 for improvement of facilities and construction, etc. to counteract jamming by USSR, as submitted to the Bureau of the Budget amounted to \$20,983,112. The Bureau of the Budget approved \$12,830,000 as the estimate for submission to Congress (a cut of about 38½ percent, which was on the basis of essential considerations at the moment.) The Congress approved an appropriation of \$11,500,000 (a 10½ percent cut of budget submitted to Congress).

NOTE: This supplemental budget as finally approved by Congress represents a cut of 45 percent of the original request.

#### Proposed Budget for 1951 Information and Educational Activities

In the preparations for the 1951 budget, the Office of the Assistant Secretary for Public Affairs, following the advice of the Advisory Commissions, submitted an es-

timate to the Bureau of the Budget and has been notified of a ceiling figure which is 61 percent below the stated needs of the Office of the Assistant Secretary for Public Affairs. If no remedial steps were taken that would mean an increase of approximately 2½ percent above the 1950 figure of \$35,800,000 (including Korea).

#### POLICY RECOMMENDATIONS TO SECRETARY OF STATE:

POINT 2: "To make the program effective at home, the most important step is to close the gap in policy between other parts of the Department and the information area."

The recommendations made by the Commission on Information to the Secretary of State on December 23, 1948 are contained on page 58 of the first report to the Congress and directly relate to this point. They are repeated here in order to inform the Congress of the action taken by the Department:

#### Realization of Potential Value Lacking

"...the Commission is of the opinion that there is not yet a full realization in the Department of State of the potential value and effectiveness of the instrument by which a full and fair picture of the United States and its policies can be given to the world. The Commission thinks of the use of information media as entering into, rather than being apart from, the formulation and projection of policy..."

ACTION: Within recent weeks, the State Department has taken a good many steps to correct the deficiency to which the Commission pointed. Among the measures which the Commission felt to be important was that an information specialist sit on the Policy Planning Staff, even if only a technical expert. That is being done. Also, through staff meetings of the Secretary of State, the Under Secretary

and the Assistant Secretary for Public Affairs, a channel has been established through which policy decisions are communicated in sufficient time to give information people an opportunity to prepare. In addition, each of the Assistant Secretaries of the Regional Bureaus has a public affairs adviser on his staff. How

well that system will work, remains to be determined; it will depend upon the amount of confidence the area chief gives to his public affairs adviser and how much coordination there is between the adviser and the general manager of OII and OEX. Nevertheless, the machinery has been set up under the reorganization of the Department and is available.

#### ADMINISTRATIVE RECOMMENDATIONS:

##### Administrative Requirements of Fast Moving Information Operations

In the Commission's report to the Secretary of December 23, 1948, the request was made that particular attention must be given to the administrative requirements of fast moving information operations - this included the speeding up of the processing of personnel, administrative requests, etc.

ACTION: A most complete and satisfactory report, prepared by the Deputy Under Secretary for Administration, was also transmitted with Mr. Webb's letter of April 18 on this subject. This has been followed up in action by the Office of the Deputy Under Secretary for Administration in speeding up personnel actions, processing of administrative requests, etc. to meet the requirements of fast moving operations.

#### RADIO RECOMMENDATIONS:

POINT 4: "To improve the effectiveness of information by radio we should increase its physical facilities in order to strengthen its signal and provide more medium-wave relay bases; increase the number of broadcasts; improve the attractiveness of American programs;

and increase the number of radio officers in countries that have large national networks. Wherever possible we should endeavor to buy time on local radio stations."

Increase Physical Facilities to Strengthen Signal and Provide More Medium-wave Relay Bases

The International Broadcasting Division, for fiscal year 1949, had a budget of \$11,600,349 (\$6,915,367 for U. S. operations and Honolulu; \$4,684,982 for construction of improved relay facilities and bases).

For the same operations during the present year, the International Broadcasting Division has a budget of \$9,198,001 (\$7,121,099\* for U. S. operations and Honolulu; \$1,000,000 for contract authorizations in connection with the relay base construction program undertaken in 1949, and \$1,076,902 for radio relay operations including salaries at relay bases overseas).

Emergency Requirements

It was necessary for the Department to request a supplemental appropriation to enable the International Broadcasting Division to meet the emergency requirements for increasing and improving its physical plant and strengthen its signal as a result of the full-scale Soviet jamming operations which reached their peak in April 1949 and continued to date. This supplemental budget of \$11,500,000 will be used for construction and improvement of transmitters and bases.

In this connection, we feel it is important to include here, excerpts from statements of three witnesses who appeared before the House Sub Committee on Appropriations in connection with this supplemental appropriation for the Voice of America:

\*This appropriation is approximately a 3 percent increase for program operations over 1949.)

Lt. Gen. Albert C. Wedemeyer, United States Army:

"I think that the political, the economic, and the psychological resources of this country used in a timely and intelligent manner, would provide the best opportunity to avoid the use of physical force. I say to you, sir, that I hope and pray to do everything that I possibly can to preclude another war, because I understand considerable about the implications of using the new weapons that science has given us.

