

# **Records of the U.S. Information Agency**

**Part 1: Cold War Era Special Reports  
Series A: 1953–1963**



**A UPA Collection**

*from*



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# **Records of the U.S. Information Agency**

## **Part 1: Cold War Era Special Reports, Series A: 1953–1963**

**Guide by  
Rosemary Orthmann**

**A UPA Collection from**



**7500 Old Georgetown Road • Bethesda, MD 20814-6126**

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# SCOPE AND CONTENT NOTE

President Dwight D. Eisenhower established the U.S. Information Agency (USIA) in August 1953 to explain and support U.S. foreign policy and to promote U.S. interests abroad. Until integration into the U.S. Department of State in 1999, USIA was an independent agency that provided a wide range of information programs, including lending libraries in the host countries. In addition, USIA conducted educational and cultural activities abroad, such as the Fulbright exchange program. Overseas, USIA was known as USIS, the U.S. Information Service.<sup>1</sup>

LexisNexis has microfilmed the records of the USIA in three parts. The first two installments composing Part 1 contain “Cold War Era Special Reports” for the years 1953–1963 and 1964–1982. Part 2 contains “Research Reports” on German public opinion, 1945–1970. Part 3, also in two installments, consists of “Cold War Era Research Reports” for the periods 1960–1963 and 1964–1982.

The current collection comprises *Part 1: Cold War Era Special Reports, Series A: 1953–1963*. This period covers the administrations of Presidents Eisenhower and John F. Kennedy. The collection contains free-standing reports, some of them published, including studies, polls, interviews, and excerpts from the foreign press, as well as occasional reports sent as memos from one USIA employee or contractor to another. The authors of these memo/reports are listed as principal correspondents, including Oren Stephens, Ralph K. White, Nelson A. Rockefeller, and Henry Loomis.

The purpose of these reports was to inform the president, secretary of state, and other foreign policy leaders about international events and foreign public opinion of the United States. In addition, periodic reports containing statistical tables were useful in providing Congress with concrete information about USIA activities abroad.

As the collection title suggests, the cold war is the central theme of these documents. USIA’s main concern was to promote the U.S. position in the world vis-à-vis the Soviet Union. Readers will find frequent references to the “free world” and Soviet “satellites,” referring to the Eastern European countries that were aligned with the Soviet Union. Even the space programs of the two superpowers became inextricably tied up with the race for overall supremacy.

## Broadcasting

The main “weapon” in USIA’s cold war arsenal was its radio programming, notably the Voice of America (VOA). USIA went to considerable lengths to estimate the extent of VOA listening and to analyze the effectiveness of VOA broadcasting. One of the earliest reports in this collection is of Soviet citizens, including soldiers, who listened to VOA despite the authorities’ efforts to jam the radio transmissions. According to one such report, an

Escapee from Polotek (Byelorussia) who escaped in January, 1953, reports VOA listening “quite widespread”; it occurs in private houses, in Komsomol (youth) organizations, and “even in the army, particularly in the transportation units...because the latter are equipped with radio receivers for liaison purposes. (Reel 1, Frame 0083)

USIA had a unique opportunity to evaluate VOA effectiveness in the Soviet Union when refugees of the Spanish Civil War returned to their homeland after a twenty-year sojourn in the Union of Soviet Socialist Republics (USSR). After conducting interviews with 164 returnees, USIA determined that the main reason for listening to VOA and other Western broadcasts in the USSR was curiosity about the West, an interest in American life, and reliability of the news, although the BBC was considered to be more objective than VOA.

Other reports cover VOA listening in specific satellite countries, including Bulgaria, Czechoslovakia, Hungary, Poland, and Romania, as well as comparative studies.

Reports elaborate on the difficulties individuals encountered in listening to Western broadcasts behind the Iron Curtain. These included official restrictions (listening prohibitions), unofficial restrictions (psychological intimidation), limits on access to radio equipment and spare parts, and jamming; but people nonetheless managed to listen clandestinely, especially at home. One person reported:

I listened to the foreign stations in a secluded place, in the bedroom, on the radio tuned down, while in the front room another radio...was going on full blast, blaring some music or official propaganda. (Reel 3, Frame 0296)

In this collection, researchers will also find discussion of the methods USIA used to evaluate the effectiveness and credibility of VOA and other Western broadcasting. Some of the reports cover the social science methodology behind specific methods, including the shortcomings of fan mail and self-administered questionnaires.

In addition to excerpts from fan mail and questionnaires, researchers can find in this collection official Iron Curtain press and radio comments on USIA activities and VOA programming. According to one such excerpt,

The imperialists also pay special attention to the conduct of their undermining activities and to their vile anti-Soviet and anti-democratic propaganda. For this purpose they have created a special organization for the handling of the strategy of psychological warfare. Centers of their organization have been established in Western Germany, in the Scandinavian countries, in the Balkans, and elsewhere. The American imperialists have also filled our country with such centers. They have done this especially in northern Greece where nearly every town possesses a radio station of the famous Voice of America. They have also established their so-called information offices.

Thus, espionage, sabotage, provocation, and vile propaganda are some of the most important methods of the imperialist spies against the Soviet Union, the countries of People's Democracy, and the world progressive movement. (Reel 7, Frames 0092–0093)

## **Worldwide opinion**

USIA activities designed to mold opinion, other than radio broadcasting, included production of films, exhibits, and printed matter, as well as establishment of information centers, including libraries. Reel 6 contains multiple reports on films produced by USIA. Moreover, researchers can learn about specific exhibits in different countries. In addition, researchers can read about USIA-produced guidelines for American travelers abroad. USIA also periodically produced statistical tables, detailing its activities in particular countries and regions of the world.

Many of the special reports in this collection contain the results of public opinion polls determining general attitudes and values of a particular populace, such as Filipino and Indian students' reactions to VOA broadcasts in 1954 (Reel 4, Frame 0152), Brazilian attitudes about the East-West conflict in 1955 (Reel 7, Frame 0700), Japanese public opinion on international issues in 1956 (Reel 8, Frame 0455), Arab student attitudes in 1958 toward the United States and Soviet Union (Reel 11, Frame 0660), or West African opinions about international affairs in early 1960 (Reel 14, Frame 0067). Frequently, USIA gauged reactions to specific events, such as the Foreign Ministers' Conference in Geneva in 1955 (Reel 7, Frame 0514), the Hungarian Revolution of 1956 (Reel 10, Frame 0001), or the Bay of Pigs invasion in 1961 (Reel 15, Frame 0008). USIA was careful to work with local polling agencies to avoid coloring the results.

Henry Loomis, chief of the Office of Research and Intelligence, clearly defined the twofold nature of the USIA mandate:

USIS' diagnostic task. USIS' task is to understand, as well as possible, the existing predisposition toward, or thinking about the U.S., in those groups in which it is interested in either maintaining or creating favorable thinking about the U.S. It must also keep abreast of changes in this thinking...



