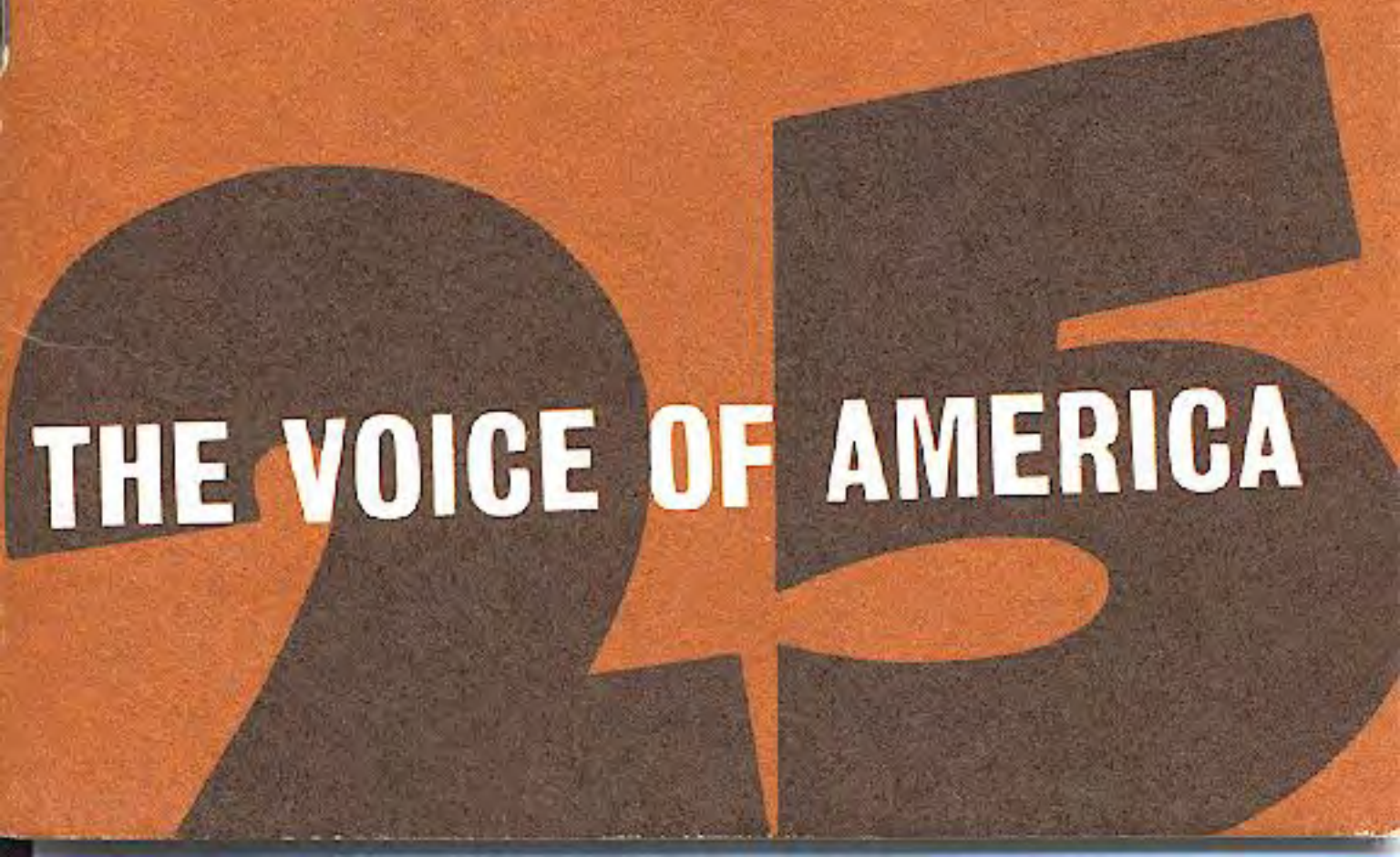




**THE VOICE OF AMERICA**



1942  

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1967

**THE VOICE OF AMERICA at 25**

The International Broadcasting Service of the  
United States Information Agency




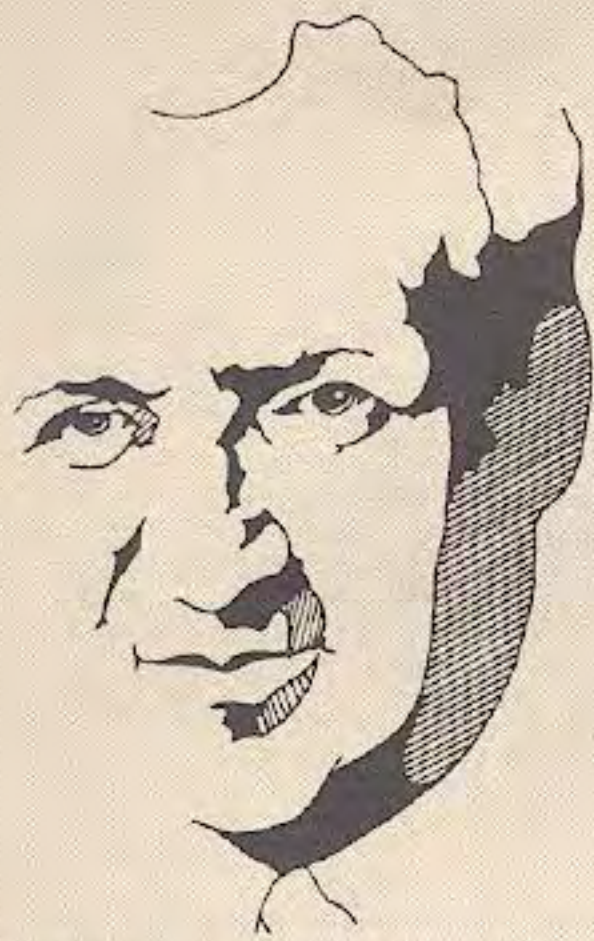
**Created** in the early, dark days of the Second World War, the Voice of America dedicated itself to the propagation of truth. □ **Twenty-five** years have passed, during which time the VOA has never swerved from the course of truth, to which fact its devoted audience—multiplied many times over since 1942—is tribute. □ **The** miracles of modern mass media of communication have at last made it possible to create and nurture mutual understanding among the peoples of this planet, a prerequisite to the universal peace, freedom, and progress desired by all mankind. Radio is and will long remain one of the most easily accessible and therefore most important of the media. □ **And** it follows that the role of the United States Information Agency and, specifically, Voice of America—echoing in its broadcasts the devotion of our forefathers 190 years ago to “a decent respect for the opinions of mankind”—will long contribute significantly to this country's furtherance of better relations among the nations of the earth.

