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**United States
Information
Agency**

Washington, D.C. 20547

Director



September 24, 1982

file

MEMORANDUM FOR:

(Addressees are
listed in alpha-
betical order)

The Honorable
James A. Baker, III

The Honorable
Judge William P. Clark, Jr.

The Honorable
Michael K. Deaver ✓

The Honorable
Edwin Meese, III

FROM:

Charles Z. Wick
Director

W

SUBJECT:

Public Sector Participation

Attached is a letter of September 9 from Ralph Davidson concerning the formation of a non-profit organization to collect funds from the business sector for aid to Lebanon.

Specifically, I would like to call your attention to the second paragraph of Ralph's letter. He states: "We particularly wanted you to be aware of American Corporate Aid for Lebanon because we believe that it is an example of the voluntarism that President Reagan has been urging from the U.S. corporations." The enclosed press release provides a listing of the participants, as well as additional information on the group.

As you know, Ralph is a true supporter of America and the Administration. He has already been very helpful to us by serving as Vice-Chairman of the President's important new initiative on international youth exchanges. Ralph will make dramatic contribution in furthering the private sector's participation in this exciting initiative.

RALPH P. DAVIDSON
CHAIRMAN OF THE BOARD

September 9, 1982

Dear Charlie:

Today at a press conference in New York the formation of American Corporate Aid for Lebanon Inc. was announced. Speaking on behalf of 21 leading American corporations, I was privileged to announce that we have raised nearly \$2 million. Those who are joined together in this worthy program are AT&T, Borg-Warner, CBS, Chrysler, Deere & Co., Exxon, Ford, GTE, Gulf & Western, Conrad N. Hilton Foundation, H.J. Heinz, ITT, Johnson & Johnson, Joseph E. Seagram Sons Inc. Fund, Philip Morris, Procter & Gamble, Time Inc., Warner Communications, Westinghouse, Wheelabrator-Frye and Xerox.

We particularly wanted you to be aware of American Corporate Aid for Lebanon because we believe that it is an example of the voluntarism that President Reagan has been urging from U.S. corporations.

As we say in our statement of purpose, "We do not undertake this campaign to forward the interest of any group or enterprise. We do it out of an ethical principle that is common to most theologies and cultures; the weak, the sick and the destitute must be helped."

My colleagues on the board are James F. Beré of Borg-Warner, C. Peter McColough of Xerox, John G. Smale of Procter & Gamble and George Weissman of Philip Morris. We truly seek no plaudits but only hope that our effort, modest in comparison with that of government aid, will help.

I attach a press release for your information.

Sincerely yours,



The Honorable Charles Z. Wick
Director
United States Information Agency
1750 Pennsylvania Avenue, N.W.
Washington, D.C. 20547



For Immediate Release

CORPORATIONS FORM GROUP TO FUND LEBANESE RELIEF

First Recipients: American University of Beirut Hospital and Save the Children

NEW YORK, Sept. 9, 1982 -- A group of American corporations has formed an organization to collect funds from the business sector for the relief of the civilian population of war-torn Lebanon. The organization, which is called American Corporate Aid for Lebanon Inc., already has commitments for nearly \$1.5 million from 21 U.S. corporations.

The non-profit group's purpose, as stated in its charter, is humanitarian. It reads, in part: "As members of the American corporate community, we recoil at the pain suffered by so many. To give material expression to our concern, we have jointly undertaken a campaign to raise a substantial sum of money to be devoted to assisting the Lebanese afflicted by this war...We do not undertake this campaign to forward the interest of any group or enterprise. We do it out of an ethical principle that is common to most theologies and cultures: the weak, the sick, the destitute must be helped."

Serving as president and a director of American Corporate Aid for Lebanon is Ralph P. Davidson, chairman of the board of Time Inc. At a news conference today, he announced that the group's first two grants are to The American University of Beirut Hospital, a 420-bed institution in West Beirut, and to Save the Children, a 50-year-old non-profit agency that provides assistance in nutrition, health and housing around the world. Each organization will receive \$250,000.

(MORE)

Commenting on the grants, Davidson said: "We don't pretend that these funds are enough, but they are a start and are available now. It will take massive amounts of international aid to help alleviate the suffering that has befallen the Lebanese. As we make our efforts public, we urge other American corporations to join with us and make our attempt to help the people of Lebanon even more meaningful."

The companies that have committed their support to American Corporate Aid for Lebanon are among the largest in the U.S.: AT&T, Borg-Warner Corp., CBS Inc., Chrysler Corp., Deere & Co., Exxon Corp., Ford Motor Co., GTE, Gulf & Western, The Hilton Foundation, H.J. Heinz Co., ITT, Johnson & Johnson, Joseph E. Seagram & Sons, Inc. Fund, Philip Morris, Inc., Procter & Gamble, Time Inc., Warner Communications Inc., Westinghouse Electric, Wheelabrator-Frye Inc., and Xerox Corp.

The business group's other directors are James F. Bere, chairman of Borg-Warner Corp.; C. Peter McColough, chairman of Xerox; John G. Smale, president of The Procter & Gamble Company, and George Weissman, chairman of Philip Morris, Inc. Richard B. McKeough, Time Inc.'s chief financial officer, is treasurer of American Corporate Aid for Lebanon, and William Ruder, president of William Ruder Inc., is secretary.

####

Contact: Michael Luftman
(212) 841-2515

FACT SHEET

SAVE THE CHILDREN: Founded in 1932 to assist victims of the Great Depression in Appalachia, Save the Children is a voluntary, non-sectarian, non-profit organization. It has become one of the leading private agencies providing both direct services for children and community self-help assistance. Save the Children is now involved in aid projects in 430 communities in 28 countries. Among its activities are assistance in health and nutrition, housing, education, agriculture and small business.

THE AMERICAN UNIVERSITY HOSPITAL: Considered the outstanding medical facility in the Middle East, the American University of Beirut Hospital is a teaching hospital founded in 1866 by the American Presbyterian Mission. The 420-bed facility is located in West Beirut and is staffed with 170 physicians and 180 residents. From June through August 1982, the hospital treated 3,500 people injured during the fighting in Beirut, or nearly half the wounded who received professional medical attention.



file

September 14, 1982

The Honorable
Michael K. Deaver
Deputy Chief of Staff
and Assistant to the President
The White House

Dear Mike:

The attached memo tells the very exciting story about our success in getting the President's Middle East speech to a huge worldwide television audience. At a cost of only \$28,610 all or part of the President's speech was seen on television by an estimated 78 million people. Countless others heard the speech live on VOA and read wireless file reports placed in the local press by our PAOs abroad. We are proud that USIA was able to support the President's dramatic initiative so thoroughly and, we hope, effectively.