This diagnostic task is an essential first step in the planning of effective program activities for either the maintenance or establishment of a favorable way of thinking about the U.S....

USIS' treatment task,—its informational and cultural operations. USIS informational and cultural operations are carried out to maintain favorable thinking about the U.S. or to bring about positive feelings toward the U.S. where they may be nonexistent or already seriously impaired. These operations, then serve both prophylactic [sic] and therapeutic functions.” (Reel 13, Frames 0499–0500)

## Propaganda

Many reports in this collection specifically cover “Communist propaganda.” Readers may find it curious that the term propaganda appears relatively infrequently in reference to specific USIA activities, but Reel 2 contains a report from the British Broadcasting Corporation (BBC) about its philosophy and how it attempts to avoid the propaganda label (Reel 2, Frame 0245). A little later in the collection, Ralph K. White takes up where the British report left off in suggesting ways to avoid the propaganda label in government information services (Reel 2, Frame 0350).

Also of particular interest in this collection is a study completed by White on “Mirror Images in the East-West Conflict” (Reel 15, Frame 0486). White, an expert on psychological warfare and chief of the USIA’s Soviet-bloc division during 1954–1964, was “fascinated by the similarities—the ‘mirror-image’ similarities” between the thinking of the United States and Soviet Union.

An American who explores the psychological world of the Russians begins to feel that he is in a kind of looking glass world, where all sorts of things have a familiar look, and yet they appear in a reverse perspective; their shape is almost exactly the opposite of the shape they have in the ‘real world’ as we Americans perceive it. (Reel 15, Frame 0487)

White elaborated five similarities between East and West:

First, and most fundamental: each side looks on the other as a dangerous aggressor and a breaker of the peace....

Corresponding to this, another basic belief of the people on each side is that their own country is wholly peaceful....

A third similarity is the resemblance between the values invoked by us and the values invoked by the Russians....

A fourth similarity is...a belief that the mass of the people in the enemy nation are ordinary peace-loving human beings like themselves and that the moral evil is concentrated in a handful of criminals at the top....

A fifth mirror-image similarity is the belief on each side that since the enemy usually tells lies, he is not worth listening to.... (Reel 15, Frames 0491–0492)

White was convinced that the United States needed to fully understand Soviet perspectives and interests in order to wage an effective psychological war against them. He concluded that

...The first step of empathy is as essential as the second step of stringent criticism. Only a combination of the two can give us the depth of understanding that we need. And we do need depth of understanding, if we are to win either our ideological battle against Communism or the joint battle that we and the Communists are fighting against mutual suicide. (Reel 15, Frame 0501)

## Worldwide Operations

USIA operated worldwide. In its reports, the agency broke the world down into the following regions: (1) Western Europe, (2) Eastern Europe, (3) the Near East, (4) South Asia, (5) Africa, (6) the Far East, and (7) the Latin American Republics. Under Near East, USIA included both African and Middle Eastern countries: the “Arabic Countries” of Algeria, Egypt, Iraq, Jordan, Lebanon, Syria, and Tunisia, as well as the “Non-Arabic Middle East” of Cyprus, Greece, Iran, and Turkey. In many instances the reports covered individual

countries in one page or less, so researchers may find information in this collection about individual countries under the names of the relevant regions or continents.

This collection, *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports; Series A: 1953–1963*, offers students of the cold war a time-capsule into a period when the “free world” competed actively with the Communist world for the hearts and minds of the world’s population. Documents in this collection include first-hand accounts of life behind the Iron Curtain in Europe, as well as values and preferences of rural and urban residents, students, and elites in Asia, Africa, the Middle East, and Latin America.

Users of this collection will also be interested in the other USIA-related publications by LexisNexis: *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports, Series B: 1964–1982; Part 2: Research Reports, German Public Opinion, 1945–1970; Part 3: Cold War Era Research Reports, Series A: 1960–1963 and Series B: 1964–1982*. Other related collections include the *Dwight D. Eisenhower National Security Files, 1953–1961* and the *John F. Kennedy National Security Files, 1961–1963*. Also of interest might be the *Confidential U.S. State Department Central Files* that cover the period 1950–January 1963. In addition, LexisNexis produces two book series, *Documentary History of the Dwight D. Eisenhower Presidency* and *Documentary History of the John F. Kennedy Presidency*. Each volume covers a different topic of interest to historians and students of the period.

#### Endnotes

1. Researchers can find the archived version of the USIA Web site at <http://dosfan.lib.uic.edu/usia/>.

# SOURCE NOTE

This collection comprises the documents of Record Group 306, Records of the U.S. Information Agency, Entry 1009, National Archives and Records Administration, College Park, Maryland.

# EDITORIAL NOTE

LexisNexis has filmed all documents in their entirety from RG 306, Entry 1009, National Archives and Records Administration.

# COLLECTION-LEVEL TERMS

The following subject terms apply to almost all folders in this collection and therefore do not appear in either the Reel Index or Subject Index.

Cold War  
Communism and communist parties  
Foreign relations  
Government information and information services  
Union of Soviet Socialist Republics (USSR)  
U.S. Information Agency  
U.S. Information Service



# ABBREVIATIONS

The following abbreviations appear in this guide.

|               |  |
|---------------|--|
| <b>BBC</b>    | British Broadcasting Corporation                                 |
| <b>CBS</b>    | Columbia Broadcasting System                                     |
| <b>CGIL</b>   | Confederazione Generale Italiana del Lavoro                      |
| <b>EDC</b>    | European Defense Community                                       |
| <b>FRG</b>    | Federal Republic of Germany (West Germany)                       |
| <b>GDR</b>    | German Democratic Republic (East Germany)                        |
| <b>DPRK</b>   | Democratic People's Republic of Korea (North Korea)              |
| <b>IBS</b>    | International Broadcasting Service                               |
| <b>ICA</b>    | International Cooperation Administration                         |
| <b>ICS</b>    | Information Center Service                                       |
| <b>IPS</b>    | International Press Service (USIA)                               |
| <b>IRI</b>    | Office of Research and Intelligence (USIA)                       |
| <b>NAACP</b>  | National Association for the Advancement of Colored People       |
| <b>NATO</b>   | North Atlantic Treaty Organization                               |
| <b>PRC</b>    | People's Republic of China (Communist China)                     |
| <b>RF</b>     | Radio Freedom  |
| <b>RFE</b>    | Radio Free Europe  |
| <b>RIAS</b>   | Radio in the American Sector                                     |
| <b>ROK</b>    | Republic of Korea (South Korea)                                  |
| <b>TASS</b>   | Telegraph Agency of the Soviet Union                             |
| <b>TV</b>     | Television   |
| <b>UK</b>     | United Kingdom   |
| <b>UN</b>     | United Nations   |
| <b>UNESCO</b> | United Nations Educational, Scientific and Cultural Organization |
| <b>UNRRA</b>  | United Nations Relief and Rehabilitation Administration          |
| <b>USIA</b>   | U.S. Information Agency  |
| <b>USIS</b>   | U.S. Information Service   |
| <b>USSR</b>   | Union of Soviet Socialist Republics                              |

**VOA**

Voice of America

**WEU**

Western European Union

# REEL INDEX

The following index is a guide to the documents in *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports, Series A, 1953–1963*. The four-digit number on the far left is the frame number at which a particular report begins. This number is followed by the report title. Substantive topics are highlighted under the appropriate category. Within each category, topics are listed in the order in which they appear on the film, and each is listed only once per folder.