  
Lyndon B. Johnson  
President of the United States



**In** today's world, international relations are no longer exclusively relations among governments; they have, on the contrary, increasingly become relations among people as individuals and in voluntary associations. These relations include not only the great international communities of science and the arts, scholarship, the exchange of students and teachers, the distribution of newspapers and books but also the continuing refinement of the techniques of international communications and broadcasting. □ **Our** generation has seen an almost miraculous technological development in communications. During this time, the Voice of America has kept its word to the world. I am glad to commend it on the celebration of its 25th year.

  
Dean Rusk  
U.S. Secretary of State



In February 1967 the Voice of America will celebrate its twenty-fifth anniversary and mark a quarter of a century of service to overseas audiences. Millions of people throughout the world listen each day to the Voice of America transmissions in thirty-eight languages and rely on it as a link with the United States of America. □ **Although** all people share common interests, differences in language tend to divide mankind. The VOA is dedicated to the task of creating an awareness of the mutual interests, shared aims and aspirations and common goals of all peoples with the U.S.A. By transmitting news and views from America, by broadcasting music, cultural programs and features on American life, the VOA is an emissary of good will. □ I am proud of the achievements of the Voice of America and salute its staff on this significant anniversary. We all hope that the Voice will continue its effective contribution to the cause of broader understanding and better communications between America and people throughout the world.

Leonard H. Marks  
Director, U.S. Information Agency

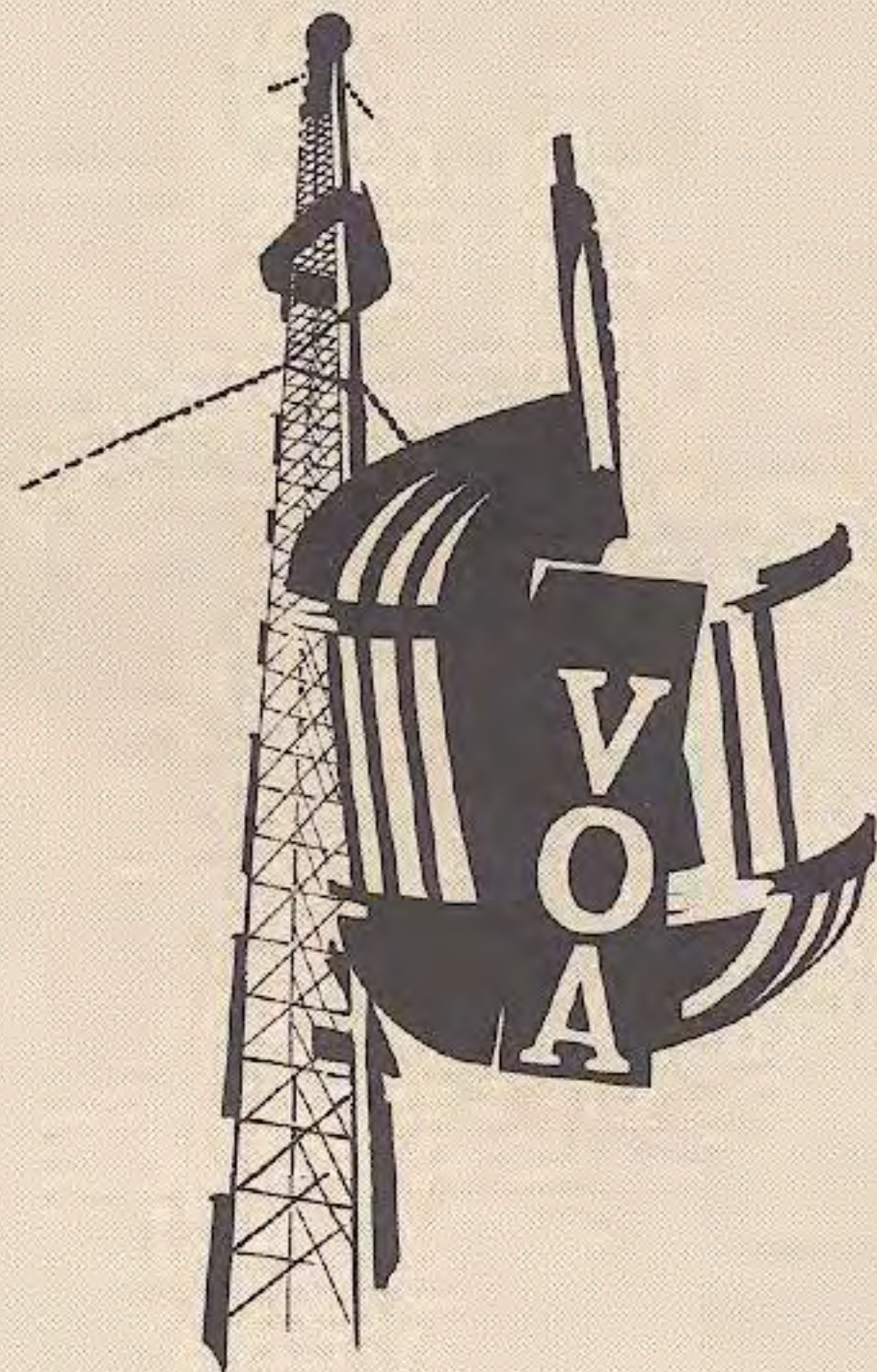


It seems to me that the broadcasters at the Voice of America must acknowledge a dual responsibility. We broadcast for the United States, but we are also trustees for the people who listen to our broadcasts. Thus, we must be truthful, candid, informative and interesting—as good friends are with one another. A bridge is no less substantial when it is built of kilocycles, carrying the traffic of friendship.