Sincerely,

Gilbert A. Robinson
Acting Director

Attachment

September 10, 1982

TO: Acting Director

FROM: Jock Shirley *for JWS*

SUBJECT: Final Report on Satellite Feed of
President's Middle East Peace Plan

The attached information may be of interest to you in reviewing Agency efforts to provide satellite coverage of the President's Middle East Plan. Following is a consolidation of reports provided by B/TV and the Area Offices:

- The cost of the two satellite feeds and those downlinks paid for by the Agency totaled \$28,610.
- Jordan, Egypt, Bahrain and the Philippines used the Presidential speech in full, with some 16 additional posts reporting partial usage.
- Approximately 12 posts reported use of the USIA satellite feed, with 11 others relying on commercial sources.
- We estimate that more than 78 million viewers saw all or part of the President's speech.
- With the exception of Europe, which relies primarily on commercial sources, our Area Offices reported favorably on the use of Agency's satellite feed. Coverage in the Middle East was understandably quite extensive, and USIS posts report that the USIA feed made a major impact. This marks the first time ever that a USIA satellite feed has been used by Saudi Arabia.
- All posts emphasized the importance of increased lead time for future Presidential statements to insure maximum coverage.
- Shipment of VTRs to posts will insure that important, selected audiences will have the opportunity to view the statement in full. Jordan reports that the VTR was hand-carried to King Hussein, the Crown Prince and the Foreign Minister.


Attachment: a/s

September 7, 1982

MEMORANDUM FOR:

C - Mr. Shirley

FROM:

NEA - Boulos Malik 

SUBJECT:

Final Report on Satellite Feed of
President Reagan's Middle East
Speech


The special USIA satellite feed was offered to Israel, Jordan, Egypt, Morocco, Saudi Arabia, Bahrain, India and Pakistan. It was used by all posts except Morocco, which picked up an EBU feed. The quality of the feed was excellent, according to all reporting posts.

There is no doubt that the expense of the special feed was well justified. Jordan, Egypt and Bahrain telecast the speech in its entirety and Israel telecast substantial portions of it. The other four countries played excerpts averaging one-and-a-half to two minutes. In Jordan, the feed was copied and hand-carried in video cassette form to King Hussein, the Crown Prince and the Foreign Minister. In Saudi Arabia, it was the first time that a USIA satellite feed had ever been used.

In an Agency where speed of the message is our most effective offense, the satellite feed made a major impact. In all countries, the speech or its excerpts were carried on the first news programs following its delivery. Because a number of neighboring countries were also able to pick up the programs, 50 million people in NEA are estimated to have seen all or part of the speech within 24 hours.

For the future, once a policy decision has been made to provide a satellite feed, the technical arrangements should be handled directly by B/TVF. In the case of Israel, this was done, but only after a call from NEA to USIS Tel Aviv, and a subsequent call from USIS to Israeli television, which alerted its correspondents in Washington to contact B/TVF for the technical data. This cumbersome and time-consuming method of passing information can be avoided by having B/TVF technicians contact directly their counterparts in NEA countries. In most cases, the names and phone numbers of the latter have been provided to B/TVF.

September 8, 1982

MEMORANDUM FOR: C - Mr. Shirley
FROM: EU - Marlin Remick 
SUBJECT: Final Report on Satellite Feed of
President Reagan's Middle East Speech

Although the area office believes the President's Middle East proposal received the maximum coverage that could be expected in Europe, reports on foreign network usage of the President's speech suggest usage and coverage of the event were not enhanced by the frantic legwork done on a U.S. satellite feed. While it is imperative that posts be apprised of important administration policy pronouncements, we question the hours of staff time and costs in transatlantic telephone charges (approximately \$1,600) expended attempting to convince European networks to take the satellite feed. There may also be an important intangible cost to goodwill expended by importunate PAOs and IOs.

The speech, although not primarily a European story, got good coverage by the major European networks. Most used excerpts from the EBU feed, interspersed with clips, interviews and correspondent reports. Approximate program time ranged from 30 seconds to four minutes. In our estimation, paying both legs on the feed would not have increased either coverage or usage.

The area office and our PAOs believe that judicious use of satellite feeds for important Administration policy statements is useful on those occasions when (a) the speaker is an important administration official, (b) the subject is of primary interest to a European audience, (c) broadcast time is morning or early afternoon in Washington, and (d) posts can be given adequate notification. Even when all of these conditions are met, however, U.S. feeds must compete with local European developments.

COUNSELOR'S OFFICE

September 8, 1982

SEP 8 11 42 AM '82

MEMORANDUM FOR: C - The Counselor

FROM: EA - Clifton B. Forster

SUBJECT: Critique on Agency's Satellite Feed of
President's Middle East Speech

REFERENCE: Your Request dated September 2

We learned a good deal from the use of these feeds to the Area. While there was considerable confusion with the unavoidable last-minute notification and all the technical conversion problems, we did gain a better understanding of the role and use of satellite feeds in support of important policy initiatives.

In East Asia there are important factors to consider. First, the time difference often precludes "live" use of feeds and stations will tape them for later use in news or special programs. The translation problem can also be formidable and this frequently results in a delay of several hours. It is also important to recognize that few TV nets will use a feed in its entirety or even a substantial portion unless it has some local relevance. Major nets in the area also subscribe to commercial satellite services such as VISNEWS and UPITN and use their clips in news programs. Most stations are reluctant to pay down-leg costs in addition to commercial services to which they subscribe. Finally, many networks such as those in Indonesia, Malaysia, Thailand and Korea must review the contents before using the program and this precludes any simultaneous use of the feed.

In spite of the problems, satellite feed adds a new dimension to USIS support of important foreign policy issues. But we should use feeds selectively, keeping in mind the factors referred to above. Advance legwork on the satellite feed, as in any other undertaking, is necessary and vital. And development of a strategy to systematize the program should contribute more to cost effectiveness and operational efficiency of this activity in the future.

Hence, out of the recent experience, we recommend the following:

- The Agency should announce a policy that in the future when major events occur primarily involving USG policy statements by the highest USG officials, the Agency will transmit live or near-live TV programming of the event up to the major communications satellites around the world (identify which satellites). These programs may be picked up and used by any station around the world.
- With this policy enacted, Area Directors should instruct the PAOs to acquaint all major networks and stations on the policy. PAOs should keep on hand in the office and at home an address book of key station contacts and phone numbers for this purpose.

- When a decision is made to produce and satellite a program in this on-going series, this will be communicated to PAOs by immediate cable at the earliest possible time, giving all pertinent details. Subsequent cables may be necessary. On receipt of the cable, the PAOs job is to know his potential users, to get in touch with them as expeditiously as possible, describe the program and the technical arrangements, and to use his public affairs professionalism and skills to sell the product.

We believe an operational strategy as described above would eliminate much of the confusion characterizing our earlier experiments.