## Reel 1

*Frame No.*

### 1953 (Numbers 1–16)

- 0001 S-1-53 Intelligence Requirements of the International Information Administration, Based on a Survey Conducted during April and May 1953**  
*Descriptive Title:* Intelligence requirements of the International Information Administration, 1953  
*Subject Terms:* Surveys and questionnaires; International relations; Propaganda; Libraries  
*Geographic Place Names:* PRC; Eastern Europe  
*Federal Departments and Agencies:* International Information Administration  
*Dates:* 1952–1953
- 0078 S-2-53 Comments on Schramm Committee Recommendations**  
*Descriptive Title:* USIA services reorganization recommendations, 1953  
*Subject Terms:* Government reorganization; Mass media  
*Persons as Subjects:* Wilber Schramm  
*Federal Departments and Agencies:* International Information Administration  
*Principal Correspondents:* Ralph K. White  
*Dates:* September 1953
- 0083 S-3-53 Facts Bearing on the Nature of the VOA [Voice of America] Audience in the USSR**  
*Descriptive Title:* USSR listeners, including soldiers, to Voice of America in tabular form and reports of transmission jamming, 1953  
*Subject Terms:* Voice of America; Military personnel; Youth; Public opinion  
*Dates:* 1953
- 0098 S-4-53 Geographical Distribution of Radio Sets and Characteristics of Radio Owners in Countries of the World**  
*Descriptive Title:* Geographical distribution of radio sets and characteristics of radio owners around the world, 1953  
*Subject Terms:* Radio; Electronics equipment and industry; Population; Statistics; Languages and linguistics; Employment; Educational attainment; Personal and family income; Urban areas; Rural development; Minority groups; Wealth; Colonialism and colonial affairs  
*Geographic Place Names:* Western Europe; Eastern Europe; Middle East; South Asia; Africa; East Asia; Latin America  
*Dates:* October 1953

- 0202 S-5-53 Three Memos Concerning the Bogart Assumptions Study**  
*Descriptive Title:* Operating assumptions of international information agencies  
*Subject Terms:* Communications; Social science research; Public opinion; Propaganda; Government efficiency  
*Persons as Subjects:* Leo Bogart  
*Federal Departments and Agencies:* International Information Administration  
*Principal Correspondents:* Wilber Schramm  
*Content Notes:* Contains text of report "A Program of Research and Evaluation for the International Information Administration," June 15, 1953 (Frame 0220)  
*Dates:* June, September–October 1953
- 0250 S-6-53 Listening to the Voice of America and Other Foreign Broadcasts in Satellite Bulgaria**  
*Descriptive Title:* Listening to Voice of America and other foreign broadcasts in Bulgaria, 1953  
*Subject Terms:* Voice of America; Freedom of information; Propaganda; Electronics equipment and industry; Mass media; Public opinion; Population  
*Geographic Place Names:* Bulgaria  
*Organization Names:* BBC  
*Dates:* October 1953
- 0321 S-7-53 Listening to the Voice of America and Other Foreign Broadcasts in Satellite Hungary**  
*Descriptive Title:* Listening to Voice of America and other foreign broadcasts in Hungary, 1953  
*Subject Terms:* Voice of America; Freedom of information; Propaganda; Electronics equipment and industry; Mass media; Public opinion; Population  
*Geographic Place Names:* Hungary  
*Organization Names:* BBC  
*Dates:* October 1953
- 0395 S-8-53 Themes to Be Stressed in USIA Materials: An Analysis of the 1952 Country Plans**  
*Descriptive Title:* Major themes of USIA materials, especially strengthening bonds of Soviet "satellites" with "free world," 1953  
*Subject Terms:* Foreign opinion of the U.S.; Propaganda; Democracy; Colonialism and colonial affairs  
*Geographic Place Names:* UK; Europe; Latin America; Middle East  
*Content Notes:* Figures I–IV present themes in tabular form used for each country (Frame 0446)  
*Dates:* October 1953
- 0450 S-9-53 Binational Centers Evaluated: An Analysis of Replies to the Information and Education Exchange Circular 83**  
*Descriptive Title:* Conformity to USIA policy of activities at binational centers supported by USIA funds, 1953  
*Subject Terms:* Surveys and questionnaires; Information services and systems; Diplomatic and consular service; Educational exchanges  
*Geographic Place Names:* Latin America; Middle East  
*Dates:* October 1953
- 0475 S-10-53 An Analysis of Content of the USIA Wireless File for European Distribution 19 May–19 July 1953, Applying the Illinois Associational Code for Content Analysis**  
*Descriptive Title:* Content analysis of USIA wireless communications for Europe, especially contrasting U.S. and USSR, "free world" and "Communist world," 1953  
*Subject Terms:* Social science research; Propaganda; Wireless telegraphy; Democracy  
*Persons as Subjects:* Wilber Schramm  
*Organization Names:* University of Illinois



