

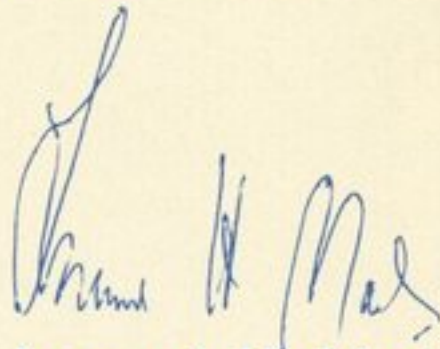


**WVOA**

**U.S. INFORMATION AGENCY**



“Communication is the lifeline of civilization. Without it, people live in small tribal societies, suspicious of strange and different customs. With improved communication comes better understanding and a removal of the barriers of suspicion and distrust. When we know our neighbours we are more likely to become friends, philosophically and socially, and from this relationship may evolve a world dedicated to the preservation of law in an atmosphere of peace. When that millennium is reached, the tribal boundaries will extend beyond the village and encompass the world.”

A handwritten signature in blue ink, appearing to read "Leonard H. Marks". The signature is fluid and cursive, with a large initial "L" and "M".

Leonard H. Marks

*Director*

U.S. Information Agency



## VOICE OF AMERICA

In the realm of international communications, radio is unique. It provides the only consistent means for a government and its people to talk to the other peoples of the world directly and without delay.

The official radio of the United States Government is the Voice of America. It is one of the mediums of the U.S. Information Agency, the Government organization set up to tell men everywhere what America is and what its aims and aspirations are, both at home and abroad.

Leonard H. Marks, attorney and communications expert, is Director of the U.S. Information Agency; John W. Chancellor, noted radio and television personality, heads the Voice of America.

The Voice of America provides tens of millions of radio listeners in most parts of the globe with up-to-the-minute, straight, objective news, with facts about U.S. domestic and foreign policies and with information concerning the life, culture and activities of the American people.

It broadcasts around the clock to reach its audiences at their peak local-time listening periods—usually before they go to work in the morning or when they come home at night. It speaks to them regularly in 38 languages and uses 28 more tongues in special programs.

More than half the Voice of America's programs are beamed to, or are audible in communist countries.

In that connection, a recent report told about a salesman in a Moscow radio store who was overheard doing his best to sell some second-hand receivers. After pointing out how ornamental the cabinets were, he came up with what he obviously considered the clincher for the sale. He said: "The Voice of America comes in well on these sets."

A traveler in West Africa cited another example of VOA popularity. He was taking a trip on a river boat. When he looked over the side from the top deck he saw what he thought were fishing poles protruding from a number of portholes. When he commented on this, he was informed that they were the extended anten-



nas of portable transistor radios being held out beyond the shielding effect of the boat's steel hull. He listened closely and determined that, indeed, this was so—and that many of the sets in the various cabins were tuned to a Voice of America program!

At the end of 1964, according to a USIA survey, there were some 286 million radio receivers in use outside the U.S. and Canada, an increase of 18 million during the year. The myriad listeners to these sets are the tremendous potential audience of the Voice of America.

The VOA came into being during World War II, when the U.S. Government utilized the short-wave international radio facilities of a number of private companies because the U.S. wanted people on both sides of the enemy lines, and elsewhere, to hear the American story.

The first broadcast was in German, on February 24, 1942. The opening words were:

“The Voice of America speaks. Today America has been at war for seventy-nine days. Daily, at this time, we shall speak to you about America and the war—the news may be good or bad—we shall tell you the truth.”

That historic broadcast established the Voice of America's policy. It has been continued for almost a quarter century. There is no value in being heard if one is not believed.

## THE BEGINNING OF VOA

In those first few days of VOA, broadcasts were beamed to Europe in five languages—English, German, French, Italian and Spanish. But at the height of World War II the Voice was broadcasting more than 3,200 “live” programs weekly in a wide range of languages. During the critical days of the Korean War the number of language services was increased to 46. World conditions and political crises largely determine what languages the Voice of America uses—and when.

The Voice's broadcasting installations represent a \$98 million investment. They cost approximately \$10.3 million a year to run.

Over the years, the Voice of America's transmitter strength has been increased steadily. Currently it uses 100 transmitters, ranging from 35,000 to 1,000,000 watts in power, at eight locations in the U.S. and 10 abroad.

From the microphones in its studios in Washington programs are routed through the master control console and go by microwave or land lines to transmitters in the U.S. and then are rebroadcast, most often simultaneously, by the relay transmitters overseas. The master control can select from a hundred different program sources, including the White House, the Department of State, the United Nations, the commercial radio networks and the Washington and New York





THE MASTER CONTROL OF THE VOA

City VOA studios and feed the transmitters with as many as 26 different programs at one time.