A further observation -- I wonder if we shouldn't forget about who pays or does not pay the down-leg. Overseas stations will understand that receiving the program from the satellite is their responsibility (and their expense). If the event warrants it, overseas networks will receive the program and use it in some form. If in the networks' judgement, the event does not warrant special treatment, they will not receive it, whether we pay the down-leg or not. If they do pay down-leg costs, they will have the good feeling that they participated in bringing the program to their viewers and did not accept a freebie from a foreign government.

We would not necessarily limit use to foreign policy statements, although this undoubtedly would be the main use. The other uses we have in mind would be the American equivalents of BBC's programs on the funeral of Churchill, a Queen's Coronation, etc. It could be, for example, a wrap-up program on the inauguration of an American President, combining the pageantry and ceremony with excerpts from the Inaugural Address. One can think of other program possibilities that would be of genuine interest to audiences abroad and would depict aspects of America of which we are proud. A good possibility would have been our Bicentennial across the nation.

In summary, the advance leg-work did obviously enhance usage and coverage of this speech in several countries in the Area thru active USIS post involvement. Some of the best use, however, has been with selected audiences using VTRs to stimulate more intensive discussions of the issues. We should keep in mind that the satellite feed is an expensive one-shot mass media affair whereas the best results can frequently be achieved at the interlocutor level using the VTRs to hammer in the main policy points following feed utilization. As to whether the expenses incurred were justified, I believe it depends on the objectives we wish to achieve. Certainly in the majority of countries there was access to the speech through other news sources. Our active involvement resulted, however, in somewhat greater use than would have been the case otherwise and this presumably justifies the expenses assuming we still have sufficient funds for the more intensive follow-up VTR interlocutor work at the posts.

September 9, 1982

MEMORANDUM FOR: C - THE COUNSELOR
THROUGH : B - Mr. Catherman *TC*
FROM : B/TVF - C. B. Groce *CBG*
SUBJECT : Distribution of President's Statement on Mideast -
September 1, 1982
REFERENCE : USICA 45276

I. Initial compilation of field reaction replies to reftel re worldwide television usage of the Agency satellite broadcasts of the September 1st Presidential statement on the Mideast is as follows:

Posts responding: 22

1. Was the Presidential statement used in full or in part?

Full: 2

CAIRO, MANILA.

Part: 16

ANKARA, BANGKOK, BELGRADE, CANBERRA, COPENHAGEN, HONG KONG, JAKARTA, MADRID, MANAMA, NEW DELHI, OSLO, PRETORIA, REYKJAVIK, ROME, TOKYO, VIENNA.

2. Estimated viewing audience: In excess of 78,000,000

(Only 8 posts reported audience estimates: BANGKOK-12,000,000; CAIRO-6,000,000; JAKARTA-8,000,000; MANAMA-150,000; NEW DELHI-16,000,000; OSLO-2,400,000; ROME-8,000,000; TOKYO-25,500,000.)

3. Was the footage taken from commercial sources or Agency feed?

Agency: 11

BANGKOK, CAIRO, ISLAMABAD, JAKARTA, MANAMA, MANILA, NEW DELHI, ROME.
(COMSAT reports Amman, Jidda, Lagos, and Tel Aviv also received USICA feed.)

Commercial: 11

ANKARA, BELGRADE, CANBERRA, COPENHAGEN, MADRID, OSLO, PRETORIA, REYKJAVIK, TOKYO, VIENNA, HONG KONG.

II. Nine posts have ordered the VCR: (NEA funded shipment to 32 NEA posts)

AF: Brazzaville, Djibouti, Oslo, Ouagadougou.
 AR:
 EA: Bangkok, Kuala Lumpur, Rangoon.
 EU: Belgrade, Madrid.
 NEA: (Funded by NEA: AMEMBASSY: Abu Dhabi, Algiers, Amman, Beirut, Cairo, Colombo, Dacca, Damascus, Doha, Islamabad, Jidda, Kathmandu, Khartoum, Kuwait, Manama, Muscat, New Delhi, Rabat, Sanaa, Tel Aviv, Tunis; (AMCONSUL: Alexandria, Bombay, Calcutta, Casablanca, Dhahran, Jerusalem, Karachi, Lahore, Madras; (USINT: Baghdad; (USLO: Riyadh.

III. Facilities Costs:

Incoming pool circuits from AT&T Washington to PHB	1,050.00
NBC pool fee	500.00
Subtotal	1,550.00
Circuits from PHB to U.S. Earth station	1,035.00
Uplink to Atlantic Primary satellite (0300-0330 GMT).....	320.00
Downlink to Egypt	1,400.00
Subtotal	2,755.00
Circuits to U.S. Earth station	1,035.00
Uplink to Atlantic Primary (0800-0830 GMT).....	485.00
Downlink to Israel	1,775.00
Downlink to Germany	1,065.00
Uplink from Germany to Indian Ocean Satellite	1,775.00
Downlink to India	1,660.00
Downlink to Pakistan	3,300.00
Downlink to South Africa	920.00
Downlink to Nigeria	1,770.00
Downlink to Jordan	1,800.00
Downlink to Malaysia	1,265.00
Downlink to Singapore	1,010.00
Downlink to Thailand	1,120.00
Downlink to Philippines	1,885.00
Downlink to Bahrain	1,440.00
Downlink to Italy	1,550.00
Subtotal	23,855.00
Total	28,160.00

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director



SEP 13 1982

*all
in
minutes*

MEMORANDUM FOR: The Honorable
Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President
The White House

FROM: Gilbert A. Robinson *GR*
Acting Director

SUBJECT: Chinese Elite Attitudes Toward
the U.S.

I thought you would be interested in the attached summary of a recent USIA study of Chinese elite attitudes toward U.S. foreign policy, bilateral relations, and American society. Results from "surrogate" interviews in late 1981 show that:

- o Ranking Chinese leaders and working-level officials seem more comfortable with the international posture of the Reagan Administration than with that of the Carter Administration.
- o PRC leaders generally find the U.S. and Chinese global policies compatible at the present juncture, with the notable exception of policy toward Taiwan.
- o Chinese elites support the official PRC position on Taiwan, but few expect unification soon or want the issue forced to a showdown that might endanger relations with the U.S.
- o The image of American society among PRC leaders and the Chinese elite in general shows vast areas of ignorance and glaring misperceptions, particularly about the American political and social system.

Research Memorandum

International Communication Agency United States of America
Washington, D. C. 20547



Office of Research

August 26, 1982

CHINESE ELITES: WORLD VIEW AND PERCEPTIONS OF THE U.S.

In mid-1981, USICA commissioned a systematic field study to gain a better understanding of Chinese perceptions of the U.S. The ensuing report describes the views of PRC urban elites toward U.S. foreign policy, bilateral relations and American society in the context of their outlook on the world-at-large.