"Now, when I mention the use of political resources, I mean making appropriate treaties with peoples friendly toward us and who aspire to accomplish the same objectives in the world. I could elaborate more, but I will skip over it quickly.

"When I say economic resources, I say a studied and carefully evaluated mutual-assistance program in the economic field...

"Now, in the psychological field, I think what Mr. Allen's office is accomplishing is wonderful. Before he came to the State Department I talked to people in that Department and also to my comrades in the National Military Establishment pointing out that it was very necessary that we reach the minds and hearts of people to inform them of just what we are trying to do and to admit our faults; but also to point out the various crackpot ideas that would enslave them economically. I am not a flatter, but I firmly believe that Mr. Allen has done a hell of a good job from my observations in the past 6 months, and I think that that organization requires and merits your support. ...

"My hope is that through activities such as Mr. Allen is heading up we can reach the people in

Russia. As Mr. Flood pointed out, I accept that this is not the only media. We should explore every media. I hope that we can employ our economic resources or forces and our political resources or forces, so that we might create conditions in the world that would render Russia's position untenable and they would not resort to the use of physical force. That is my hope."

Two members of the Commission on Information, Erwin D. Canham and Justin Miller, appeared at the hearings on August 3, at the request of Assistant Secretary Allen. The following are excerpts from remarks by Erwin Canham and Justin Miller:

Mr. Erwin D. Canham, Editor, Christian Science Monitor:

"In our first semiannual report to Congress, we stated our support of the proposals to improve the effectiveness of the physical facilities by which these radio disseminations reach people in all parts of the world. We were in favor of increasing the physical facilities; to strengthen the signal; to provide more medium-wave relay bases; to increase the number of broadcasts and to improve the attractiveness of the American programs, and so forth. So our beliefs on that...in considering the particular proposal before you, is clear and emphatic in support of any steps which can be taken in order to get the Voice of America into these areas where knowledge about the United States is so badly needed...it is the unanimous view of our advisory commission..."

"I would myself go much further than \$12,000,000 as a wise investment on the part of the United States in attempting to get some facts into the Soviet Union. I think it would be the best investment we could possibly make...."

Judge Justin Miller, President National Association of Broadcasters:

"I think you have the same kind of question here that you have in determining appropriations for the military operation and for the economic operation. ...If you are asking my personal opinion, I certainly would say yes, go ahead. ...I think that this kind of work may be more significant in the next war than the actual shooting of guns. ...I think you might just as well face the possibility that there may be another supplementary request. ...If they can jam what we are now doing, perhaps they can jam what would be provided by this supplemental appropriation. ...And the question is how much you are willing to pay for this particular phase of our international operations."

While the supplemental appropriation represents a substantial recognition of the urgent needs of the United States for an increase in the physical facilities and strengthening of signals, the Commission feels that there is still need for additional steps to be taken to develop an adequate radio facilities plan. The Department, the Bureau of the Budget and the Congress must realize that it is of the utmost importance, as suggested by Representative Fenton, that the United States Government recognize the necessity for an approach that would provide an adequate long range solution of any major interference such as has taken place in the jamming situation. The importance of devoting adequate skills and financing to the basic research that is required in the field of information is important to the welfare of the American people. The Commission is of the opinion that the Department of State is not equipped to undertake such research, but that this function can be assigned to established research agencies of the government.

## INCREASE IN THE NUMBER OF BROADCASTS

The International Broadcasting Division currently (September, 1949) broadcasts a total of twenty-eight and one quarter (28 1/4) hours daily, of which eight and one-half (8 1/2) hours are in English to all areas and nineteen and three-quarters (19 3/4) hours are in the following languages:

	September 1949	Report to Congress March 1949
<b>TO EUROPE</b>		
<u>TOTAL</u>	<u>12 hrs. 45 min.</u>	<u>10 hrs. 40 min.</u>
German to Austria	45 min.	45 min.
German to Germany	45	45
Bulgarian	45	30
Czech-Slovak	60	60
French	90	60
Greek	30	30
Hungarian	45	45
Italian	75	70
Polish	60	60
Rumanian	30	30
Serbo-Croat	45	30
Slovene	15	15
Spanish	30	30
Russian to USSR*	150	90
*These broadcasts have been repeated 'round-the-clock, since April 27, 1949, the beginning of the jamming of the Voice of America broadcasts by the Soviet transmitters. Repeats are recorded on tape and platters by the relay base at Munich and are rebroadcast 'round-the-clock from Munich.		
<b>TO FAR EAST</b>		
<u>TOTAL</u>	<u>3 hrs. 30 min.</u>	<u>2 hrs.</u>
Mandarin	120 min.	60 min.
Cantonese	30	-
Korean	30	30
Russian to Siberia	30	30
<b>TO NEAR AND MIDDLE EAST</b>		
<u>TOTAL</u>	<u>30 min.</u>	<u>-</u>
Persian	30 min.	-
<b>TO LATIN AMERICA</b>		
<u>TOTAL</u>	<u>3 hrs.</u>	<u>1 hr. 35 min.</u>
Spanish	150 min.	65 min.
Portuguese	30 min.	30
<u>TOTAL ALL COUNTRIES</u>	<u>28 hrs. 15 min.</u>	<u>23 hrs. 15 min.</u>