John Chancellor  
Director, Voice of America

## The First 25 Years

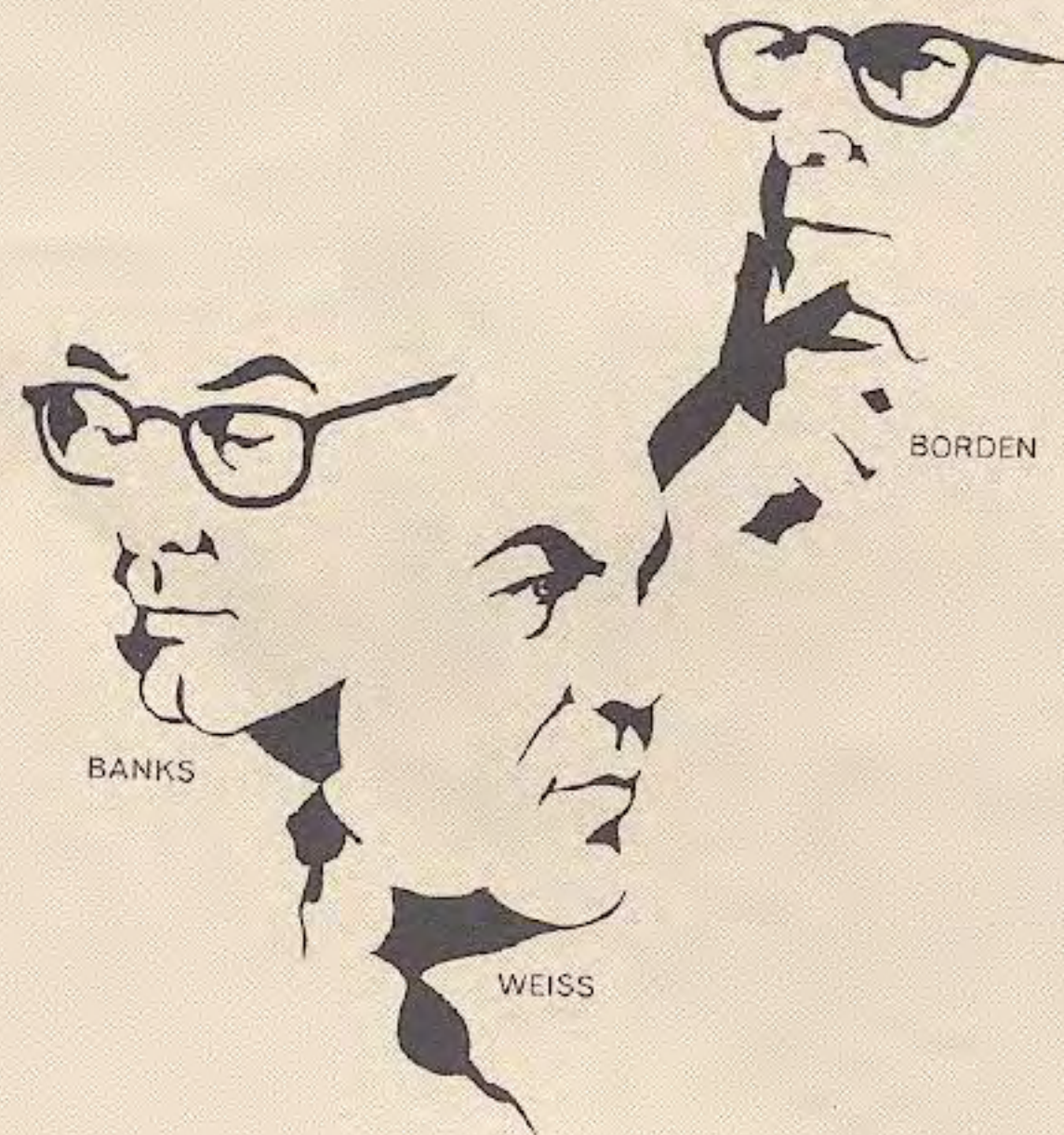
6 **When** the Voice of America started twenty-five years ago, it had a specialized purpose. It was February 24th, 1942 and America was at war. The United States Government took to the airwaves to explain what our aims were—in the war and for the peace to follow. □ **The** first actual broadcast was in German. "Daily at this time," the announcer said, "we shall speak to you about America and the war. The news may be good or bad. We shall tell you the truth." A quarter century has passed but the attention we devote to accurate, full and objective coverage of all the news has remained the same. □ **In** other respects, things have changed a good



7 deal. When we started out, we had just a few transmitters in this country—today we have a global network of more than a hundred. We were broadcasting in just five languages—today we are broadcasting in thirty-eight. We just had a handful of correspondents—today we have correspondents in every major world area. □ **Judging** by our large and still increasing family of listeners, many of them young people, we have not really aged in the past 25 years. It is our hope that we will stay as young as we feel—right now at twenty-five—and that our listeners will help us stay that way.