Data were gathered from in-depth interviews with 141 Americans and foreigners with recent and sustained contacts in the PRC among middle to senior-level government officials; university administrators, faculty and students; ranking staff members at research and think-tank institutes; and professionals in the media and the arts. Respondents were asked to serve as "surrogates" for their Chinese counterparts, reporting (based on personal conversations and observations of Chinese behavior) the perceptions of Chinese elites on a range of topics.

Interviews were conducted in the U.S., PRC (Beijing, Shanghai, Guangzhou) and Hong Kong from September to December 1981.

Some highlights of the report's major findings follow.

U.S.-China Relations

- o Chinese elites overwhelmingly endorse the course of U.S.-PRC relations over the past three years but may have exaggerated expectations of what the U.S. can do for China. PRC leaders see the U.S. connection as most advantageous for China under present world conditions. Their view of the relationship is pragmatic, hence the benefits of temporary cooperation with the U.S. take precedence over any ideological considerations.
- o The prime motivation of top PRC leaders in fostering relations with the U.S. has been to strengthen China's posture relative to the Soviet Union. Despite reservations about U.S. firmness in dealing with the Russians, senior officials stress the security value of the relationship and regard a united front with the U.S., Japan and Western Europe as the most effective counterpoise to Soviet expansionism.
- o Second in importance to strategic considerations--particularly among Chinese academics and scientists who have a commitment to and personal stake in the continued growth of U.S.-PRC relations--is the desire to acquire American technology and scientific training to further China's modernization goals.

o Looking ahead, a substantial number of the Chinese elite express confidence that the favorable trend in U.S.-PRC relations will continue over the long run, even though temporary disruptions may occur. However, Chinese leaders do not expect U.S.-PRC cooperation to persist into the indefinite future; most do not see a permanent confluence of U.S. and Chinese interests.

U.S. Foreign Policy

o Ranking leaders and working-level bureaucrats concerned with foreign affairs appear to be more comfortable with the international posture of the Reagan Administration than with that of the Carter Administration. They applaud the proposed increase in U.S. defense expenditures and the tougher Reagan stance toward the Soviet Union, but are dismayed by the termination of the grain embargo.

o PRC leaders generally find U.S. and Chinese global policies compatible at the present stage of world history, with the notable exception of the Taiwan issue.

o The Taiwan issue outranks by far all other bilateral policy differences and casts a shadow over the prospects for expansion of U.S.-PRC relations. PRC leaders see it as the crucial issue between the two countries and as a measure of U.S. reliability and respect for China's sovereignty. They warn that continued arms sales to Taiwan will have serious repercussions.

o The Chinese elite support the official position that Taiwan is PRC territory, that unification is a matter for the Chinese to resolve, and that U.S. involvement amounts to "foreign intervention." However, few expect unification soon or want the issue forced to a showdown which might endanger relations with the U.S.

China's World View

o The vast majority of the Chinese elite seem to have an extraordinary sense of ethnicity, cultural identity and nationalism. Despite the self-deprecation evident since the late 1970s--often heard in the lament, "China is weak and backward"--pride in China shines through, particularly in China's independence from foreign domination. China is still pictured as the "Middle Kingdom," temporarily weak but destined to resume its place as a leading nation in world affairs.

o The Chinese elite endorse in broad outline the PRC's official foreign policy doctrine: that the Soviet Union poses the principal threat to China and that China should be part of a united front composed of the U.S., Japan and Western Europe to challenge

Soviet expansionism. Most visualize the Soviet threat in terms of an encirclement of China or as a threat to China's global interests and discount the risk of any direct, imminent attack. Although antipathy is the underlying sentiment toward the Soviet Union, some, especially young Chinese, admire the Soviets for having modernized against odds and for having achieved world power through socialism.

o The PRC is widely thought by elites to have an impressive defense capability--in large part because few appreciate the sophisticated nature of military power such as that commanded by the Soviet Union. Consequently, fear of an attack on China does not rank high on the list of concerns.

American Society

o The image of American society among PRC leaders and the Chinese elite in general shows vast areas of ignorance, glaring misperceptions and exaggerations. To some Chinese, the U.S. resembles heaven. To others, it appears to be the most decadent society on earth. Uncritical admiration, bordering on adulation of the U.S., is prevalent among young Chinese. The older generation tends to have a more balanced view, but it, too, is riddled with misperceptions. At the negative extreme are the xenophobic types.

o Among the gaps in information and the misperceptions of American society, the most serious is the lack of understanding the majority of the Chinese elite have of the U.S. political and social system. Many believe the U.S. is governed by an oligarchy of wealthy bankers and industrialists, collectively described as "Wall Street." They fail to understand or appreciate the pluralism and diversity of American society and the complexity with which political influence is exercised in the system. Many are convinced that if the U.S. Government makes up its mind to do something, it can be done.

* * * * *

These highlights are based on a more detailed report prepared by Ralph N. Clough, a long-time specialist in Chinese affairs:
Chinese Elites: World View and Perceptions of the U.S. (R-15-82).

U.S. Government offices requiring additional copies of this report may request them by writing to the Chief of PGM/REA or by telephoning (202) 724-9354.

Prepared by:
Gordon Tubbs (PGM/REA)
724-9354

M-8/26/82

**United States
Information
Agency**

Washington, D.C. 20547

Director



file

September 3, 1982

MEMORANDUM FOR:

(Addressees are
listed in alpha-
betical order)

The Honorable
James A. Baker, III

The Honorable
Judge William P. Clark, Jr.

✓ The Honorable
Michael K. Deaver

The Honorable
Edwin Meese, III

The Honorable
George P. Shultz

FROM:

Charles Z. Wick *CZW*
Director

SUBJECT:

USIA Exchanges Alumni in Key Positions Abroad

The attached report was prepared for response to the periodic inquiries I get about the exchange programs. Quite frankly I viewed these programs as low priority items while I was only a taxpayer. However, since becoming Director of USIA, my thinking has changed considerably. It is now clear to me that the results of the exchange program are quite impressive. The attached report makes the point rather dramatically.

As the attached report show, 37 current heads or chiefs of state came to the United States earlier in their careers as participants in USIA's International Visitor or Fulbright Programs. An additional 2,381 alumni of USIA exchange programs are holding other prestigious positions in their home countries. Cabinet-level positions are held by 447 alumni in 103 different countries.

When they were participants in USIA exchange programs, these current world leaders established and strengthened their professional contacts and ties with American colleagues and institutions. They gained in-depth, first-hand knowledge about this country, its policies and the context in which they are made.