### Relay or Rebroadcast Services:

The Voice of America broadcasts emanating in New York and Washington are relayed or rebroadcast in Europe by the following services:

The British Broadcasting Corporation (European Service)

The American Relay Base in Europe (Munich)

Radiodiffusion Francaise (France)

Radio in American Sector (Berlin)

Information Service Division - in U. S. Army of Occupation (Germany)

Rot-Weiss-Rot (Austrian Radio Network)

Radio Audizioni Italia - Italian Radio Network

#### Greek Network

In the Far East they are relayed or rebroadcast by Honolulu and Manila, and the Korean (medium-wave) Network in southern Korea; in Latin America by the Buenos Aires Radio Network and approximately 12 independent stations in various Latin American countries.

On September first, a new high-powered medium-wave relay station, of 150 kw, located in Munich, began operations, which consist of relaying VOA broadcasts each day for twelve and one-half (12½) hours during the best listening hours in Europe. Serbo-Croat, Bulgarian, Czech, Slovak and German (to Austria) are relayed over this station for fifteen minutes each; Slovene, Hungarian, Rumanian, Polish and Spanish for thirty minutes each; English for forty-five minutes, Italian for one hour, and Russian for six hours.

IBD plans to begin broadcasts in five new languages to critical areas in fiscal year 1950. These new broadcasts have

been temporarily postponed in the first quarter of fiscal year 1950 because of the more pressing problem of concentration of time, money and facilities to counteract Soviet jamming.

Approval of the supplemental appropriation will enable IBD to expedite construction of new relay bases and free time and some facilities (which have been devoted mainly to anti-jamming) for inauguration of new broadcasts.

#### Increase the Number of Radio Officers In Countries that Have Large National Networks

In fiscal 1949, there was one full time radio officer in Paris, France, one temporary radio officer in Trieste and one proposed for Athens, Greece and Rome, Italy (not filled).

In fiscal 1950, there will be one full time radio officer in Paris, France, and one in Salonika, Greece, and two in Seoul, Korea; one temporary in Trieste, and one proposed for Rome, Italy, Athens, Greece and one for the Far East.

The Commission has been informed that in other areas a substantial portion of time of members of the information staffs is devoted to radio matters. This is especially true in Latin America where funds have been made available for the purchase of relay and local broadcasting time. Although there has been a doubling of the number of radio officers, the Commission notes this is still an insignificant number of persons to be assigned full time to this type of operation and recommends that the Department re-examine the allocation of its personnel to take into account the obvious gains in development of short-wave broadcasts on medium and standard wave relays and local broadcasting where we have officers.

#### Time on Local Radio Stations

There are three types of programs which come under this heading:

1. Relays over foreign stations and networks of Voice of America short-wave broadcasts;

2. Locally originated shows, under the direction of USIS;
3. Those which utilize the recorded materials prepared by the International Broadcasting Division in the United States and shipped to the field.

While the Department of State is anxious to obtain relay or rebroadcast time from foreign-owned facilities for "Voice of America" programs, there are clearly limitations to such practices. The state-controlled radio networks of Europe are at best unwilling to give up much time to United States programs. Further, they frequently fear that if time is given to the United States, the Soviet Union will request similar facilities.

Where possible, however, the USIS has been able to obtain time over local stations for rebroadcast of VOA programs. The French and Italian networks have provided free time for VOA relays. In Latin America, it has been possible to purchase time in several countries for locally-produced USIS shows and relays of VOA broadcasts over domestic stations or networks.

In some areas, however, USIS has reported it is impossible to obtain any more time for local rebroadcasts either free or through purchase.

The Commission feels that broadcasting on domestic networks is highly desirable and more effective than short-wave only. On this premise, the Commission has recommended that the USIS offices should continue to take all measures to try to obtain local radio time for relays of VOA shortwave shows and/or locally-originated programs. The current situation should not be considered by USIS as final.

#### Transcribed Program Shows

The Commission views with approval the action of the Department in vigorously developing the transcribed program shows. The Commission notes that since March 1949, the work of some 40 domestic agencies was sampled and a total of

approximately 200 dramatic and documentary programs were produced in 12 languages (including several languages in which the Voice of America itself is not broadcasting).

The programs referred to are of the following types:

Americans at Work - a series of short dramatizations - as factual an account as possible of actual people.

A dramatized documentary of functions of Department of Agriculture - with a talk by Secretary Brannan.

Life of Maria Mitchell, first American woman astronomer.

Smithsonian Institution - documentary on origin and history of the Institution.

Grant Wood - Life story of an American artist.

Story of American Railroads - documentary on establishment of U. S. railroads and progress to date.

Reports from the field strongly indicate the advisability of augmenting the regular shortwave service of the Voice of America with a large, well-rounded transcription service. The Commission is of the opinion that air time is available on local stations in many countries for this type of transcription service. The Commission strongly recommends that continued attention be given to this type of activity and that a way be found to avoid shipping discs to the West Coast for mastering, test pressings, etc. which absorbs almost two month delay in production work. This should be remedied as soon as possible.