The power of VOA's global network aggregates 14,785,000 watts. The Voice of America uses short and medium wave transmissions. The strongest radio stations Americans customarily hear are 50,000 watts and medium wave. The USIA radio station in West Berlin, RIAS (Radio in the American Sector), also utilizes frequency modulation (FM) transmissions. RIAS broadcasts continuously in the German language. While its programs are designed primarily for residents in East Germany, they are also audible in nearby Eastern European countries. The Voice of America transmits program material to RIAS from Washington.

This feeding of programs for rebroadcast by local radio stations and networks is another important and effective aspect of the Voice of America's operations.

Besides its direct broadcasts, which go straight to the listeners in foreign countries, Voice of America programs are picked up and rebroadcast in whole or in part by hundreds of local stations overseas, particularly in Latin America.

And while VOA itself is on the air some 800 hours weekly, another 13,000 hours of its prepared programs—usually tape recorded—are placed each week on local stations. This is more than 16 times the direct broadcasts. Some posts also tape programs of their own, or adapt some prepared programs to provide greater local interest. This local placement is a third category of radio communication that reaches many additional millions of listeners.



In its output, the Voice of America is guided by a simple creed. This directive states:

"The long-range interests of the United States are served by communicating directly with the peoples of the world by radio. To be effective, the Voice of America must win the attention and respect of listeners. These principles will govern VOA broadcasts:

"1. VOA will establish itself as a consistently reliable and authoritative source of news. VOA news will be accurate, objective, and comprehensive.

"2. VOA will represent America, not any single segment of American society. It will therefore present a balanced and comprehensive projection of significant American thought and institutions.

"3. As an official radio, VOA will present the policies of the United States clearly and effectively. VOA will also present responsible discussion and opinion on these policies."

### AUTHORITATIVE NEWS

News is an important element in Voice of America programming. It emphasizes U.S. developments and reports on the people and leaders of the U.S. and what they are planning, saying and doing. But there is important foreign news also, and in some countries and on many occasions listeners first find out about developments at home, not from their own publications and radios, but from the Voice of America.

Another segment of programming consists of backgrounders that put the news into perspective, roundups of domestic and foreign editorial opinion, features, on-the-scene coverage of special events, interviews, roundtable discussions, documentaries, reports from correspondents here and abroad—elements that add color and depth for those who want to hear about the U.S.

### STATING U.S. POLICY

There are also news analyses and political commentaries, which can be likened to the editorial columns of a daily newspaper. These radio "editorials" accurately and faithfully reflect the policies of the United States Government.

VOA also broadcasts music. Most notable is "Music USA" which recognizes the worldwide interest in American jazz and popular music and which has acquired one of the largest audiences in international broadcasting.

The Voice of America is a complex operation.

The domestic staff consists of 1,351 men and women who write scripts, voice programs, run the Washington, New York and Miami studios and the 44 transmitters in the U.S., and who administer the