THIRTY-SEVEN FOREIGN HEADS OF STATE
ARE USICA EXCHANGES ALUMNI

The following 37 current foreign heads or chiefs of state came to the United States earlier in their careers as participants in the International Communication Agency's International Visitor or Fulbright Programs. The International Visitor Program provides present and emerging foreign leaders in a variety of fields with an in-depth exposure to the U. S., its policies and the context in which they are made. The Fulbright Program involves the exchange of U. S. and foreign professors, teachers, students and researchers to enable them to lecture, teach and study in their professional fields.

HEADS/CHIEFS OF STATE

AFRICA

Botswana	President Q. K. J. Masire International Visitor Program, 1975
Central African Republic	President General Andre Kolingba International Visitor Program, 1966
Kenya	President Daniel T. arap Moi International Visitor Program, 1969
Madagascar	President Didier Ratsiraka International Visitor Program, 1973
Mauritius	Governor General Dayendranath Burrenchobay International Visitor Program, 1969 Prime Minister Aneerood Jugnath International Visitor Program, 1981
Seychelles	President France Albert Rene International Visitor Program, 1967
Tanzania	President Julius K. Nyerere International Visitor Program, 1960

AMERICAN
REPUBLICS

Barbados Prime Minister Tom Adams
International Visitor Program, 1973

Colombia President Belisario Betancur
International Visitor Program, 1952

Dominican Republic President Salvador Jorge Blanco
International Visitor Program, 1979

Guyana Prime Minister Ptolemy Reid
International Visitor Program, 1966

Venezuela President Luis Herrera Campins
International Visitor Program, 1967

EAST ASIA
AND PACIFIC

Australia Prime Minister J. Malcome Fraser
International Visitor Program, 1964

Fiji Governor General Ratu Sir George Cakobau
International Visitor Program, 1963

Prime Minister Ratu Sir Kamisese Mara
International Visitor Program, 1964

Malaysia Prime Minister Mohamad Mahathir
International Visitor Program, 1973

New Zealand Prime Minister Robert D. Muldoon
International Visitor Program, 1965

Singapore President Devan Nair
International Visitor Program, 1969

Trust Territory of the Pacific Islands President Tosiwo Nakayama
International Visitor Program, 1961

EUROPE

Austria Chancellor Dr. Bruno Kreisky
International Visitor Program, 1958

Vice Chancellor Dr. Fred Sinowatz
International Visitor Program, 1963

Canada	Governor General Edward R. Schreyer International Visitor Program, 1978
Federal Republic of Germany	President Karl Carstens International Visitor Program, 1950
	Chancellor Helmut Schmidt International Visitor Program, 1956
Greece	President Constantine Karamanlis International Visitor Program, 1951
	Prime Minister Andreas Papandreu Fulbright Program, 1960
Malta	Prime Minister Dominic Mintoff International Visitor Program, 1965
Norway	Prime Minister Kare Willoch International Visitor Program, 1978
Portugal	Prime Minister Francisco Pinto Balsemao International Visitor Program, 1965
United Kingdom	Prime Minister Margaret Thatcher International Visitor Program, 1963
NORTH AFRICA, NEAR EAST AND SOUTH ASIA	
Egypt	Prime Minister Ahmad Fu'ad Muhi al-Din International Visitor Program, 1977
India	Prime Minister Indira Gandhi International Visitor Program, 1961
Lebanon	President Elias Sarkis International Visitor Program, 1970
Morocco	Prime Minister Maati Bouabid International Visitor Program, 1965
Sri Lanka	Prime Minister Ranasinghe Premadasa International Visitor Program, 1966
Tunisia	Prime Minister Mohamed Mzali International Visitor Program, 1964

2,381 ALUMNI OF USICA EXCHANGE PROGRAMS
IN PRESTIGIOUS FOREIGN POSITIONS

In Spring 1982, U. S. Missions abroad reported that, in addition to the 37 current heads or chiefs of state who formerly participated in USICA exchange programs, 2,381 alumni of USICA exchange of persons programs were holding prestigious positions in government, academia, media, and other fields. Of that number 447 held cabinet level positions as noted below.*

CABINET LEVEL OFFICIALS

AFRICA

Benin	3	Ivory Coast	9	Sierra Leone	8
Botswana	7	Kenya	5	South Africa	2
Burundi	1	Lesotho	2	Swaziland	4
Central African Republic	1	Liberia	2	Tanzania	5
Congo	1	Madagascar	3	Togo	3
Gabon	1	Malawi	4	Upper Volta	2
Gambia	8	Mali	3	Zaire	6
Ghana	3	Mauritius	5	Zambia	11
Guinea	1	Nigeria	3	Zimbabwe	4
Guinea Bissau	5	Rwanda	1		
		Senegal	8		

AMERICAN REPUBLICS

Argentina	4	Ecuador	2	Peru	4
Barbados	1	El Salvador	5	Trinidad and Tobago	2
Bolivia	4	Guatemala	1	Uruguay	1
Brazil	2	Guyana	6	Venezuela	3
Chile	2	Haiti	2		
Colombia	2	Honduras	3		
Costa Rica	12	Jamaica	2		
Dominican Republic	3	Nicaragua	5		
		Panama	1		

EAST ASIA AND PACIFIC

Australia	5	Korea	2	Singapore	3
China	1	Malaysia	12	Thailand	7
Fiji	10	New Guinea	3	Trust Territory of the Pacific Islands	5
Hong Kong	13	New Zealand	3		
Indonesia	3	Philippines	1		

*These figures include all exchange programs. Breakdown by program is not available.

EUROPE

Austria	6	France	8	Norway	4
Belgium	9	Greece	3	Poland	5
Canada	6	Iceland	3	Portugal	16
Cyprus	15	Ireland	1	Turkey	1
Denmark	6	Italy	4	United Kingdom	8
Federal Republic of Germany	12	Luxembourg	2	Yugoslavia	6
Finland	5	Malta	4		
		Netherlands	6		

NORTH AFRICA, NEAR EAST, AND SOUTH ASIA

Bahrain	4	Morocco	8	Sudan	4
Bangladesh	1	Nepal	1	Tunisia	10
Egypt	2	Oman	3	United Arab Republic	1
India	3	Pakistan	1	Yemen Arab Republic	2
Israel	4	Qatar	1		
Jordan	2	Saudi Arabia	1		
Lebanon	7	Sri Lanka	6		

**International
Communication
Agency**

United States of America

Washington, D. C. 20547

Director



August 10, 1982

Dear Mr. Ambassador:

Thank you for your informative letter of August 4 on the Cultural Relation Fellowship Program. Dr. Koerber's program is an excellent example of the kind of youth exchanges which Germany and the United States are working to increase in concert with our Versailles Summit partners through the International Youth Exchange Initiative. It is encouraging to learn that such high quality exchange "organizations" are already in place. Dr. Koerber's program is particularly notable in the context of what we are trying to achieve in the United States because of his success in involving the private sector through the Hauni Company, Philip Morris, Inc. and R.J.Reynolds Tobacco Company.