POINT 5: "Visual materials (motion pictures, displays, and exhibits) should be carried to the small towns, villages, and rural areas, and this can be done most effectively and efficiently with mobile units."



The seaport of Rafina on the east coast of Attica, Greece, where photo posters from USIS and permanent displays tell the story of American life. Photographs and text are changed three times a month.

The mayor of Lavrien, Greece, and a group of villagers viewing the USIS photo poster "Inland Waterways". The tall man is Howard McVitty, USIS Exhibits Officer, stationed in Athens, Greece.

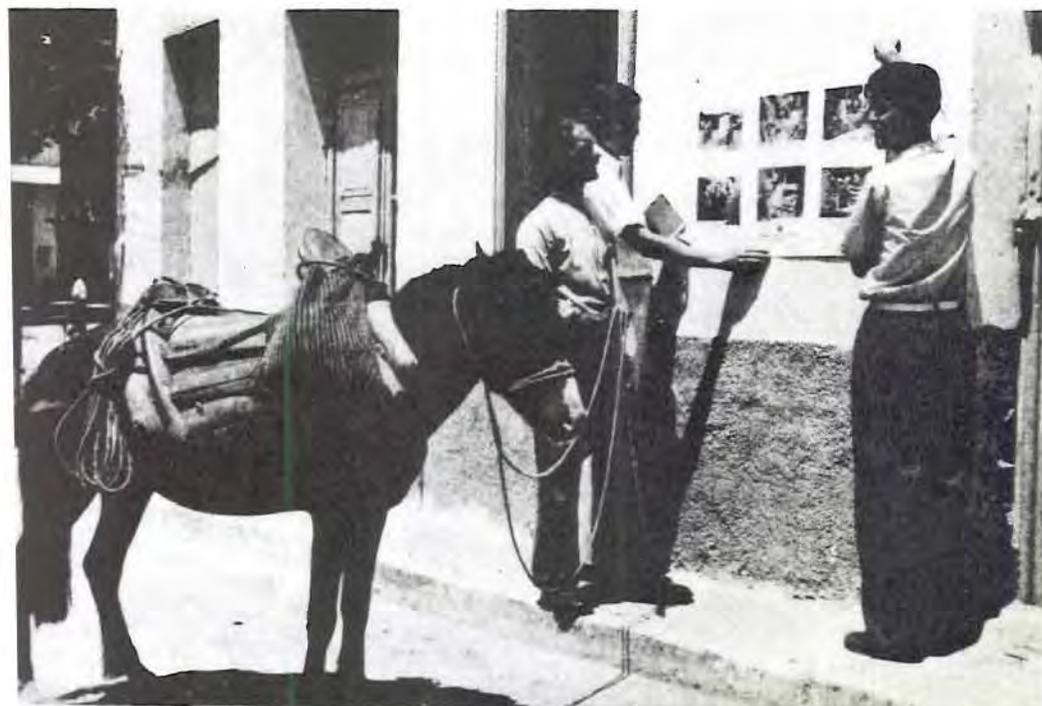


Photo display folders are distributed in rural areas. Posted outdoors and in shop windows, they are of interest to travelers and local inhabitants alike. This picture was taken in Salonika.

**SMALL HOMES  
IN THE  
UNITED STATES**

The home of the average family in the United States has electricity, gas, central heating, inside plumbing and insulation—all providing living comfort and conveniences. Such well-planned, well-built shelter helps to make a healthy national community.



Electric wiring makes possible power for lighting, refrigeration, radio, household appliances.



Careful planning, functional construction mean several homes of varying design going up at once, quickly and efficiently.



Plumbing connected to municipal water and sewage systems give running water and waste disposal.



Brick exteriors, wood and metal interior frames rise together on cement block foundations. Home building requires coordination of many skilled technicians.



Often walls are of fire-resistant sheathing which insulates together with wood and brick.



Nest homes on quiet, shaded streets are typical of communities in the United States.

Photo posters that graphically tell the story of American life are distributed throughout the world by USIS. Each photo poster deals with one subject which is chosen for its universal interest.

Produced in Washington, photo posters are printed in French, Italian, Portuguese, Spanish and English. Posters without text are sent to those USIS offices in countries having languages different other than those listed and translations are inserted locally. The top and bottom bands are printed in a different color for each subject illustrated.



Chaque année, les élèves procèdent par scrutin secret à l'élection des membres du conseil et de son bureau.



Au cours de leur campagne électorale, les candidats à la présidence du conseil des élèves exposent leurs vues à leurs camarades.



Les membres du conseil invitent leurs camarades à prendre part aux activités visant le bien-être de la communauté.

**LES CONSEILS  
D'ELEVES  
AUX ETATS-UNIS**

Elus au cours d'élections libres et démocratiques, les membres des conseils d'élèves des écoles secondaires aux Etats-Unis participent à l'organisation et à la direction de manifestations d'ordre sportif, social et mondain. En apprenant ainsi à s'administrer eux-mêmes, jeunes gens et jeunes filles s'approprient de bonne heure à assumer la responsabilité qui leur incombera à titre de futurs membres de la collectivité nationale.