- Content Notes:* Contains table entitled “Directional Orientations, by Referent Area, of Concepts Treated in 308 Items of the European Wireless Files, May 19–July 19, 1953” (Frame 0480)  
*Dates:* November 1953
- 0487 S-11-53 Readability of the European Wireless Files Prepared for Overseas Distribution 19 May–19 July 1953 by the International Press Service, USIA**  
*Descriptive Title:* Readability and human interest of USIA wireless communications for Europe, 1953  
*Subject Terms:* Social science research; Wireless telegraphy; Writings; Languages and linguistics; Statistics  
*Geographic Place Names:* Europe  
*Persons as Subjects:* Rudolf Flesch  
*Organization Names:* Associated Press  
*Federal Departments and Agencies:* International Press Service  
*Dates:* November 1953–January 1954
- 0546 S-12-53 Fan Mail: Its Use in Evaluating Effectiveness**  
*Descriptive Title:* Analysis of USIA fan mail and writer characteristics, 1953  
*Subject Terms:* Consumers; Letter writing; Social science research; Population  
*Dates:* November 1953
- 0574 S-13-53 The Effectiveness of Candor in VOA Broadcasting to West Germany**  
*Descriptive Title:* Effectiveness of candor in Voice of America broadcasting to the Federal Republic of Germany, 1953  
*Subject Terms:* Voice of America; Surveys and questionnaires; Foreign opinion of the U.S.; Black Americans; Civil-military relations; Freedom of speech; Democracy; Youth; Education; Economic development; Courts; Population  
*Geographic Place Names:* FRG  
*Organization Names:* European Defense Community  
*Dates:* 1953
- 0736 S-14-53 Program Test of VOA’s New York and Munich Output in Hungarian, Fall 1953.**  
*Descriptive Title:* Hungarian refugees’ reactions to “free world” news aired on Voice of America, 1953  
*Subject Terms:* Voice of America; Languages and linguistics; Political refugees; Iron Curtain; Freedom of information  
*Geographic Place Names:* Hungary  
*Persons as Subjects:* Joseph Stalin  
*Dates:* 1953
- 0813 S-15-53 International Broadcasting of All Nations**  
*Descriptive Title:* Report on international broadcasting, noting trends in broadcasting from the USSR, Eastern Europe, Communist China, BBC, and Voice of America, as well as “clandestine” stations, 1953  
*Subject Terms:* Political broadcasting; Languages and linguistics; Voice of America; Radio Free Europe  
*Geographic Place Names:* Europe; Middle East; South Asia; Africa; East Asia; Pacific region; Latin America; North America; PRC  
*Organization Names:* BBC  
*Content Notes:* Contains tabulation of “Total Weekly International Broadcast Hours of All Nations” (Frame 0820)  
*Dates:* 1953
- 0881 S-16-53 A Survey of the “U.S.A. Today” Exhibition Held in Leeds (Yorkshire), November 20th to December 5th, 1953**  
*Descriptive Title:* Impact of the “U.S.A. Today” exhibition in Leeds, England, December 1953

*Subject Terms:* Surveys and questionnaires; Exhibitions and trade fairs; Statistical data: population; Public opinion

*Content Notes:* Contains images of the exhibit (Frame 0918–0941)

*Dates:* 1953

## Reel 2

### 1953 (Numbers 17–35)

**0001 S-17-53 Self-Administered Questionnaires: Their Use in Evaluating Effectiveness**

*Descriptive Title:* Reliability of self-administered questionnaires, including discussion of statistical bias and guidelines for obtaining best results

*Subject Terms:* Surveys and questionnaires; Social science research; Public opinion polls

*Content Notes:* Contains appendix with sample questionnaires and transmittal letters (Frame 0042)

*Dates:* December 1953

**0066 S-18-53 The Illinois Associational Code for Content Analysis**

*Descriptive Title:* Illinois Associational Code for measuring propaganda content: theory, reliability, and guidelines

*Subject Terms:* Social science research; Propaganda

*Organization Names:* University of Illinois

*Dates:* 1953

**0115 S-19-53 Survey Highlights, Office of Research and Evaluation, October–December 1953, Nos. 1–10**

*Descriptive Title:* Highlights of ten 1953 surveys on a variety of media topics including Voice of America broadcasts in India and Radio in the American Sector (RIAS) broadcasts in Germany

*Subject Terms:* Surveys and questionnaires; Voice of America; Mass media

*Geographic Place Names:* India; Berlin, Germany; GDR

*Organization Names:* RIAS

*Dates:* October–December 1953

**0127 S-20-53 Report of Foreign Public Opinion, Number 2: French Attitudes toward the United States**

*Descriptive Title:* French attitudes toward the U.S. in 1953, covering USSR propaganda, foreign policy, motivations, and life in the U.S.

*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Propaganda

*Geographic Place Names:* France

*Dates:* September 1953

**0185 S-21–83 Preview Film Evaluation of a Nation Sets its Course**

*Descriptive Title:* Responses of fifteen foreigners in 1953 to a USIA film about U.S. history

*Subject Terms:* Motion pictures; Surveys and questionnaires; Foreign opinion of the U.S.; History

*Dates:* October 1953

**0235 S-22-53 Evaluating the Effectiveness of Cultural Exhibits: A Proposed General Procedure**

*Descriptive Title:* Guidelines for evaluating the effectiveness of USIA cultural exhibits, 1953

*Subject Terms:* Social science research; Exhibitions and trade fairs; Cultural relations; Arts and the humanities; Population; Public opinion

*Dates:* October 1953

**0245 S-23-53 The Philosophy of the BBC**

*Descriptive Title:* BBC philosophy in 1953, covering knowledge of the audience, avoidance of the propaganda label, and self-criticism

- Subject Terms:* Press; Psychology; Propaganda; Freedom of speech  
*Organization Names:* BBC  
*Dates:* November 1953
- 0254 S-24-53 Audience Reaction to Two ICS Cultural Exhibits: Report on the Pre-Test of a Questionnaire**  
*Descriptive Title:* Methods for evaluating USIA exhibit effectiveness, 1953  
*Subject Terms:* Surveys and questionnaires; Cultural relations; Exhibitions and trade fairs; Social science research; Public opinion polls; Arts and the humanities; Indians  
*Geographic Place Names:* Mississippi  
*Federal Departments and Agencies:* ICS  
*Dates:* October–November 1953
- 0350 S-25-53 Proposed Suggestions to All Media on “How the Label of ‘Propaganda’ Can Be Avoided Without Sacrificing Effectiveness”**  
*Descriptive Title:* Avoiding the propaganda label in government information services  
*Subject Terms:* Mass media; Propaganda; Psychology  
*Principal Correspondents:* Ralph K. White  
*Dates:* June 1953
- 0368 S-26-53 Listening to the Voice of America and Other Foreign Broadcasts in Satellite Poland**  
*Descriptive Title:* Voice of America and other foreign broadcasts in Poland in 1953, including signal jamming, reception, and audience preferences and characteristics  
*Subject Terms:* Voice of America; Political broadcasting; Political refugees; Public opinion polls; Propaganda; Freedom of information; Electronics equipment and industry; Radio Free Europe; Population  
*Geographic Place Names:* Poland  
*Organization Names:* BBC; Radio Madrid  
*Dates:* October 1953
- 0449 S-27-53 Iron Curtain Press and Radio Comment on the Voice of America, August 1953**  
*Descriptive Title:* Communist bloc press and radio comment in 1953 on the Voice of America and other foreign broadcasts  
*Subject Terms:* Iron Curtain; Press; Radio; Voice of America; Propaganda; Radio Free Europe  
*Geographic Place Names:* Berlin, Germany; GDR; Poland; Czechoslovakia; Romania; Hungary; Bulgaria  
*Organization Names:* BBC; Radio Madrid; RIAS  
*Dates:* August 1953
- 0508 S-28-53 Summary and Comment on Monitoring Reports of the VOA Broadcasts in Serbo-Croat and Slovene**  
*Descriptive Title:* Monitoring of Voice of America broadcasts in Serbo-Croatian and Slovene, including content, delivery, and reception, August 1953  
*Subject Terms:* Voice of America; Languages and linguistics; Freedom of information; Youth  
*Geographic Place Names:* Yugoslavia  
*Dates:* August 1953
- 0558 S-29-53 USIS Statistical Tables for Germany and Japan**  
*Descriptive Title:* Statistical tables on USIS activities and services in Germany and Japan, August 1953, including number of library books and special events, non-theatrical films, press materials, local radio productions, visual displays, and demographic information about patrons and target groups  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Press; Newspapers; Periodicals; Radio  
*Geographic Place Names:* FRG; Japan  
*Dates:* August 1953