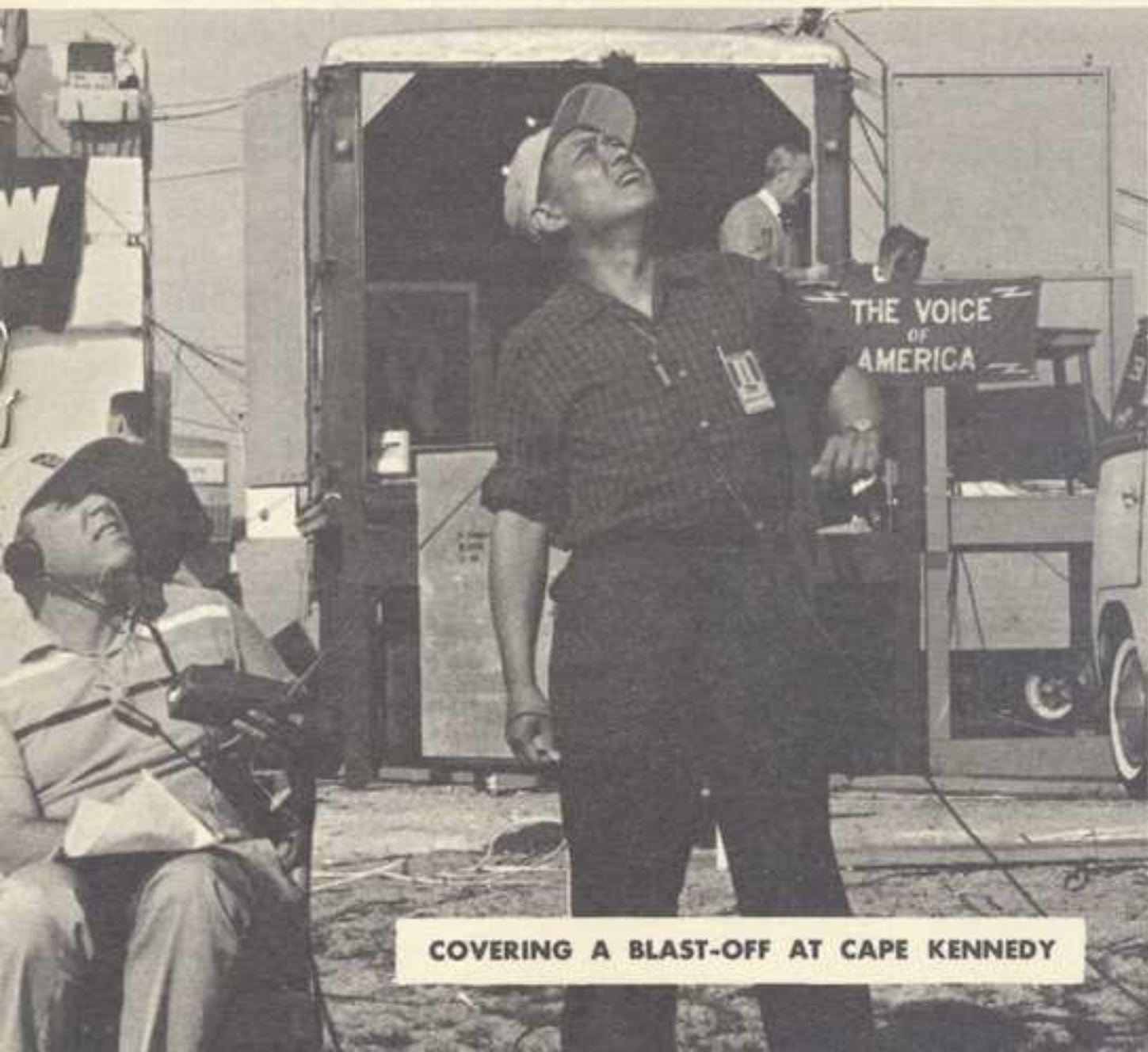
global network. To man the 66 transmitters located abroad and the program and coverage centers located at Munich, Athens, Rhodes, Monrovia, New Delhi and Bangkok 147 Americans and 762 local employees are required.

During times of international stress the Voice of America's audience increases substantially. Then, more millions are vitally interested in hearing what the official radio of the U.S. is saying, and they tune in.

Two dramatic instances of historic importance were the Cuban missile crisis and the Tonkin Gulf incident. Both were international emergencies of awesome potentiality in which the Voice of America stated precisely the American position and thus performed a critical role in helping to prevent possible misunderstanding.

As soon as the White House announced on October 22, 1962 that President John F. Kennedy would address the nation that evening, the Voice of America began alerting its audiences to the forthcoming speech. The address, revealing the secret Soviet missile buildup in Cuba, was carried live from the White House worldwide by the Voice of America, with translations in Spanish and Portuguese beamed immediately to Latin America. Throughout the following 24 hours the President's remarks were repeated in English and 37 other languages in programs to all parts of the world timed to reach maximum audiences.

Three days later the Voice of America activated 52 strategically sited transmitters and used their nearly four and a half million watts of power to drive home to the Russian and Eastern European peoples the facts the controlled communist press had withheld: that nuclear



COVERING A BLAST-OFF AT CAPE KENNEDY



missile sites were under construction in Cuba and that the Organization of American States had unanimously upheld the quarantine action of our President.

All media participated in the unprecedented communications effort centered on the Cuban situation, but it was the Voice of America, heard instantly by millions, which spearheaded the successful drive to document the American position.

Similarly, in the critical Tonkin Gulf incident of August 4, 1964, involving torpedo boat attacks on American naval vessels and our retaliation, the Voice of America led the Agency media in carrying President Lyndon B. Johnson's crucial message.

A massive buildup in radio transmitting power was needed to overcome adverse atmospheric conditions in the Far East at the time President Johnson was scheduled to speak. Dormant domestic and overseas transmitter stations were alerted and prepared for action. Twenty-seven transmitters located in California, Okinawa, Hawaii and the Philippines went on the air with a combined power of four million watts.

Good reception resulted. Continuous programs in English, Vietnamese and Chinese were beamed to the troubled area for the next 36 hours. There was no doubt as to where America stood or what it would do; the Voice of America made it clear everywhere.

#### MANDATORY LISTENING

As evidence of the effectiveness of the Voice of America, a diplomat who returned recently from Africa cites what occurred at a dinner in the residence of a provincial governor. The host interrupted the conversation to tune—ironically—an East German-made radio to the VOA newscast. Talk was suspended until the sign-off, when the governor explained that listening to VOA was mandatory for officials who wanted to keep informed—because even the president of the country was a regular VOA listener.