## The New Service

8 **As** we closed out our 25th year of world-wide broadcasting, we introduced a new program service in tune, we feel, with today's fast-moving world. □ **The** pulling together—and putting together—of all the many elements that go into the new Evening Broadcast Service requires the same kind of coordination and dexterity that marks a professional company of puppeteers. All those strings! □ **Handled** properly, however, the strings should not be noticed at all; the strings from VOA overseas and domestic correspondents, from the newsroom, from the American radio and television networks, from the special events reporters and interviewers on assignment throughout the United

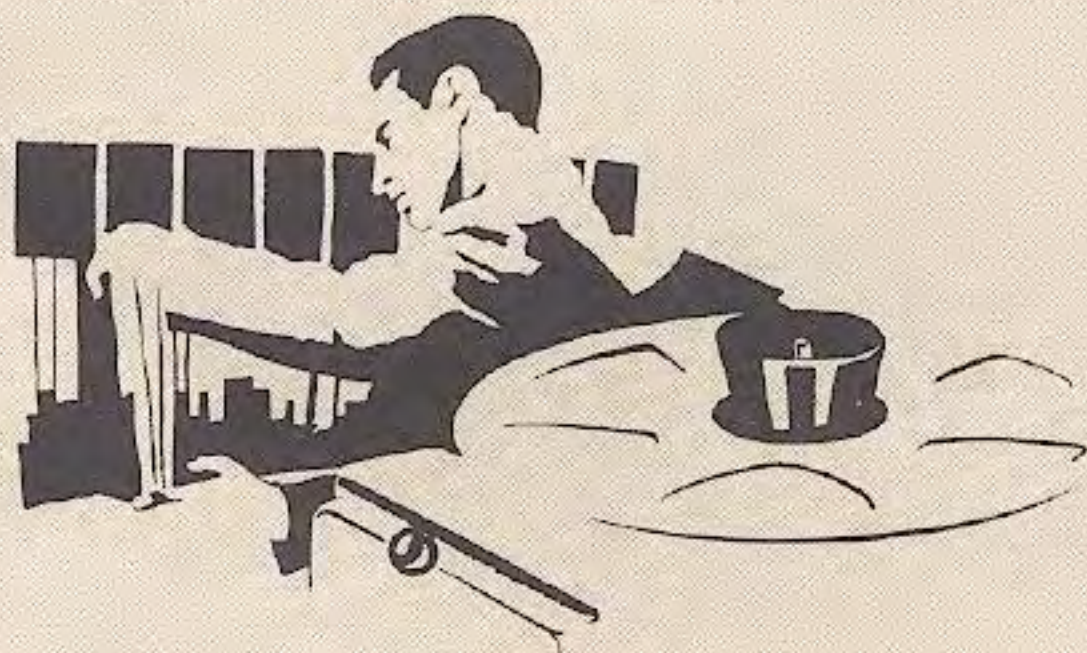


States, from the music department, from the VOA analysts, and from the feature writers at VOA specializing in science, cultural affairs, economic and labor matters, and other fields. □ **The** man in charge of the longer-range "strings" is Fred Weiss. His department provides the stories and features that are a few degrees removed from the news—sometimes pretty far, indeed. His staff also chooses the music for the two-hour block, seeking always to reflect the musical sounds being heard on radio stations and record players across the United States. □ **Closer** to the news is the staff headed by Dick Borden. His people work closely

9



10 with their colleagues in the newsroom in an effort to broadcast the latest and most significant developments in any given two-hour period—with emphasis on whatever area of the world is hearing a particular broadcast. Whenever a big story breaks, it is reported immediately on the Evening Service, thanks to the flexibility of a continuous live program. □ **Once** the pattern of elements has been established for the two hours, Hal Banks' studio people take over—the director, the program host, and the newscaster. Their job is to blend the diverse elements prepared and produced by their colleagues into a smoothly flowing series of informative and entertaining sounds. Not, of course, without



the help of the technicians who push the buttons and flip the switches and turn the knobs. □ **So**—there it is: a much over-simplified glimpse at a really quite complicated broadcast operation. The final complication is that the "evening" in which the Evening Broadcast Service can be heard begins at 4 o'clock in the morning in Washington and lasts till 10:30 at night, Washington time, as the sun goes down in the Far East, then South Asia, then the Middle East and so on through Latin America—which is on U.S. Eastern Standard Time! □ **At** present, the new program service is being broadcast in English. It will be extended to other languages in the future.