- 0611 S-30-53 Information Library Study: Rio de Janeiro/São Paulo**  
*Descriptive Title:* Statistical data on patrons of USIS-sponsored libraries in Rio de Janeiro and São Paulo, Brazil, 1953  
*Subject Terms:* Surveys and questionnaires; Statistics; Libraries; Population  
*Geographic Place Names:* Rio de Janeiro, Brazil; São Paulo, Brazil  
*Dates:* August 1953
- 0644 S-31-53 The Problem of Communication in South India**  
*Descriptive Title:* Obstacles to communication in South India in 1953, including uneven population distribution, social stratification, and multiple languages  
*Subject Terms:* Communications; Population; Social and family life; Languages and linguistics  
*Geographic Place Names:* India.  
*Dates:* September 1953
- 0664 S-32-53 Radio in Greece**  
*Descriptive Title:* Voice of America audience characteristics in Greece, 1953  
*Subject Terms:* Radio; Administrative law and procedure; Population; Voice of America  
*Geographic Place Names:* Greece  
*Organization Names:* National Broadcasting Institute (Greece)  
*Principal Correspondents:* Leo Lowenthal  
*Dates:* August 1953
- 0678 S-33-53 Film Distribution Channels in Egypt**  
*Descriptive Title:* Egyptian film distribution channels in 1953, including Social Welfare Centers and government agencies' mobile film units  
*Subject Terms:* Motion pictures; Public opinion polls; Public welfare programs; Rural conditions; Urban areas; Languages and linguistics  
*Geographic Place Names:* Egypt  
*Persons as Subjects:* James Batal  
*Organization Names:* Society for Applied Anthropology; Ministry of Public Health (Egypt); Ministry of Social Affairs (Egypt); Liberation Association  
*Dates:* September 1953
- 0772 S-34-53 Iron Curtain Press and Radio Comment on the Voice of America, September 1953**  
*Descriptive Title:* Communist bloc press and radio comment in 1953 on the Voice of America and other foreign broadcasts  
*Subject Terms:* Iron Curtain; Press; Radio; Voice of America; Propaganda; Religious liberty; Trials; Radio Free Europe; Counterinsurgency; Agriculture  
*Geographic Place Names:* Poland; Bulgaria; Czechoslovakia  
*Persons as Subjects:* Bishop Czeslaw Kaczmarek  
*Organization Names:* BBC; RIAS  
*Dates:* September 1953
- 0828 S-35-53 Our Broadcasts to Korea: A Comparative Analysis of One Week of Broadcasting to Korea by the Voice of America and the Far East Command**  
*Descriptive Title:* Analysis of broadcasting to Korea by Voice of America and the Far East Command in 1953  
*Subject Terms:* Radio; Voice of America; East Asia Command; Social science research; Foreign military forces; Propaganda  
*Geographic Place Names:* ROK; DPRK; PRC  
*Organization Names:* UN  
*Dates:* January 1954

## Reel 3

### 1953 (Numbers 36–47)

- 0001 S-36-53 Program Test of the Voice of America's New York and Munich Output in Russia**  
*Descriptive Title:* Russian refugees' reactions to "free world" news aired on Voice of America in 1953  
*Subject Terms:* Political refugees; Voice of America; Freedom of information; Iron Curtain; Propaganda; Languages and linguistics; Conferences; Statistics  
*Dates:* October 1953
- 0100 S-37-53 Listening to the Voice of America and Other Foreign Broadcasts in Satellite Czechoslovakia**  
*Descriptive Title:* Listening to Voice of America and other foreign broadcasts in Czechoslovakia, 1953  
*Subject Terms:* Voice of America; Freedom of information; Propaganda; Electronics equipment and industry; Mass media; Public opinion; Population; Statistics  
*Geographic Place Names:* Czechoslovakia; UK  
*Organization Names:* BBC  
*Dates:* October 1953
- 0182 S-38-53 A Comparative Study of the Audience for Mass Media in Three Latin American Capitals**  
*Descriptive Title:* Comparative study of the mass media audience in three Latin American capitals, 1953  
*Subject Terms:* Mass media; Public opinion polls; Statistical data: population; Radio; Newspapers; Periodicals; Motion pictures; Personal and family income; Educational attainment  
*Geographic Place Names:* Santiago, Chile; Panama City, Panama; Mexico City, Mexico  
*Dates:* October 1953
- 0253 S-39-53 Analysis of Monitoring Reports on VOA Japanese Language Broadcasts November 1952 and January 1953**  
*Descriptive Title:* Voice of America Japanese broadcast monitoring, November 1952 and January 1953  
*Subject Terms:* Voice of America; Languages and linguistics; Surveys and questionnaires  
*Geographic Place Names:* Japan  
*Dates:* November 1953
- 0271 S-40-53 Listening to the VOA and Other Foreign Broadcasts in Satellite Rumania**  
*Descriptive Title:* Listening to Voice of America and other foreign broadcasts in Romania in 1953  
*Subject Terms:* Voice of America; Freedom of information; Propaganda; Electronics equipment and industry; Mass media; Public opinion; Population  
*Geographic Place Names:* Romania; UK  
*Organization Names:* BBC  
*Dates:* October 1953
- 0343 S-41-53 Iron Curtain Press and Radio Comment on the Voice of America, October 1953**  
*Descriptive Title:* Communist bloc press and radio comment on the Voice of America and other foreign broadcasts, October 1953  
*Subject Terms:* Iron Curtain; Press; Radio; Voice of America; Propaganda; Newspapers; Clergy  
*Geographic Place Names:* Poland; Czechoslovakia  
*Organization Names:* BBC  
*Dates:* October 1953