This is indicative of the solid content carried daily by the Voice in 37 foreign languages and in English. But it is English with a difference. The regular English broadcasts are spoken more slowly and distinctly than is customary on American commercial stations, and there are, in addition, broadcasts in "Special English." The Voice recognizes that English is a second—and sometimes a third or fourth—language for most of its listeners. Hence the attention to pace and clarity.

"Special English" goes even further. It is intended for the many millions abroad who are just learning English, a language they may need to do business beyond their borders or to acquire the knowledge and technology they seek. The programs in "Special English" require a vocabulary of only 1,200 words for understanding. These





**VOA CORRESPONDENT CONDUCTS INTERVIEW**

“Special English” programs consist of current news and timely commentaries or features.

During World War II the Axis regimes tried to keep their people from hearing Allied broadcasts carrying the details of defeats and victories. They set up interference transmitters on the same frequencies as the incoming broadcasts in order to drown them out or make them unintelligible. This is called “jamming”. It is illegal, expensive and never completely effective. The U.S. believes in freedom of information and does not jam.

In February, 1948 the Soviet Union began jamming Russian language broadcasts of the Voice of America and other communist countries followed suit. But since June 19, 1963, when the USSR turned off its electronic noise-makers most of this jamming has ceased.

Currently only Bulgaria tries to jam VOA broadcasts in Bulgarian; transmitters in the East Zone of Germany try to block some frequencies of RIAS; Cuba tries to jam VOA Spanish medium-wave broadcasts beamed to that island and Communist China attempts to drown out VOA Chinese and English broadcasts.

Increased production and sale of low-cost transistor radios and the realization by some newly developing countries that establishment of national TV circuits is beyond their present financial capability has given a massive boost to international radio. Transistor radios have created a revolution in communications. The illiterate have discovered that by listening to radios it is not necessary to read and write to be well-informed.



One result of all this has been the crowding of radio bands by new radio stations. This has had two major effects: (1) it has complicated the problem of delivering a clear signal, free of interference, and has increased the need for greater transmitter power, since the tendency of listeners is to tune in the strongest stations, and (2) it has increased the need for attractive programming to draw—and hold—audiences who are having an increasingly wide choice when they turn on their radio sets.

So far as the volume of international broadcasts is concerned, the Voice of America occupies third place with its approximately 800 hours weekly. The USSR is first with about 1,350 hours, Red China second with 950, the United Arab Republic fourth with 760, and the United Kingdom fifth with about 675 hours weekly.

In this competition for listeners, VOA is well-launched on a program of strengthening and increasing the power and number of its transmitters and is constantly trying to improve the quality of its program content.

Not a year goes by that VOA does not win honors or awards for the excellence of its output. Recently these have included the George Peabody Award for Radio Contribution to International Understanding and the award of the Institute for Education by Radio-Television at Ohio State University.

### BEHIND THE VOICE

When the U.S. Information Agency was created on August 1, 1953, by authority of the President's Reorganization Plan No. 8, approved by the Congress, it consolidated the information activities previously carried out by the International Information Administration of the Department of State, the Technical Cooperation Administration and the Mutual Security Agency. It is an independent Agency, responsible for U.S. Information activities overseas.

As such, it consistently uses all means of modern mass communication, press, motion pictures, television, libraries, exhibits, the arts—as well as radio. Its Office of Private Cooperation works with American business, labor and other groups having interests abroad and gives advice and guidance to private groups in this country interested in programs of international understanding, such as the people-to-people program.

And at the very heart of USIA's operations, of course, are the posts maintained in over 100 countries under the leadership of some 1,500 Agency foreign service officers who seek the closest possible contact with the people and their leaders.

Different audiences can be reached in various ways, and USIA suits the means to the audience. All mediums are important.



## **REGULAR LANGUAGE BROADCASTS OF THE VOA**

Each day overseas listeners hear the Voice of America tell about the United States in these languages:—

<b>Albanian</b>	<b>Lao</b>
<b>Arabic (Middle Eastern)</b>	<b>Latvian</b>
<b>Arabic (North African)</b>	<b>Lithuanian</b>
<b>Armenian</b>	<b>Polish</b>
<b>Bulgarian</b>	<b>Portuguese</b>
<b>Burmese</b>	<b>Rumanian</b>
<b>Cambodian</b>	<b>Russian</b>
<b>Chinese</b>	<b>Serbo-Croatian</b>
<b>Czech</b>	<b>Slovak</b>
<b>East Bengali</b>	<b>Slovene</b>
<b>English</b>	<b>Spanish</b>
<b>Estonian</b>	<b>Swahili</b>
<b>French</b>	<b>Tamil</b>
<b>Georgian</b>	<b>Thai</b>
<b>Greek</b>	<b>Turkish</b>
<b>Hindi</b>	<b>Ukrainian</b>
<b>Hungarian</b>	<b>Urdu</b>
<b>Indonesian</b>	<b>Vietnamese</b>
<b>Korean</b>	<b>West Bengali</b>