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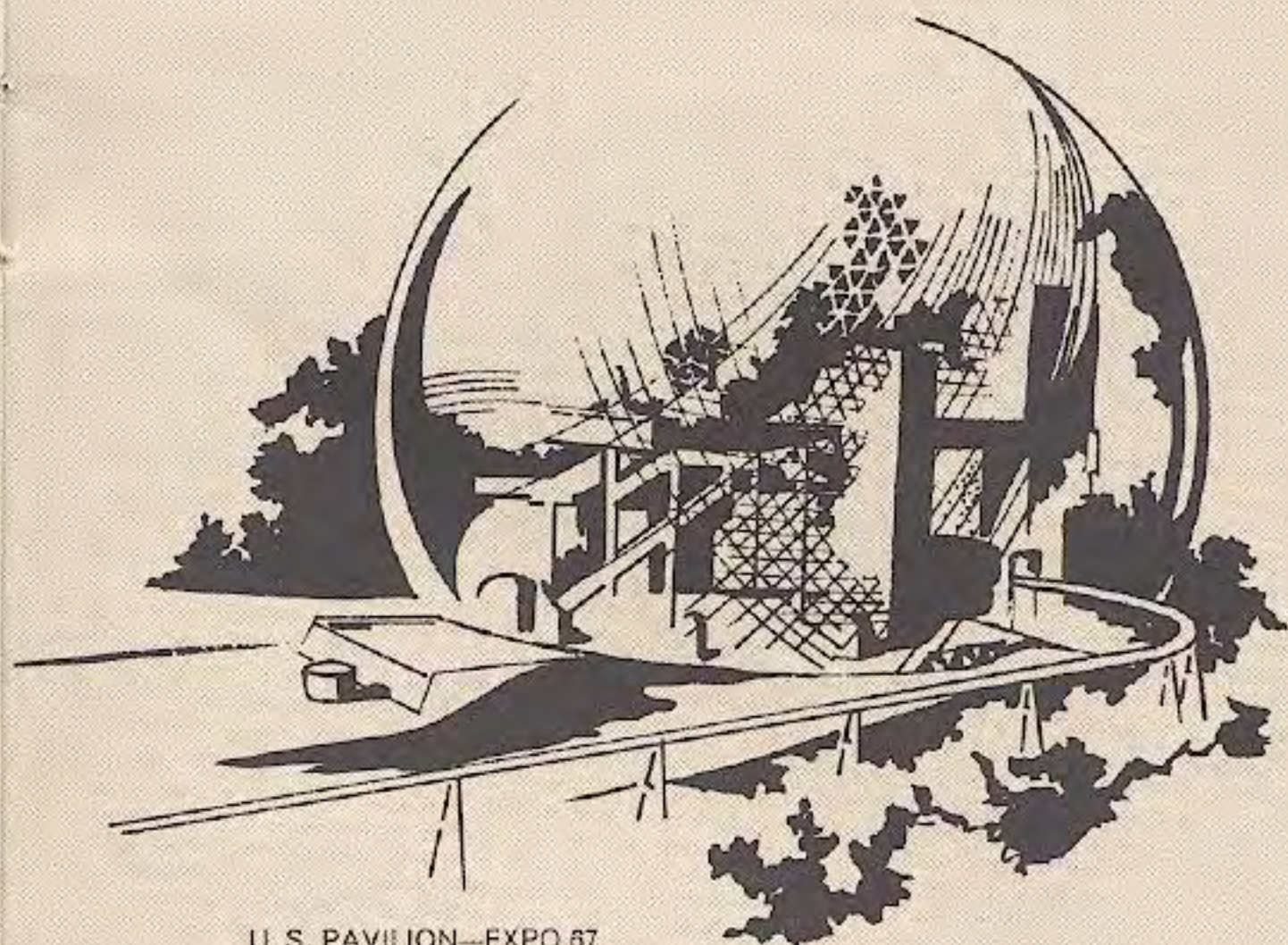
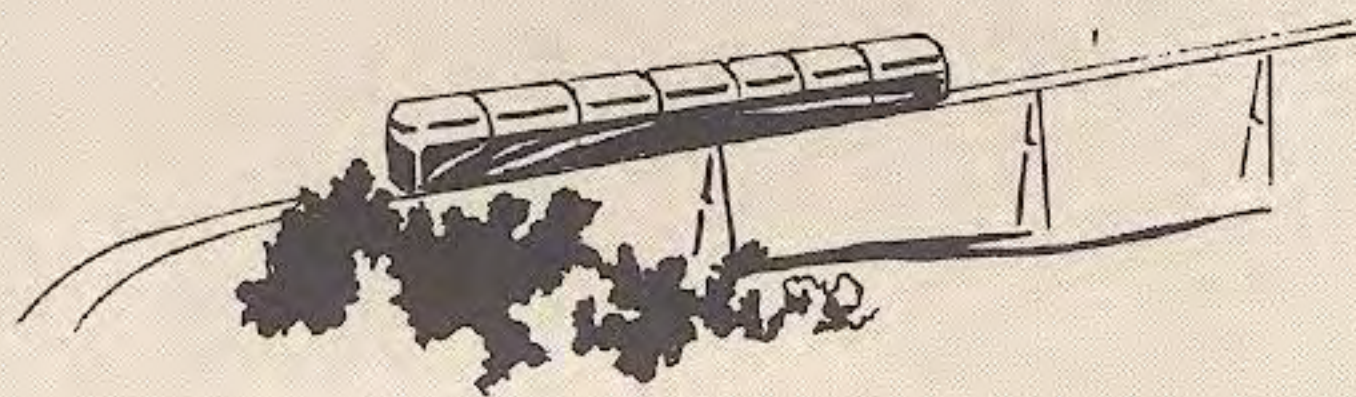
## The Other Media



12 **Before** continuing with the 25th Anniversary story, a word about the U.S. Information Agency, our parent organization, with whose world-wide activities many of our listeners are already familiar. The available statistics certainly seem to bear this out. □ **Perhaps** you are one of the several hundred million persons who see USIA films monthly in 15,000 theaters in more than 100 countries or perhaps one of our 167 mobile film units stopped by and gave an open-air showing. □ **Perhaps** you are among the more than 300 million people in more than

90 countries who watch USIA-produced films on television every year. □ **Perhaps** you have bought, seen or read one of our major magazines: *America Illustrated* in Russian or Polish, *Al Hayat Fi America* in Arabic, *Problems of Communism* in English or Spanish and *Topic* in English or French, the new publication for Africa. □ **Perhaps** you have seen our material in a hundred newspapers or magazines published overseas by USIA in 21 languages. □ **Perhaps** you have received one of the 20 million pamphlets USIA printed and distributed all over