- 0403 S-42-53 Some Further Hypotheses with Regard to International Communication**  
*Descriptive Title:* Avoiding the propaganda label in government information services  
*Subject Terms:* Mass media; Propaganda; Psychology  
*Principal Correspondents:* Ralph K. White  
*Dates:* October 1953
- 0415 S-43-53 An Outline for the Study of National Communications Systems**  
*Descriptive Title:* Study of national communications systems, 1953  
*Subject Terms:* Social science research; Information services and systems; Mass media; Freedom of information; Newspapers; Periodicals; Radio; Television; Motion pictures; Membership organizations; Social and family life  
*Dates:* November 1953
- 0467 S-44-53 Iron Curtain Press and Radio Comment on the VOA, November 1953**  
*Descriptive Title:* Communist bloc press and radio comment on the Voice of America and other foreign broadcasts, November 1953  
*Subject Terms:* Iron Curtain; Press; Radio; Voice of America; Propaganda; Government reorganization; Economic policy  
*Geographic Place Names:* Eastern Europe; Poland; Germany  
*Organization Names:* BBC  
*Dates:* November 1953
- 0542 S-45-53 Quarterly Statistical Reports, January–June 1953**  
*Descriptive Title:* Statistical tables on USIA activities and services in 1953 by region, including number of library books and special events, non-theatrical films, press materials, visual displays, and demographic information about patrons and target groups  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Periodicals; Radio  
*Geographic Place Names:* Europe; Latin America; Middle East; East Asia  
*Dates:* November 1953
- 0616 S-46-53 Quarterly Statistical Reports, Germany and Japan, January–June 1953**  
*Descriptive Title:* Statistical tables on USIA activities and services in Germany and Japan in 1953, including number of library books and special events, non-theatrical films, press materials, local radio productions, visual displays, and demographic information about patrons and target groups  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Germany; Japan  
*Dates:* November 1953
- 0672 S-47-53 The Sovietization of Central Asia**  
*Descriptive Title:* Soviet influence in Central Asia  
*Subject Terms:* Bolshevism; History; Foreign military forces; Economic development; Education; Literature  
*Geographic Place Names:* Central Asia; Turkestan; Uzbekistan  
*Persons as Subjects:* Joseph Stalin  
*Organization Names:* Red Army  
*Dates:* December 1953

**1954 (Numbers 1–6)**

- 0729 S-1-54 Political Leadership: A Bibliography**  
*Descriptive Title:* Bibliography of selected works on political leadership, including biographical directories, January 1954  
*Subject Terms:* Bibliographies; Political science; Directories  
*Dates:* January 1954

- 0791 S-2-54 Listening to the Voice of America and Other Foreign Broadcasts in Soviet Satellites: A Comparative Summary**  
*Descriptive Title:* Listening to Voice of America and other foreign broadcasts in Eastern Europe, January 1954  
*Subject Terms:* Voice of America; Freedom of information; Psychology; Propaganda; Electronics equipment and industry; Mass media; Public opinion; Radio Free Europe; Population  
*Geographic Place Names:* Poland; Czechoslovakia; Hungary; Romania; Bulgaria  
*Organization Names:* BBC  
*Dates:* January 1954
- 0820 S-3-54 Survey Highlights, Office of Research and Evaluation, 1954**  
*Descriptive Title:* International reaction to President Dwight D. Eisenhower's "atoms-for-peace" speech, January 1954  
*Subject Terms:* Public opinion polls; Presidential communications and messages; Nuclear power; Arms control and disarmament; War  
*Geographic Place Names:* France; Italy; FRG; Belgium; Brazil; Japan  
*Persons as Subjects:* Dwight D. Eisenhower  
*Dates:* January 1954
- 0822 S-5-54 A Comparison of Responses to Voice of America Programs Directed to Three Soviet Bloc Countries**  
*Descriptive Title:* Comparison of Russian, Polish, and Hungarian refugees' reactions to "free world" news aired on Voice of America, February 1954  
*Subject Terms:* Public opinion polls; Voice of America; Languages and linguistics; Political refugees; Iron Curtain; Freedom of information  
*Geographic Place Names:* Poland; Hungary  
*Dates:* February 1954
- 0836 S-6-54 Impact of President Eisenhower's "Atoms-for-Peace" Proposal**  
*Descriptive Title:* Foreign opinion of President Dwight D. Eisenhower's "atoms-for-peace" proposal at the UN, focusing on working-class opinion in France and Italy, 1953–1954  
*Subject Terms:* Foreign opinion of the U.S.; Presidential communications and messages; Nuclear power; International agencies; Arms control and disarmament; Public opinion polls; Population; Educational attainment; Employment; Personal and family income; War; Political parties; Urban areas; Rural conditions; Men; Women; Aged and aging  
*Geographic Place Names:* Belgium; Brazil; France; FRG; Italy; Japan; Sweden  
*Persons as Subjects:* Dwight D. Eisenhower  
*Organization Names:* UN  
*Dates:* December 1953; March 1954

## Reel 4

### 1954 (Numbers 7–15)

- 0001 S-7-54 Munich Radio Center: Supplement to Audience Mail Report No. 1**  
*Descriptive Title:* Report on mail from Munich Voice of America listeners in Communist bloc nations, April 1954, covering program content and radio frequencies, reception, and signal jamming  
*Subject Terms:* Radio; Iron Curtain; Public opinion; Letter writing; Voice of America; Freedom of information; Censorship  
*Geographic Place Names:* Poland  
*Organization Names:* Munich Radio Center

- Content Notes:* Contains reception and signal jamming reports tabulation by provenance (Frame 0009)  
*Dates:* April 1954
- 0042 S-8-54 Report on VOA Audience Mail**  
*Descriptive Title:* Voice of America audience mail by location, April 1954, including total number, excerpts, and “letters of the month”  
*Subject Terms:* Voice of America; Public opinion; Letter writing; Languages and linguistics  
*Geographic Place Names:* Europe; Middle East; South Asia; East Asia  
*Dates:* April 1954
- 0108 S-9-54 A Study of Short-Wave Broadcasts from the U.S., England, Canada, and the Soviet Union to Brazil**  
*Descriptive Title:* Shortwave broadcast reception in São Paulo, Brazil, from the U.S., England, Canada, and the USSR, May 1954  
*Subject Terms:* Radio; Voice of America  
*Geographic Place Names:* São Paulo, Brazil  
*Organization Names:* BBC; Canadian Broadcasting Corporation; Radio Moscow  
*Content Notes:* Includes radio reception reports tabulated by receiver type, antenna, and station (Frame 0124)  
*Dates:* May 1954
- 0152 S-10-54 Filipino and Indian Students’ Radio-Listening Habits and Reactions to Voice of America Broadcasts**  
*Descriptive Title:* Analysis of the radio-listening habits and preferences of Filipino and Indian students in the San Francisco Bay area, focusing on certain Voice of America programs, 1954  
*Subject Terms:* Foreign students; Radio; Languages and linguistics; Surveys and questionnaires; Voice of America; Propaganda; Culture; Music; Newspapers; Political refugees; Business; Juvenile delinquency; Religious faith  
*Geographic Place Names:* Philippines; India  
*Persons as Subjects:* George Washington  
*Content Notes:* Contains tabulations of students’ images of British, Americans, Russians, Chinese, Indians, and Filipinos by characteristics (e.g., hardworking, intelligent, practical) (Frame 0304)  
*Dates:* June 1954
- 0306 S-11-54 Worldwide Distribution of Radio Receiver Sets**  
*Descriptive Title:* Worldwide distribution of radio receiver sets in 1954, tabulated by geographic area  
*Subject Terms:* Radio; Electronics equipment and industry; Colonialism and colonial affairs  
*Geographic Place Names:* Western Europe; Eastern Europe; Middle East; South Asia; Africa; East Asia; Latin America  
*Dates:* July 1954
- 0362 S-12-54 Content Analysis of VOA, BBC, and Radio Moscow**  
*Descriptive Title:* Content analysis of Voice of America, BBC, and Radio Moscow broadcasts in December 1953  
*Subject Terms:* Voice of America; Radio; Social science research; Colonialism and colonial affairs  
*Persons as Subjects:* John Foster Dulles  
*Organization Names:* BBC; Radio Moscow  
*Principal Correspondents:* Ralph K. White  
*Dates:* October 1954