I have passed on to appropriate people in the White House your suggestion that the eleven German students visiting the United States this fall meet briefly with President Reagan. The President shares the dedication to expanded exchanges which Chancellor Schmidt demonstrated by meeting with the fifteen young Americans in May. I hope he will be able to reciprocate.

Thank you for bringing this matter to my attention.

Sincerely,

Charles Z. Wick

His Excellency
Peter Hermes
Ambassador of the
Federal Republic of Germany
4645 Reservoir Road, N. W.
Washington, D. C. 20007

cc The Honorable Michael Deaver ✓

THE AMBASSADOR
OF THE
FEDERAL REPUBLIC OF GERMANY
WASHINGTON, D. C.

August 4, 1982

The Honorable
Charles Z. Wick
Director
International Communication Agency
1750 Pennsylvania Ave., N.W.
Washington, D.C. 20547

Dear Mr. Wick:

I am writing to you in a matter related to a particular US-German Youth Exchange program. Dr. Kurt A. Koerber, a German Industrialist and owner of the Richmond based Hauni Company, initiated a Cultural Relation Fellowship Program for American and German vocational and technical high school students, dedicated to foster and strengthen the ties that exist between the United States and Europe.

The program has been highly successful. In 1981 ten Cultural Relation Fellowships were awarded to students from American high schools who then spent almost eleven weeks in Germany observing and participating in German culture and work.

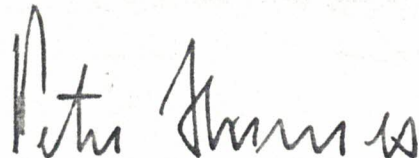
This year, 15 such fellowships were again awarded to American students. In May these young people were received by Chancellor Helmut Schmidt in Bonn for a conversation which he extended to 45 minutes. In 1983, 25 Americans will travel abroad on this program. The enclosed papers will give you further information about the program, its activities and the public resonance it has received so far. In the meantime, Philip Morris, Inc. and R.J. Reynolds Tobacco Company have subscribed to the program.

This year, eleven German vocational students will come to Richmond, Virginia. They will be in this country from September 27 through December 10th.

The program sponsors would be very happy if these German students were given the opportunity of seeing President Reagan for a short meeting between September and December. In view of the much publicized encounter between the 15 young American people and Chancellor Schmidt, I am convinced, the personal attention awarded by the President would greatly enhance the reputation of such a laudable private endeavour as the Cultural Relation Fellowships.

I would very much like to ask you for your personal support in recommending the mentioned group of German vocational students to the President for a brief meeting. Your kind assistance would be very much appreciated.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Peter Johnson".

cc.:

T.H. Micheal K. Deaver
The White House

Mr. Manfred A.K. Schumacher
Vice President
Hauni Richmond Inc.



COMMONWEALTH of VIRGINIA

Office of the Governor

Richmond 23219

Charles S. Robb
Governor

March 23, 1982

Dr. Kurt A. Koerber
Hauni-Werke Koerber & Co., K.G.
Kampchaussee 822
2050 Hamburg 80 Bergedorf
West Germany

Dear Dr. Koerber:

With fifteen of the most capable vocational students in Virginia and North Carolina, I am pleased to send to you my very best regards. Your efforts to promote cultural awareness and understanding between our two countries have benefited many. This unique opportunity for twelve Virginians and three North Carolinians will significantly enhance their careers--but more importantly, it will bring about a stronger bond between the people of West Germany and the United States.

I have followed with great interest the development of this year's program, as well as last year's very successful effort. We, in Virginia, are really enthused about what you are accomplishing. The ripple effect from Hauni's efforts has made your company's name a household word in the Richmond area.

If you are ever in Richmond, I certainly hope that I will have the opportunity to meet you. I have asked Manfred Schumacher to get in touch with me whenever my office can help in any way on this very important program. All of us are looking forward to having a full report from the students on everything they learned in Hamburg.

Sincerely,

Charles S. Robb

CSR: sma

Mr. Schumacher, Governor Dalton and other Distinguished Guests, Ladies and Gentlemen, 1982 HAUNI Fellowship winners, thank you for inviting me tonight, for allowing me to add my congratulations to this year's selectees, and for the opportunity to thank HAUNI and Doctor Kurt Koerber for this unique program in international understanding and cultural relationships.

As far as I can determine, this is the only program of its kind in Virginia, in that it is aimed specifically at vocational education students, who intend to go directly into the business world upon completion of their high school education.

It is the kind of experience I wish other American students could share. I note that one of the requirements after your return is that you go into the community and discuss what you have learned with school, civic and church groups. I hope you will enthusiastically meet that objective so that others can share your experience.

This is the kind of program you could expect from Doctor Koerber. Not only is he a noted inventor, but he is also a well known portrait painter, and the recipient of several awards from the German government for his social service. His vision and dedication to cultural understanding could serve as a model for all of us.

In announcing the program two years ago, Doctor Koerber charged us with certain responsibilities, and I think I should remind us of that charge. He said "...Cultural awareness must be aroused and mobilized on broad social levels. This is an educational and cultural task which should not be left only to the authorities of the state and the church.

"We must give our social system a stronger ethical motivation. We are all called upon to contribute to this goal. We...have with our abundance of ideas, with our dynamics, created production means and goods for consump-

tion in an immense way. We have contributed to substantially eliminating social misery among the population of Western democracies. I think that, in addition to our economic performance, we are now called upon to contribute to the elimination of cultural misery, both by humanizing the world of work and by idea." That's what he said - and I think Doctor Koerber has provided us with some serious food for thought.

If we provide for the material gains of society, but overlook the spiritual and cultural parts of our lives, then we have failed.

Doctor Koerber, in his wisdom and generosity, has given the Fellowship winners a chance to broaden their horizons in a way that many Americans never can experience, and he is to be commended for what he contributes not only to the Fellowship, but to each of our communities, here in the Richmond area, and in Germany.

We ought to remember that the opportunity for growth refers not just to height and weight...it also refers to our minds, to our emotional outlook and to the broadening of our horizons.

In this country we have been fortunate to be exposed to many cultures, from many lands. We have been tempered and strengthened in the melting pot, until America and Americans have become a unique society, composed of the diverse talents and dreams of many people from many parts of the world and this is a busy time in the affairs of the world. Whereas a generation ago, your parents thoughts might have turned to distant places such as Mississippi or Alaska, today the conversation might be about Nicaragua or Afghanistan. And the community of neighbors now stretches far beyond the street corner, to Europe, South America and Asia.

To you here who are Fellowship Winners you will visit people with their own traditions, their own sense of purpose shaped by history. But you will find one thing in common, one dream you can share. That is a hope for the future, a plan for a better life, a life free from fear, from want, from despair.