Pour étudier le système démocratique sous ses différents aspects, les membres du conseil assistent à des audiences publiques.



Le proviseur, les conseillers scolaires et les membres du bureau se réunissent régulièrement dans le but d'harmoniser le programme des activités des élèves avec celui de l'école.



Les décisions des membres du conseil des élèves sont prises à la majorité des voix au cours de réunions qui sont tenues suivant les règles de la procédure parlementaire.

very well be one of the best investments that could be made. It is impossible to do a good information job without doing at the same time a good public-relations job."

The Commission understands that the Congress has exhibited strong reluctance to support funds for representation, apparently under the mistaken view that representation is nothing but a boondoggle. The Commission again calls the attention of Congress to the fact that this is one of the key items in doing an effective information job.

It appears that the practice of the Department has been to allocate a small amount of money for representation (entertainment) purposes. It is obvious that there are special demands for this type of activity.

One could give the analogy of the experience of American business in dealing with its market. Business firms endeavor to get people "on the road" to meet the customer. USIS key personnel must not be desk-bound; they must get out and meet the people in their area to find out what they want to know about America, what they are thinking.

It is apparent that the sights of the Department in this regard are still far too low. Representation allowances for all USIS offices of the world for 1950 totals \$114,450. Operating expenses, which includes funds for travel totals \$1,697,310.

The Commission wishes to quote from a report recently received from one of the USIS field officers:

"The Public Affairs Officer was at last able to undertake a project long planned but repeatedly post-poned - the first of a series of field trips to the larger cities of ... to interview editors and others and make a firsthand appraisal of the results of USIS efforts. ... There can be no question that such trips

are of the highest value. Not only is it possible to get specific orders for different varieties of material, but to find out more accurately what editors can and cannot use. Still more important is the personal acquaintance which is thus established, and which cannot help but be much more productive than the mail order approach. ...

"...the tour brought convincing evidence of the energy of his British counterpart. The British Officer had made the same round only a few weeks earlier, and his tracks were plain everywhere in windows full of British pictures and bundles of British press releases and mats on editors' desks. The British officer has never been pinned down to his desk so closely as USIS personnel previously have been, and either he or his assistant goes on the road at regular intervals. ..."

POINT 8: "In a few key cities of the world we do not have a wireless monitoring service. Such a service should be established for reception of the Wireless Bulletin, and it is vitally important that the Bulletin be translated into the languages of the various countries."

#### Increase Wireless Monitoring Service

The Commission notes that the International Press and Publications Division increased the locations where the Wireless Bulletin is being monitored. These new locations are:

Singapore, Malaya  
Kabul, Afghanistan  
Tel Aviv, Israel  
Seoul, Korea  
Montevideo, Uruguay  
Wellington, New Zealand

The following places expect to begin monitoring within 30 days, depending on

installation of equipment, arrival of operators, etc.:

Damascus, Syria  
Habana, Cuba  
Monrovia, Liberia

Increase Translation of  
Wireless Bulletin

The Commission has been informed that the Wireless Bulletin is now being translated into the local language in virtually every place it is monitored. Specifically, in India and Pakistan, translations are now made in Hindi, Urdu, Bengali, Gujerati and Marathi.

POINT 9: "There is a great need for additional regional offices and branch libraries to be established outside the capital cities."

The "pay-off point" for this program is the field, and not merely the capital cities, which touch only a minor part of the audience which should be reached. To do the job that is required it is necessary for the Department to establish many more posts than operating at the present time, with staffs on the spot capable of meeting first-hand the requirements of a local population, with an adequate and balanced flow of information about the United States. An operation by mail cannot be a substitute for the effectiveness of such individuals. In many cases the provincial press and radio stations offer even greater opportunity for telling the American story than do those available at the capitals. The audiences for motion pictures, for exhibits and library-type resources are out among the people and more such facilities should be made available.

At the close of the fiscal year 1949, the Department had established 123 posts in 75 countries. These posts were staffed by 431 Americans. The Commission notes that 139 posts in 82 countries were authorized within the funds available in fiscal 1949, to be staffed by 476 Americans.

In fiscal 1950, the Department anticipates opening 19 new posts in 11 additional countries - making a total of 142 posts in 86 countries.

POINT 10: "The dissemination of American private media abroad is primarily and essentially an informational activity and the responsibility and funds for this activity should be placed with the Department of State, and the activities should not be limited to the countries receiving aid under the European Recovery Act."

The Commission has been informed that a joint committee representing the ECA and the Department of State has been appointed and has made a preliminary study of the problem of guaranties of dollar convertibility for private media of information distributed abroad, in connection with the possible transfer of the program from the ECA to the Department of State as suggested in the Commission's last report. Although, as a practical matter, there is no possibility of such a transfer to the Department before the Spring of 1950, the study of the problem is well under way, with added attention being given to the possible need for fundamental changes in the nature of the financial assistance afforded and to the extension of the program to other countries besides those participating in the European Recovery Program.