U. S. PAVILION—EXPO 67

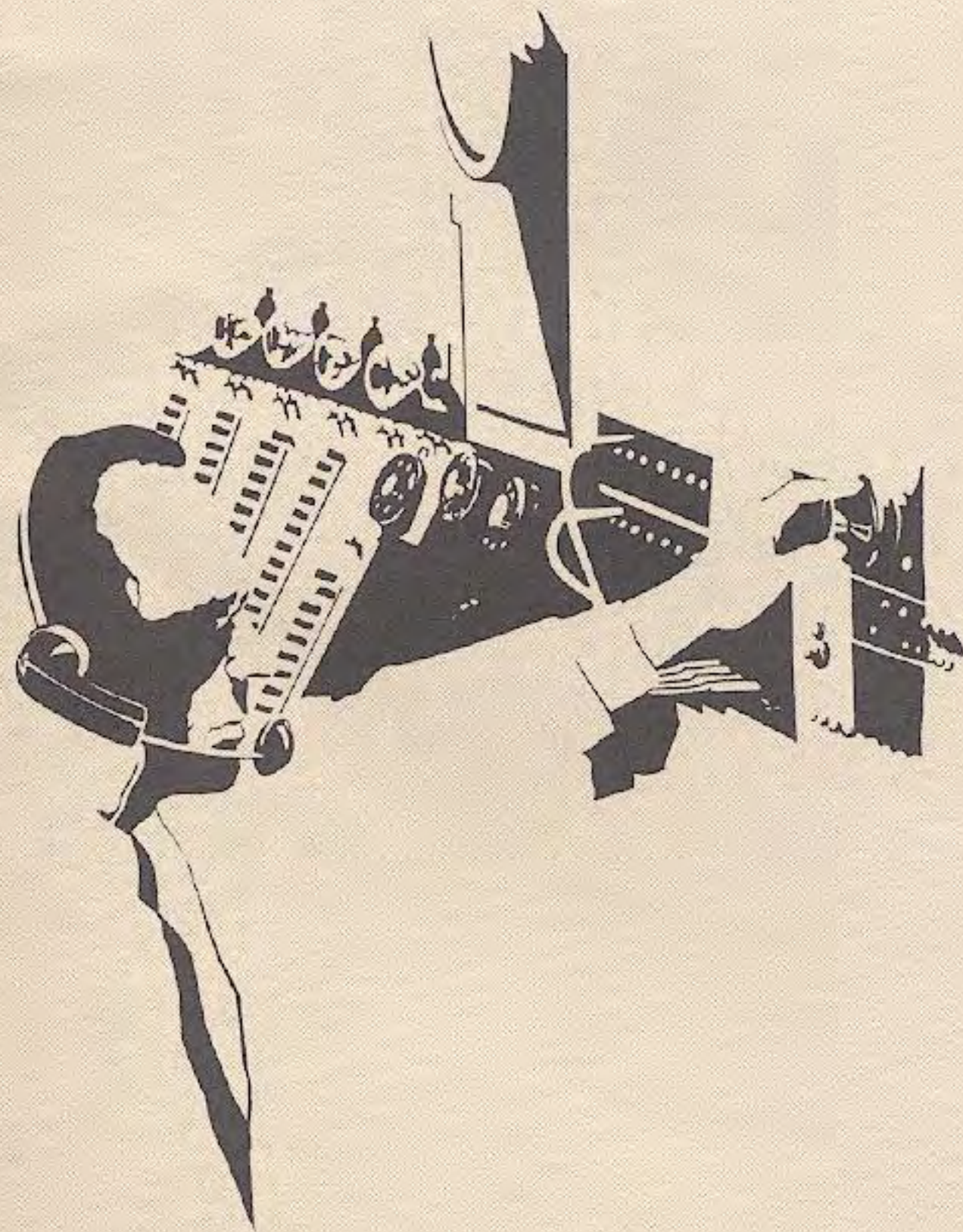
14 the world last year.  **Perhaps** you are an avid follower of one of the five USIA cartoon strips which appear in more than 3000 newspapers in 80 countries.  **Or** you are one of the 30 million people who visit USIA's more than 350 libraries, reading rooms and bi-national centers each year.  **Or** you have received one of the 12 million books in 33 languages under USIA's low-cost book program.  **Or** you attended a lecture, seminar or concert sponsored by one of our information centers overseas.  **Or** you were

one of the 5000 leaders and students who with our help came to the United States last year under Department of State auspices.  **Or** you are one of more than 2 million people who have taken USIA English language courses over the past ten years.  **Or** you were one of the 700,000 in Budapest or the 400,000 in Poznan early last summer who visited USIA's exhibit of Hand Tools, USA.  **And**, speaking of exhibits—USIA is in charge of the American Pavilion at Canada's Expo 67 in Montreal. Opening day is April 28th. We'll see you there.