Our world has grown too small to afford the petty parochialisms and narrow approaches of the past. We must understand and eagerly grasp the fact that the world is our neighbor, that we can work hand in hand with our international friends to build a better society, develop a democracy of opportunity, an aristocracy of achievements, where men and women are recognized for excellence, for determination and diligence, for their willingness to reach deeply within themselves to build a better world for themselves and their neighbors. In your travels you will have an almost unique opportunity to share in the present and to learn of the past.

If it is true that we are a continuation of things past, we must also recognize that we are a bridge to the future; across that span will walk our children, our children's children, and our fate of our civilization.

We have an obligation, therefore to preserve those things of the past that will serve as building blocks to rational thought, to a stable society and to sound government. But, as we chart our course for the future, as we look for a path across a sea of uncertainty and confusion, we should not be afraid to dream dreams, to reach out to harness the forces of change, to build a future in which we can live.

Your fellowship to Germany is still ahead of you. In eleven weeks it will be over, a page turned in the volume of history. Let us hope that history will remember us for what you have started, as well as for what has been completed.

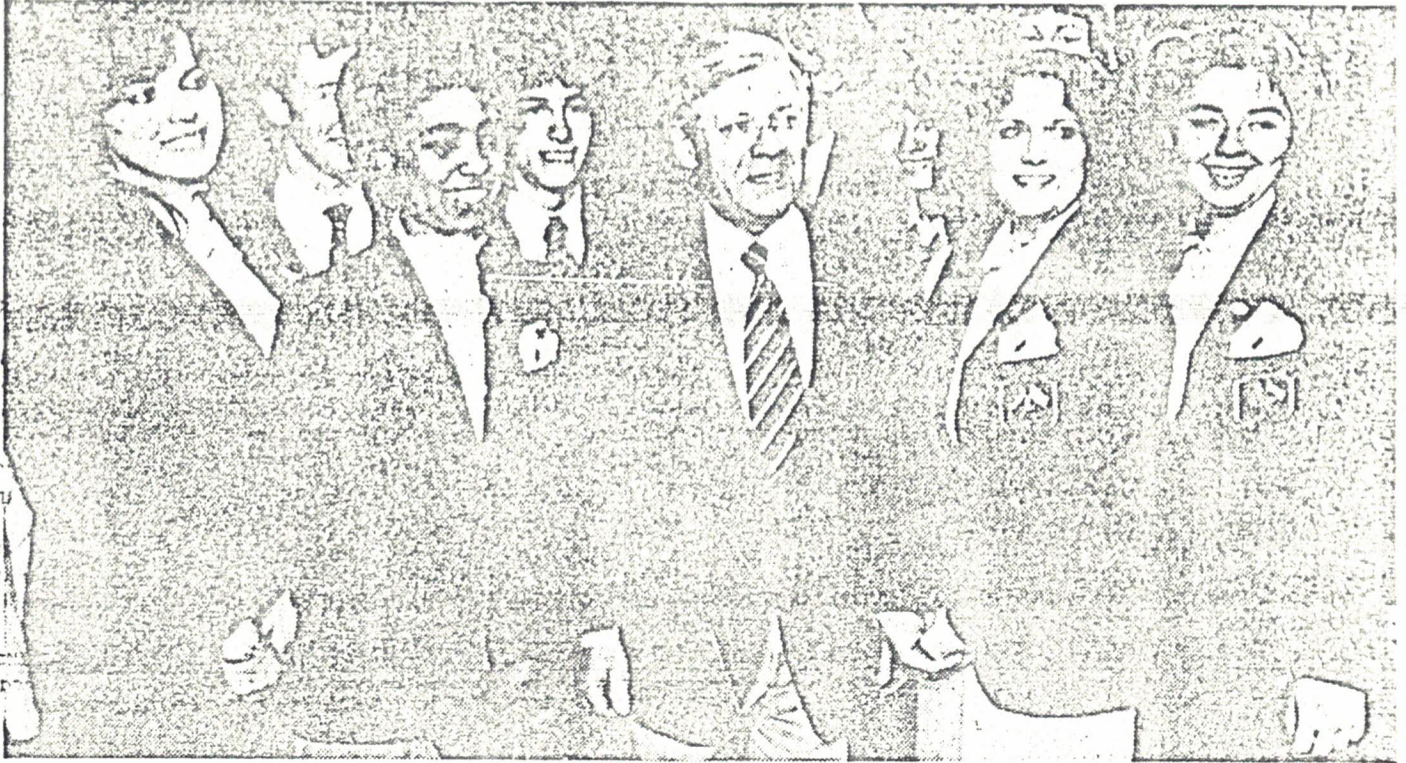
And let it be recorded that this program stands for excellence in an era of indifference, for hope in a time of doubt, for placing public service ahead of private interest, for helping to reconcile differences among our citizens and our nations.

You will have an excellent opportunity to grow, to reach and stretch and to be better for the experience. I wish you luck in your travels, and

4)

would leave you with the words of President John F. Kennedy, speaking in a city you'll visit next month Frankfurt, Germany, almost 20 years ago..."it is not to be said of this generation that we left ideals and visions to the past, or purpose and determination to our adversaries..."

It is clear that Doctor Koerber shares that determination and vision, and has opened those doors of vision to you. Congratulations.



AP Laserphoto

Local students meet Helmut Schmidt

West German Chancellor Helmut Schmidt (center) met yesterday in Bonn with 15 American exchange students who are being sponsored by Hauni Richmond, Inc., whose parent firm is in Germany. In the front row (from

left) are Janice Marshall of Chesterfield County, Esther K. Hyatt of Henrico County, Theresa McConnell and Cheryl A. Chaney, both of Chesterfield. Others were not identified. The students are scheduled to return June 5.

Virginia's Voc Ed Voice

A QUARTERLY PUBLICATION

Vol. 4 No. 1

State Department of Education • Vocational and Adult Education

January 1982

Panel Says Require Voc Ed for All

All students should be required to acquire vocational skills before they leave high school, whether they leave by graduation or otherwise. The *Standards of Quality for Public Schools in Virginia* should be expanded to include this requirement.

This was the No. 1 recommendation of a joint legislative subcommittee in a report to the Governor and the 1982 General Assembly concluding a two-year study of vocational-technical education and career education in Virginia.

The study group, headed by Del. Edythe C. Harrison of Norfolk, also forwarded these four other recommendations for the legislative

session, which convened on January 13.

- That vocational course offerings (in both skill training and exploratory courses) "be significantly expanded at both junior high and senior high school levels."