The Commission has also noted that in the second classification of activities and cooperation with private enterprise, namely those which have as their objective the encouragement, guidance and aiding of private industries, agencies and individuals in developing their own information and educational activities abroad, the results have increasingly evidenced during the past six months the usefulness and effectiveness of this type of activity. A book project, initiated and developed in cooperation with CARE, using the slogan "food for thought", whereby funds are being raised by that organization through-

out the country for the purchase and shipment of U. S. technical, scientific and professional books to institutions abroad, has already achieved considerable success. It is expected that during the coming year substantial funds will be raised for this useful purpose.

In cooperation with the Advertising Council, a public service organization, representing and supported by American advertisers and advertising agencies, substantial gains are being made in enlisting the cooperation of private industry in developing an information and educational exchange program abroad with objectives similar to those of the Department's program. Advertising, motion pictures, and industrial company magazines have been the principal media used in effecting the purposes of the project. Branch offices abroad of several national business concerns have also undertaken to exhibit photographic and other informational material secured from USIS offices in foreign countries.

In the field of magazines a considerable number of the leading publishers are running announcements in their magazines asking readers to send their used copies to friends abroad or to our libraries for distribution. This new development is already beginning to achieve some effective results. Arrangements have also been made with several U. S. publishers of international edition magazines and newspapers to secure their return copies for distribution by our libraries abroad.

Numerous other projects include the stimulation of and close cooperation with town-to-town affiliation plans; aid in developing a privately sponsored survey of European beliefs regarding the U. S.; the enlistment of support by private foundations of information and educational exchange projects; the supplying of Americana feature material for use by certain U. S. publications having circulation overseas; and the securing of tens of thousands of information pamphlets from State governments and industry for distribution abroad.

This phase of the Department's program continues to gain momentum and, as private organizations and individuals realize more the importance of their efforts in this type of activity, the results will undoubtedly become increasingly effective.

#### HISTORY OF COMMISSION'S REPORTS

The U. S. Advisory Commission on Information was appointed by the President on August 9, 1948 (as required by Public Law 402, 80th Congress). The United States Information and Educational Exchange Act of 1948 states:

"The Commission...shall transmit to the Secretary a quarterly report and to Congress a semi-annual report of all programs and activities carried on under the authority of this Act, including appraisals, where feasible, as to 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 this Act and the action taken to carry out such recommendations."

The first quarterly report to the Secretary of State was transmitted on December 23, 1948 and acknowledged by Acting Secretary Robert A. Lovett on January 19, 1949.

On March 30, 1949, the Commission on Information transmitted to the President and to Congress its first semiannual report of the U. S. Advisory Commission on Information. Acknowledgments were received from the President on April 4; from the President of the Senate, Alben W. Barkley, on March 30; and from the Speaker of the House, Sam Rayburn, on March 30, 1949.

A copy of the Semiannual Report to Congress was transmitted to the Secretary of State on March 30. This Report was acknowledged by the Secretary on April 22, stating: "At a later date ,

when I have had time to digest the report, I shall ask Assistant Secretary Allen to arrange a meeting with the members of the Commission so that I will be able personally to go into some of the problems raised by the report."

The Commission's letter to the Secretary of State of May 12, 1949 stated that the Commission's report to Congress of March, 1949 would also serve as the Commission's second quarterly report to the Secretary of State and the "Conclusions" on page 59 of the report could serve as the agenda for the meeting proposed in the Secretary's letter of April 22. This meeting was arranged for June 9th with Under Secretary Webb (in the absence of the Secretary) at which Messrs. Canham, Miller and May and Assistant Secretary Allen were present.

MEETINGS OF COMMISSION  
ON INFORMATION

The Commission has held two meetings since the first semiannual report was transmitted to Congress in March, 1949:

June 8 and 9 - in Washington  
August 3 and 4 - in Washington

On June 8, the National Association of Broadcasters' Advisory Committee on International Broadcasting met in closed session with the members of the Commission on Information. Participants were:

Walter Lemmon,	WRUL
*Leonard Marks,	WRUL
Abe Schechter,	Mutual
L. Lowman,	CBS
William Brooks,	NBC
Robert Peare,	GE
John Steen,	Westinghouse
John Gillin,	WOW
Wesley Dumm,	Associated Broadcasters
*George Hughes,	Associated Broadcasters
Forney A. Rankin,	NAB
R. V. Howard,	NAB

\*Washington representative

The following subjects were discussed with the committee:

1. Need for a survey of the frequencies and facilities for the Voice of America,
2. Consideration of independent, privately supported or Government supported agency or agencies to handle high frequency broadcasting of the United States,
3. Special consideration of the "jamming" issue,
4. Consideration of present administrative structure of the International Broadcasting Division,
5. Inquiry into the Department's reorganization (information field) based on the Hoover Commission Report, and
6. Expansion of the Voice of America by non Government agencies in accordance with Section 1005 of Public Law 402 (which states: "... It is the intent of Congress that the Secretary shall encourage participation in carrying out the purposes of this Act by the maximum number of different private agencies in each field consistent with the present or potential market for their services in each country.")