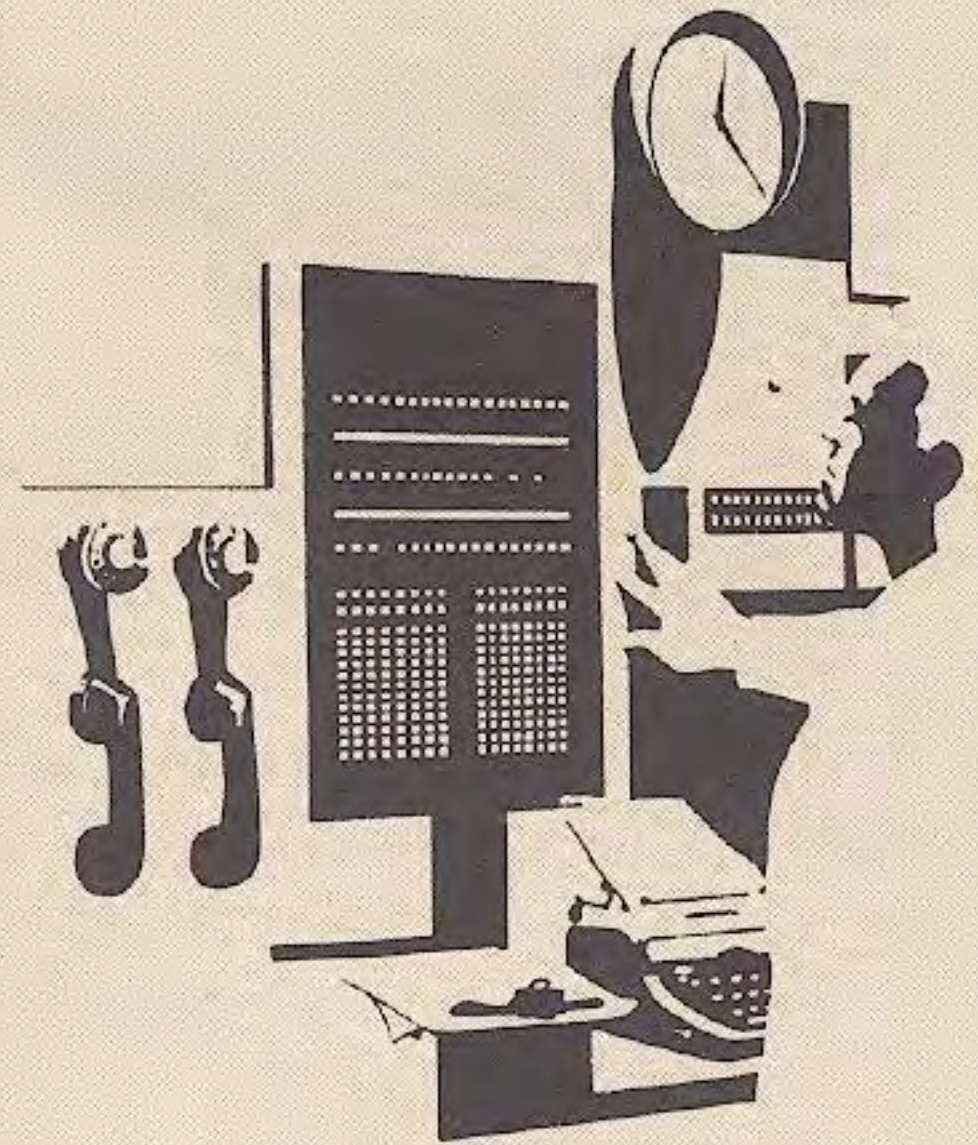
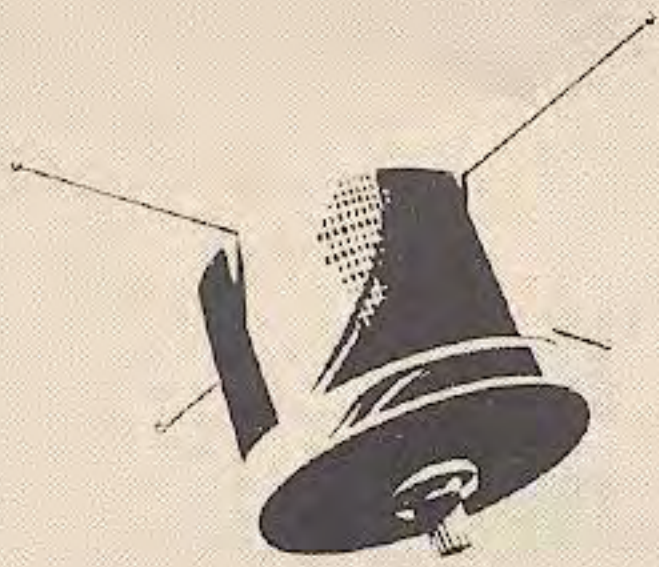
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## The Engineers

**As** you listen to us in your home many thousands of miles from the United States, you may be wondering just how we do it. By using high-power transmitters here in the United States and high-power relay stations in a number of countries overseas—that's how we do it. □ **In** fact, as we mentioned elsewhere, we have nearly doubled our transmitter power over the past five years. We now put out something like 15½ million watts over a complex but highly integrated network of more than 100 transmitters. □ **For** the most part, VOA programs originate



from Washington. These facilities include 23 studios, equipment to make as many as 63 different disc or tape recordings simultaneously, a recording control center and the Master Control which feeds programs originating in VOA studios through special telephone circuits to the short wave transmitters in the United States. The Control Console, incidentally, is capable of selecting program material from 100 sources and of handling 26 programs simultaneously. □ **Once** the programs have been fed to any of the four short wave transmitter plants in the



18 continental United States, they can be broadcast over these high-power transmitters, employing directional-antenna systems, to any one of the high-power relay stations overseas. □

**The** relay stations boost the level of the signals received from the "feeder" transmitters and relay the programs directly to the listeners on either short or medium wave bands, whichever are more popular for broadcasting in the receiving area. They are integrated into a single system so that they can be fed programs directly from the United States, or from another

19 relay station. □ **It** took a lot of men, a lot of equipment and a good deal of research to bring the transmitter system up to its present level. As it is, the VOA signal pretty much covers the globe, judging from the reception reports we get. In areas where the signal is weak, we are trying to improve it with new facilities now in the process of construction. □ **As** we enter our second quarter century of world-wide broadcasting, we will continue to keep abreast of technical developments and improvements to provide you with better reception.

## The Mail From Overseas



**Every** day the VOA mail room receives and distributes to the various departments between 500 and 1000 letters and post cards from listeners all over the world. Every such response to our broadcasts gratifies us. The more detailed it is the better we can judge which of our programs meet with audience approval and which do not. The more personal information the individual listener includes, the more we can tell about the overall composition of our audience. □ **Not** all mail addressed to VOA contains program comment; many letters contain requests of one kind or another. Our facilities and resources for satisfying all these requests are somewhat limited. Simple ones, such as for reading matter in connection with a specific broadcast or even the U.S. in general can usually be filled without difficulty or undue delay. Requests which VOA itself cannot handle are in most cases turned over to organizations which can, and the listener

is informed accordingly. □ **Another** part of the mail—which is of special interest to VOA's engineering department—deals with reception conditions throughout the world. DX-club members, radio amateurs—in fact any listener—can, by submitting reception reports, assist us in determining and improving the strength and clarity of our signal. □ **Our** aim is to keep the lines open between the listener and VOA. Broadcasting is one way, listening is another. Your comments on our programs and our responses are also a part of the exchange. □ **VOA** does not consider the transmission of broadcasts an end in itself. In fact, we consider it a beginning, the first important step in establishing and retaining contact with our listeners. We sincerely hope they, too, will continue to look upon our broadcasts in that way. □ **Before** we forget—the address to write to is: The Voice of America □ Washington, D.C. 20547 □ U.S.A.

# The Languages

The VOA story is far from complete without a word about all the other languages in which we broadcast. To tell the whole story, we would have to print 37 more versions of this brochure. We will do the next best thing. Here is a sentence in English translated into all the languages: 25th Anniversary Greetings from the Voice of America to Its Family of Listeners.

Me rastin e 25-vjetorit të themelimit të tij Zeri i Amerikës u dërgon degjonjësve përshendetje të përzemërta.