- That additional vocational programs be made available for handicapped students, that additional state funds be appropriated for their vocational assessment "with appropriate curriculum follow-up geared to employment upon graduation," and that certification and recertification standards for teachers, counselors and administrators place added emphasis on preparing them to work more effectively (Continued on Page 4)

New 5-Year Plan: Changes Sure

Development of the new five-year master plan that will guide Virginia vocational education until mid-1987 is under way, and already it is clear the plan will chart some new directions.

Heads of the Department of Education's individual program services and administrative units have been at work since late September drafting their recommendations for the content of the final document. The impact of changed

times is abundantly evident in the nature of what they are proposing, as summarized by W. Tommy Johnson, who coordinates the preparations in his role as supervisor of the state plan and evaluation.

Added emphasis appears certain for such items as competency-based education; providing more adequate information to school counselors for advising students about vocational careers; training for teachers in new technologies, including microcomputers which promise to be coming down the pike in increasing numbers; budgeting and fiscal management; teacher recruitment; alternative approaches to teacher preparation; new and improved instructional "delivery systems"...

The citizen State Plan and Accountability Report Committee was to receive a report of last school year's activities under the current plan on January 14, a necessary preliminary to the committee's beginning its work on the new plan.

(Continued on Page 2)

The Week

February 7-13 is National Vocational Education Week. The theme is "Vocational Education Keeps America Working."

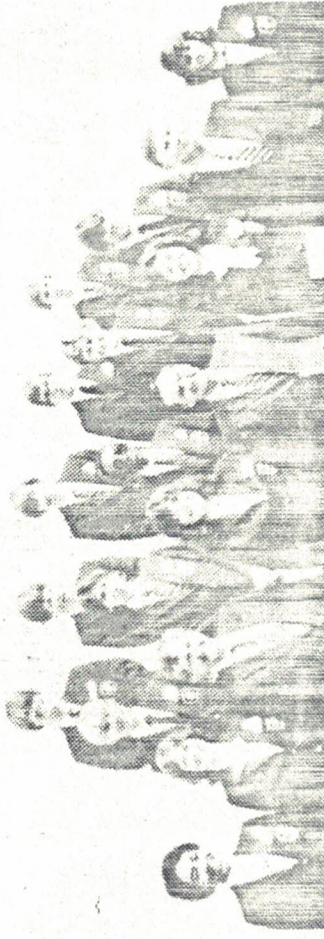
For Transatlantic German Understanding...

Thanks to a German industrialist's concern for broadening international understanding, 12 Richmond area vocational students will be going to his homeland this spring for 10 weeks of working in industry and learning about another nation.

Their contingent is the second in an overseas educational program that, so far as can be determined here, is the first

State Teacher Prep Plan For Health Careers Coming

Development of a statewide teacher education program for Health



Thursday, March 12, 1981



Staff Photo by Lindy K. Keast

LEARNING THE CULTURE — German language instructor Robert Hiedemann makes a point to the area students awarded Hauni

cultural relation fellowships. They are (front row, from left) Lesley Harwell and William Asbill; (middle row) Michael Kofran, John

Taylor, Alicia Harris and Scott Lane; (back row) Steven Beaver, Connie A. Hannen, Cynthia Bryant and Kenny Newsom.

German Trip Awaits 10 Students

By John Dillon

Times-Dispatch Staff Writer

To Johnnie E. Rich, "It's an added dimension to the education of young people who will be tomorrow's tradesmen and craftsmen."

To Hugh C. Palmer, it's "a real plus" for the average student, when in most schools "the average student gets left out."

To William H. Townsend, it's significant that the program is open only to vocational students.

The three vocational education administrators were commenting on a program begun in the fall by Hauni Richmond Inc., the U.S. arm of the West German manufacturer Hauni-Werke. The program picks up the tab for 10 area high school juniors to spend 2½ months in West Germany studying their fields at the company's factory and learning about the country's culture.

The 10 who were chosen will leave Thursday for Hamburg, where Hauni-Werke has its headquarters.

Rich is principal of Richmond Public Schools' Technical Center. Palmer of Henrico County and Townsend of Chesterfield County are directors of their school systems' vocational and adult education. All told, the three began with about 70 candidates for the program's cultural relations fellowships.

Through a series of interviews and from essays written by the candidates, each school system recommended six to a Hauni Richmond selection panel. The panel chose three from each system, plus

one at large. Those who were selected verified that the selection process was competitive.

Yet Palmer also noted that, for his schools at least, emphasis was not put primarily on grades or on college potential. The program was looked on as one for students not necessarily college-bound, he said, and grade improvement over the years, school activities, maturity and self-confidence were considered.

Rich pointed out that not even all vocational students qualified; only those whose fields were compatible with jobs done at the Hamburg plant could be considered. "That left out areas where we have large enrollments, such as mechanics," he said. The students chosen are studying drafting, data processing, distribution, electronics and clerical skills.

Still, Rich said, "It's one of the most exciting programs for vocational students I've ever heard of."

The program will cost Hauni-Werke between \$75,000 and \$100,000, according to Hauni Richmond Vice President Manfred A.K. Schumacher. The firm hopes to make the program an annual event.

In West Germany, the students will stay in the homes of Hauni employees, study their fields at the Hamburg plant and tour parts of the country. They will receive 600 West German marks a month (\$300) as spending money. They are to return June 5.

According to Schumacher, the program grew from the concern of Hauni-Werke's founder and chief ex-

ecutive, Dr. Kurt A. Körber, that a dialogue must be fostered between private citizens of the United States and Western Europe.

Dr. Körber announced the program during his visit to the Richmond plant in October. The eastern Henrico plant employs 150 workers and manufactures primarily machines for tobacco processing.

Since their selection in January, the students have been meeting weekly to study the German language and get tips on German culture, history and geography.

One worry of the students, Schumacher related, is how much schoolwork they will have to make up for their European experience.

The students are: Lesley Harwell, 17, of Hermitage High, daughter of Mr. and Mrs. Bill G. Harwell; Michael Kofran, 16, of Monacan High, son of Mr. and Mrs. Robert D. Kofran; Steven Beaver, 17, of Henrico High, son of Mr. and Mrs. Jack Beaver; Connie Hannen, 15, of Monacan, daughter of Mr. and Mrs. Louis Hannen.

William Asbill, 17, of Jefferson-Huguenot-Wythe High, son of Mr. and Mrs. C.M. Asbill III; John Taylor, 17, of Meadowbrook High, son of Mr. and Mrs. B. B. Taylor; Scott Lane, 16, of J-II-W, son of Mr. and Mrs. Odis Lane.

Alicia Harris, 16, of Armstrong-Kennedy High, daughter of Marjorie Harris; Kenny Newsom, 17, of Hermitage, son of Mr. and Mrs. N.K. Newsom; and Cynthia Bryant, 17, of Henrico, daughter of Mr. and Mrs. Willie L. Bryant.