Proper steps have been taken by the Department to appoint an ad hoc committee to survey, at a later date, the facilities of the International Broadcasting Division. The Commission on Information will reexamine the recommendations made by the NAB Advisory Committee on International Broadcasting at the next meeting of the Commission. The NAB Committee viewed with unanimous disfavor the Department of State's practice of filling the position of Chief of International Broadcasting Division by "Acting" officers. "The NAB Committee favors a job analysis and maintenance of high professional standards for this position. Above all the Committee believes that the position should be filled and not

be simply a tour of duty for 'acting' State Department officers.'" (This view of the broadcasters was transmitted to Under Secretary Webb during a meeting of the Commission members with Mr. Webb on June 9.)

Other points discussed at the meetings on June 8 and 9th with representatives of the Office of Assistant Secretary for Public Affairs included: reorganization plans; status of 1950 budget and IBD supplemental budget; German take-over (transfer of information and educational activities in Germany from Army to State Department); and a general meeting on June 9th with division chiefs of the Office of International Information on present status of program and plans for expansion in 1950; also, status of policy planning staff and coordination with other policy groups in the Department.

On August 3rd the Commission met with representatives of the Office of the Assistant Secretary for Public Affairs and discussed plans for critical areas, broadcasts to China, and heard a report from Mr. Foy Kohler, who had just returned from Moscow where he had served for 2 years as Counselor of Embassy and Charge d'Affaires prior to the appointment of Ambassador Kirk.

The meeting on August 4th was devoted entirely to a report by the members of the survey mission that had recently returned from Germany. This survey

group was comprised of 10 representatives from the Office of the Assistant Secretary for Public Affairs. This group had first surveyed the functions and activities of the stateside Army information and education program for Germany and then spent approximately 4 weeks in Germany making a similar survey. A complete report, a copy of which was transmitted to the High Commissioner, John J. McCloy, and to Assistant Secretary George V. Allen was made by the survey team.

The Commission received a copy of the report of the information and educational program in Germany and discussed with the members of the survey mission various points and studied their recommendations as to the future of this program under State Department direction.

On August 4, the 5 Commission members had a luncheon meeting with Mr. Ralph Nicholson, who has been appointed as Public Affairs Officer in Germany, responsible for the information and educational program there.

(On August 27, Mr. Nicholson had an all-day session with the office directors and division chiefs, including the members of the survey mission to Germany, of the Office of the Assistant Secretary for Public Affairs, at which time he thoroughly reviewed the recommendations of the Department for the information and educational program in Germany).

USIE ORGANIZATION - OVERSEAS MISSIONS  
1949 and 1950

	Auth. Amer. Pers. 1949	On Pay- roll 8/1/49	Pro- posed 1950	Authorized 1949		Established 6/30/49		Proposed 1950	
				Posts	Coun- tries	Posts	Coun- tries	Posts	Coun- tries
EUROPE	179	158	212	51	28	45	27	52	29
FAR EAST	66	70	91*	26	8	21	7	21	8
NEAR EAST AND AFRICA	109	93	144	35	26	30	21	40**	29**
AMERICAN REPUBLICS	122	110	127	27	20	27	20	29	20
TOTAL	476	431	574	139	82	123	75	142	86

\*Includes 27 Americans in Korea. \*\*Includes 1 post in each of 5 countries operated by locals. No American officer assigned.

LOCATION OF USIE FIELD OFFICES

Posts and Personnel in Europe		Proposed 1950	
<u>March 1949 Semiannual Report</u>		<u>Americans</u>	<u>Americans</u>
<u>Country</u>	<u>Post</u>		
Austria	Vienna	1	3
Belgium	Brussels	6	6
Bulgaria	Sofia	3	4
Czechoslovakia	Praha	5	6
	Bratislava	2 - will not be opened	
Denmark	Copenhagen	4	5
Finland	Helsinki	5	5
France	Paris	19	24
	Lyon	2	2
	Strasbourg	2	2
	Bordeaux	2	2
	Marseilles	2	2
	Lille	1	1
Algeria	Algiers	2	2
Germany	Berlin	1 - not appointed-under another budget in 1950	
Great Britain	London	11	15
	MANCHESTER*	0	1
Scotland	Glasgow	1	1
Hungary	Budapest	6	6
Iceland	Reykjavik	3	4
IRELAND *	DUBLIN *	0	3
Italy	Rome	15	18
	Milan	2	2
	Naples	2	3
	Palermo	1	2
	Genoa	2	2
	Turin	1	2
	Florence	2	2
	Bologna	1	1
LUXEMBOURG*	LUXEMBOURG*	0	1
Netherlands	The Hague	5	6
	AMSTERDAM *	0	1
Norway	Oslo	6	7
	BERGEN *	0	1
Poland	Warsaw	6	8

\*New posts in 1950

LOCATION OF USIEFIELD OFFICES (Cont.)