ALBANIAN

بمناسبة مرور خمسة وعشرين عامًا على بث إذاعة صوت أمريكا برامجها إلى مختلف أنحاء العالم تقدم أطيب تحياتها لمستمعيها الكرام

ARABIC

25-ամեակի ողջոյններ Ամերիկայի Ձայնից՝ իր բազմազգի ունկնդիրներին:

ARMENIAN

২৫-জন্মি উৎসব(ক) ওয়াম অক্সাআন্বিগ  
(আগাওর শ্রীও ওয়ামা আন্বা)

BENGALI

По случай 25-я си Юбилей Гласът на Америка приветствува сърдечно своите слушатели. ---

BULGARIAN

မိမိတို့၏ ၂၅-ခုနှစ် ဖြစ်တော်မူသည့် အခါတွင် ဤအခင်းအရာကို အထူးအထူး စွန့်စားဆောင်ရွက်ပါမည်။

BURMESE

អង្គការស្រីស្រី ២៥ ឆ្នាំ វិទ្យុស្រីស្រី ។ អង្គការស្រីស្រី  
អង្គការស្រីស្រី ២៥ ឆ្នាំ វិទ្យុស្រីស្រី ។

CAMBODIAN

22 美國之音歡迎聽眾參加  
慶祝成立二十五週年

CHINESE

Hlas Ameriky zdraví své posluchače u příležitosti svého 25. výročí.

CZECH

Kahekümne viienda aastapäeva tervitusi "Ameerika Häälelt" oma kuulajate perele.

ESTONIAN

A l'occasion de son 25ème anniversaire, la Voix de l'Amérique envoie à tous ses auditeurs son amical souvenir.

FRENCH

შინის დასრულები 25-ბჯი წინისდასრულები დასრულები  
25-ბჯი წინისდასრულები დასრულები დასრულები დასრულები  
დასრულები დასრულები დასრულები დასრულები დასრულები

GEORGIAN



Με τὰ εἴκοσι πέντε χρόνια ἀπὸ τῆς ἰδρύσεως τῆς ἤ ΦΩΝΗ ΤΗΣ ΑΜΕΡΙΚΗΣ ἀπερδίνε ἕνα χαρτερισμὸς γέ ὄγους τοὺς ἀυροατές τῆς.

GREEK

आएस आस अमेरिका की पच्चीसवीं वर्षगांठ के अवसर पर उसके सभी श्रोताओं को हार्दिक अर्धाई

HINDI

Amerika Hangja üdvözlete hallgatói táborához fennállásának 25-ik évfordulója alkalmából.

HUNGARIAN

Dalam memperingati genap 25 tahun diudara, Suara Amerika menjampaikan salam pada para pendengarnya.

INDONESIAN

미국 의 소리 방송 제 25 주년을 맞이하여 청취자 여러분의 만복을 축원합니다.

KOREAN

ໄມໂອກາດວັນຄົບຮອບທີ່ 25 ສຽງອະເມຣິກາ ຂໍສົ່ງພອນປະເສີນມາຍັງຄອບຄົວທ່ານຜູ້ຝັງ.

LAO

Amerikas Balss divdesmit piektās gadskārtas sveiciens mūsu klausītāju saimei.

LATVIAN

Dvidešimt penkerių metų sukakties proga Amerikos Balsas sveikina savo mielus klausytojus.

LITHUANIAN

Głos Ameryki w 25-tą rocznicę swego istnienia przesyła pozdrowienia słuchaczom.

POLISH

Saudações da Voz da América à sua grande família de ouvintes, por ocasião do seu 25º aniversário.

PORTUGUESE

La douăzeci și cinci de ani de la înființarea sa, VOCEA AMERICII trimite cele mai calde salutări ascultătorilor ei.

ROMANIAN

Привет от ГОЛОСА АМЕРИКИ всем слушателям - по случаю 25-ти летней годовщины наших передач.

RUSSIAN

Glas Amerike na dvadeset petu godišnjicu svog rada najsrdačnije pozdravlja svoje slušaoce.

SERBO-CROAT

Hlas Ameriky zdraví svojich poslucháčov z príležitosti svojho 25. výročia.

SLOVAK

La Voz de los EE.UU. de América—en su vigésimo quinto Aniversario—saluda a sus radioescuchas.

SPANISH

Ob petindvajsetletnici obstoja pošilja Glas Amerike družini svojih poslušalcev jubilejne pozdrave.

SLOVENE

Salamu za ukuebusho wa mwaka wa ishirini na tano kutoka kwa Sauti ya Amerika kwa wasikilizajiwake.

SWAHILI

வாய்ஸ் ஆம் அமெரிக்கா ஒவ்வா நிவிதாண்ட  
உட்கொயர்களுக்கும் உனது நல் வாழ்க்கை  
களைத் தகு நிவிதம் தருகிறார்களே

TAMIL

เนื่องในวาระกึ่งศตวรรษปีที่ ๒๕ เสียงจ่ออเมริกาขอ  
อวยพรมายังครอบครัวของท่านผู้ฟังทุกท่าน

THAI

24 Kuruluşunun yirmi beşinci yıldönümü münasebetiyle Amerikanin Seii Radyosu dinlèyicilerine iyi dileklerini sunar.

TURKISH

З нагоди свого 25-ліття, Голос Америки вітає всіх своїх слухачів.

UKRAINIAN

والس ا ف امریکہ اپنی پچیس سالگرہ کے موقع پر  
سامین کی خدمت میں مبارکباد پیش کرتا ہے۔

URDU

Nhân-dịp Kỳ-niệm Nhị-Thập-Ngũ Chu-niên, Đài Tiếng Nộی Hoa-kỳ kính-gửi lời chúc-mừng đến quý-vị thính-giả thân-mến.

VIETNAMESE

**UNITED STATES INFORMATION AGENCY**  
**WASHINGTON, D.C. □ 20547 □ U.S.A.**