- 0473 S-13-54 Experiments in Pre-Testing Printed Materials, Part I: Procedures and Problems**  
*Descriptive Title:* USIA printed materials effectiveness testing, examining the application, reliability, and validity of the Content Response Code procedure, 1954  
*Subject Terms:* Social science research; Surveys and questionnaires; Foreign students; Minority groups; Black Americans; Propaganda; Colonialism and colonial affairs; Education  
*Geographic Place Names:* ROK; DPRK  
*Content Notes:* Contains text of pamphlets An Outline of American Education (Frame 0673), The Negro in American Life (Frame 0684), and The Meaning of Korea: Collective Security in Action (Frame 0697)  
*Dates:* August 1954
- 0725 S-14-54 Experiments in Pre-Testing Printed Materials, Part II: Filipino and Indian Students' Reaction to IPS Materials**  
*Descriptive Title:* USIA pamphlets' communicative effectiveness: an analysis of Filipino and Indian students' responses, 1954  
*Subject Terms:* Social science research; Foreign students; Surveys and questionnaires; Employment; Black Americans; Education; Economic development; Tennessee Valley Authority; Katyn Forest Massacre; World War II; War crimes  
*Geographic Place Names:* ROK; DPRK; Poland  
*Dates:* August 1954
- 0881 S-15-54 Geographic Distribution of Radio Sets and Characteristics of Radio Owners in Countries of the World**  
*Descriptive Title:* Geographic distribution of radios and characteristics of radio owners around the world in 1954  
*Subject Terms:* Radio; Electronics equipment and industry; Population; Statistics; Employment; Languages and linguistics; Educational attainment; Personal and family income; Urban areas; Rural development; Minority groups; Wealth; Colonialism and colonial affairs  
*Geographic Place Names:* Western Europe; Eastern Europe; Middle East; South Asia; Africa; East Asia; Latin America  
*Dates:* September 1954

## Reel 5

### 1954 (Numbers 16–27)

- 0001 S-16-54 French Reaction to Secretary Dulles' By-Passing of Paris**  
*Descriptive Title:* French press criticism of Secretary Dulles's failure to visit Paris, 1954  
*Subject Terms:* Foreign opinion of the U.S.; Diplomatic and consular service  
*Geographic Place Names:* Paris, France  
*Persons as Subjects:* John Foster Dulles  
*Dates:* September 1954
- 0004 S-17-54 Pakistani Reaction to the Manila Pact**  
*Descriptive Title:* Pakistani reaction to the Manila Pact, 1954  
*Subject Terms:* Conferences; International relations; Newspapers  
*Geographic Place Names:* Pakistan; India; PRC  
*Dates:* September 1954
- 0007 S-18-54 Debriefing of Mr. Harrison Salisbury**  
*Descriptive Title:* Harrison Salisbury's assessment of the USSR and USIA activities there, September 1954  
*Subject Terms:* Voice of America; Cultural relations  
*Persons as Subjects:* Harrison Salisbury

- Organization Names:* New York Times  
*Principal Correspondents:* Henry Loomis  
*Dates:* September 1954
- 0017 S-19-54 World Reaction to the London Nine-Power Conference**  
*Descriptive Title:* World press commentary on London Nine-Power Conference granting sovereignty to and rearmament of Western Germany, 1954  
*Subject Terms:* Press; Conferences; International relations; Sovereignty; Rearmament  
*Geographic Place Names:* Germany; Western Europe  
*Organization Names:* NATO  
*Dates:* October 1954
- 0022 S-20-54 Differential Images of the United States and the Soviet Union in the Italian Press**  
*Descriptive Title:* Images of the U.S. and USSR in Italian newspapers, 1952–1953  
*Subject Terms:* Social science research; Newspapers; Foreign opinion of the U.S.; International relations; War; Chronologies  
*Geographic Place Names:* Italy; ROK; DPRK  
*Content Notes:* Contains chronologies of relevant events in the following periods: April 15–June 15, 1952 (Frame 0112); October 15–November 16, 1952 (Frame 0116); March 1953 (Frame 0119)  
*Dates:* October 1954
- 0133 S-21-54 Highlights of Olsson Debriefing**  
*Descriptive Title:* Nils Olsson's assessment of Swedish character and foreign relations, November 1954  
*Subject Terms:* Propaganda  
*Geographic Place Names:* Sweden  
*Persons as Subjects:* Nils Olsson  
*Dates:* November 1954
- 0137 S-22-54 Highlights of Howinckel Debriefing**  
*Descriptive Title:* John W. Howinckel's assessment of Italian politics and international relations, November 1954  
*Subject Terms:* International relations  
*Geographic Place Names:* Italy  
*Persons as Subjects:* John W. Howinckel  
*Dates:* November 1954
- 0140 S-23-54 Western European Reaction to the Swiss Anti-Trust Suit**  
*Descriptive Title:* Western European press reaction to U.S. anti-trust suit against Swiss watch companies, 1954  
*Subject Terms:* Foreign trade; Watches; Antitrust law; Press  
*Geographic Place Names:* Switzerland; Western Europe  
*Federal Departments and Agencies:* Department of Justice  
*Dates:* November 1954
- 0143 S-24-54 Post-EDC Climate of Western European Opinion**  
*Descriptive Title:* Western European reaction to the London Nine-Power Conference granting sovereignty to and rearmament of Western Germany, 1954  
*Subject Terms:* Public opinion polls; Conferences; Security; Sovereignty; Rearmament; International agencies; Officials; Foreign opinion of the U.S.; International relations; Nuclear power  
*Geographic Place Names:* Western Europe; Germany; France; Italy; UK; East Asia  
*Organization Names:* European Defense Community; NATO  
*Dates:* November 1954
- 0171 S-25-54 Latin American Press Reactions to the Rio Conference**  
*Descriptive Title:* Latin American press reactions to the Rio Conference, 1954