Posts and Personnel in Europe

<u>March 1949</u> <u>Semiannual Report</u>		<u>Proposed</u> <u>1950</u>	
<u>Country</u>	<u>Post</u>	<u>Americans</u>	<u>Americans</u>
Portugal	Lisbon	4	5
Rumania	Bucharest	7	5
Spain	Madrid	5	6
	Barcelona	1	1
	Seville	1	1
	Bilbao	1	1
	Stockholm	7	7
Sweden	Stockholm	7	7
Switzerland	Bern	5	5
	GENEVA *	0	1
Trieste	Trieste	5	5
Soviet Union	Moscow	5	5
Yugoslavia	Belgrade	5	6
	ZAGREB *	0	2
Australia	Sydney	3	3
	Melbourne	2	2
	Canberra	1	1
New Zealand	Wellington	2	3
Union of South Africa	Pretoria	2	2
	Johannesburg	2	2

\*New posts in 1950

LOCATION OF USIEFIELD OFFICES  
Posts and Personnel in Near East and Africa

<u>March 1949</u> <u>Semiannual Report</u>		<u>Americans</u>	<u>Proposed</u> <u>1950</u>
<u>Country</u>	<u>Post</u>		<u>Americans</u>
Afghanistan	Kabul	3	4
Angola*	Luanda		
Belgian Congo	Leopoldville	1	1
Burma	Rangoon	5	7
Ceylon	Colombo	2	3
Egypt	Cairo	10	11
	ALEXANDRIA**	0	2
Ethiopia	Addis Ababa	1	2
French Morocco	Casablanca	1	1
FRENCH WEST AFRICA**	DAKAR**	0	1
Gold Coast	Accra - not opened in 1949	1	2
Greece	Athens	11	14
	Salonika	3	3
	Patras	1	1
India	New Delhi	6	8
	Bombay	6	7
	Calcutta	4	6
	Madras	3	5
Iran	Tehran	8	10
	Tabriz - not opened in 1949	1	1
Iraq	Baghdad	4	4
Israel	Tel Aviv	4	6
Kenya	Nairobi	1	1
Lebanon	Beirut	3	5
Liberia	Monrovia	2	2
LIBYA **	TRIPOLI**	0	1
Morocco	Tangier	3	3
Mozambique*	Lorenco Marques		
Nigeria	Lagos	1	1
Pakistan	Karachi	4	5
	Lahore	1	3
Syria	Damascus	3	5
	Aleppo	2	2
Saudi Arabia*	Jidda		
Tanganyika*	Dar-es-Salaam		
Tunisia	Tunis	1	1
Turkey	Ankara	6	10
	Istanbul	6	5
	Izmir	1	1
Yemen*	Aden		

\*5 posts in 5 countries with no Americans

\*\*New posts in 1950

LOCATION OF USIEFIELD OFFICES

Posts and Personnel in American Republics

<u>March 1949</u> <u>Semiannual Report</u>			<u>Proposed</u> <u>1950</u>	
<u>Country</u>	<u>Post</u>	<u>Americans</u>	<u>Americans</u>	
Argentina	Buenos Aires	12	12	
	Tucuman	2	2	
	Rosario	2	2	
Bolivia	La Paz	3	3	
	Rio de Janeiro	10	10	
Brazil	Bahia - not opened in 1949		1	
	Porto Alegre	2	2	
	Recife	2	2	
	Sao Paulo	4	4	
	Chile	Santiago	7	7
	Colombia	Bogota	7	7
Costa Rica	San Jose	2	2	
Cuba	Habana	6	8	
Dominican Republic	Ciudad Trujillo	3	2	
Ecuador	Quito	4	4	
	Guayaquil - not opened in 1949	1	1	
	El Salvador	San Salvador	2	2
Guatemala	Guatemala City	3	3	
Haiti	Port-au-Prince	2	2	
Honduras	Tegucigalpa	2	2	
Mexico	Mexico City	14	18	
	Guadalajara	2	1	
	Monterrey - opened in 1949	1	2	
Nicaragua	Managua	5	4	
Panama	Panama City	3	4	
Paraguay	Asuncion	3	3	
Peru	Lima	5	5	
Uruguay	Montevideo	8	7	
Venezuela	Caracas	5	5	

LOCATION OF USEFIELD OFFICES

Posts and Personnel in Far East

<u>March 1949 Semiannual Report</u>		<u>Proposed 1950</u>	
<u>Country</u>	<u>Post</u>	<u>Americans</u>	<u>Americans</u>
China	TAINAN*	0	1
	Canton	3	0
	Chungking	3	0
	Hankow	2	0
	Nanking (Central)	5	1
	Nanking (Branch)	2	
	Peiping	2	1
	Shanghai (Central)	7	1
	Shanghai (Branch)	3	
	Taipei	3	8
	Tientsin	2	1
	Hong Kong	2	7
	Tihwa	1	0
	Dairen - will not be opened		
Mukden	1	0	
Kunming - will not be opened			
Indonesia	Batavia	6	11
	Jogjakarta	2	2
	Medan - not opened	1	1
Japan	Tokyo - not opened in 1949	1	2
Korea	Seoul	1	27
Siam	Bangkok	6	6
French Indochina	Saigon	2	3
	HANOI *	0	1
British Malaya	Kuala Lumpur	1	2
	Singapore	1	5
Philippines	Manila	6	8
	Cebu	1	1
	Davao	1	1
	Iloilo - not opened in 1949	1	1

(Note: Reassignment of personnel at China posts due to military development in China).

\*New posts in 1950