- Subject Terms:* Press; Conferences; International relations  
*Geographic Place Names:* Latin America  
*Dates:* December 1954
- 0173 S-26-54 Communist Propaganda Treatment of the Iran Spy Trials in Selected Countries**  
*Descriptive Title:* Communist and non-Communist press coverage of Iran spy trials, 1954  
*Subject Terms:* International relations; Propaganda; Espionage; Trials; Radio; Press  
*Geographic Place Names:* Iran; India  
*Organization Names:* Radio Moscow  
*Dates:* December 1954
- 0180 A Study of U.S.I.A. Operating Assumptions, Volume 1**  
*Descriptive Title:* Study of USIA operating assumptions in 1954 for management review and action, covering objectives, congressional relations, and policy  
*Subject Terms:* Communications; Social science research; Officials; Mass media; Public opinion polls; Government efficiency; Propaganda; Democracy; Budget of the U.S.; Congress; Public relations  
*Federal Departments and Agencies:* Department of State  
*Dates:* December 1954
- 0356 A Study of U.S.I.A. Operating Assumptions, Volume 2**  
*Descriptive Title:* Study of USIA operating assumptions in 1954 for management review and action, covering field autonomy, target audience, relations with foreign governments, and attribution  
*Subject Terms:* Communications; Social science research; Mass media; Government efficiency; Public opinion; Officials; Languages and linguistics; Government and the press  
*Dates:* December 1954
- 0564 A Study of U.S.I.A. Operating Assumptions, Volume 3**  
*Descriptive Title:* Study of USIA operating assumptions in 1954 for management review and action, covering truth and credibility, tone, projecting America, the fight against communism, and using the media  
*Subject Terms:* Communications; Social science research; Officials; Mass media; Public opinion; Government efficiency; Press; Culture; Propaganda  
*Dates:* December 1954
- 0737 S-27-54 A Study of U.S.I.A. Operating Assumptions**  
*Descriptive Title:* Study of USIA working assumptions in 1954, showing inconsistencies in practice and thinking, and identifying high priority research subjects  
*Subject Terms:* Communications; Social science research; Mass media; Officials; Public opinion; Government efficiency  
*Dates:* December 1954
- 0774 A Study of U.S.I.A. Operating Assumptions, Volume 4**  
*Descriptive Title:* Study of USIA operating assumptions in 1954 for management review and action, covering non-theatrical films, international information centers, and mass media  
*Subject Terms:* Communications; Social science research; Officials; Mass media; Public opinion; Motion pictures; Information services and systems; Libraries; Books and bookselling; Press; Political broadcasting; Voice of America  
*Geographic Place Names:* Eastern Europe  
*Federal Departments and Agencies:* International Motion Picture Service; International Information Centers Service; International Press and Publications; International Broadcasting Service  
*Dates:* December 1954

## Reel 6

### 1954 (Numbers 28–45)

- 0001 A Study of U.S.I.A. Operating Assumptions, Volume 5**  
*Descriptive Title:* Study of USIA operating assumptions in 1954 for management review and action, covering personnel, intelligence, program effectiveness, and study conclusions  
*Subject Terms:* Communications; Social science research; Officials; Mass media; Public opinion; Propaganda; Federal employees; Intelligence services; Consumers; Letter writing; Government efficiency  
*Dates:* December 1954
- 0153 S-28-54 The “Vigilance Drive” and the Cold War: A Case Study in the Technique of Counterpropaganda**  
*Descriptive Title:* Soviet Communist Party press comments on the Voice of America, 1954  
*Subject Terms:* Propaganda; Voice of America; Newspapers; Periodicals  
*Persons as Subjects:* Nikita S. Khrushchev  
*Organization Names:* Communist Party of the Soviet Union; *Pravda*  
*Dates:* June 1954
- 0215 S-29-54 Pre-Release Film Evaluation No. 2: “Visiting Good Neighbors”**  
*Descriptive Title:* Positive reactions of Latin Americans to *Visiting Good Neighbors*, a USIA documentary about Milton Eisenhower’s trip to South America, 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Travel; International relations; Surveys and questionnaires  
*Geographic Place Names:* South America  
*Persons as Subjects:* Milton Eisenhower  
*Dates:* March 1954
- 0254 S-30-54 Preview Film Evaluation of “An Unpleasant Subject”**  
*Descriptive Title:* Evaluation of *An Unpleasant Subject*, a USIA film promoting “Western ideology” over communism in Asia, 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Propaganda; Prisoners of war; Surveys and questionnaires  
*Geographic Place Names:* Asia; DPRK  
*Organization Names:* UN  
*Dates:* March 1954
- 0298 S-31-54 Pre-Release Film Evaluation No. 3 “The Hoja Takes a Wife”**  
*Descriptive Title:* Evaluation of *The Hoja Takes a Wife*, a USIA film of a puppet show designed to promote distrust of Communist propaganda among Muslims, 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Propaganda; Islam; Surveys and questionnaires  
*Geographic Place Names:* Middle East  
*Dates:* April 1954
- 0331 S-32-54 Pre-Release Film Evaluation No. 4 “Head of the House”**  
*Descriptive Title:* Evaluation of *Head of the House*, a USIA documentary film about an American boy who ran away from home because his father punished him for “childish misdemeanors,” 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Families; Social work; Propaganda; Surveys and questionnaires  
*Geographic Place Names:* Europe; Middle East  
*Dates:* April 1954
- 0364 S-33-54 Pre-Release Film Evaluation No. 8: Tom Schuler, Cobbler Statesman**  
*Descriptive Title:* Evaluation of *Tom Schuler, Cobbler Statesman*, a USIA film encouraging popular support for European political integration, 1954

- Subject Terms:* Social science research; Public opinion polls; Motion pictures; Sovereignty; Surveys and questionnaires  
*Geographic Place Names:* Europe  
*Dates:* May 1954
- 0410 S-34-54 Pre-Release Film Evaluation No. 9: *Productivity—Key to Plenty***  
*Descriptive Title:* Evaluation of *Productivity—Key to Plenty*, a USIA film designed for worldwide distribution to determine how agrarian societies react to the concept of industrial productivity, 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Industrial productivity; Rural development; Foreign opinion of the U.S.; Surveys and questionnaires  
*Dates:* May 1954
- 0475 S-35-54 Pre-Release Film Evaluation No. 10: *The Korea Story***  
*Descriptive Title:* Evaluation of *The Korea Story*, a USIA film designed to mobilize “free world” public opinion in support of UN actions in Korea, 1954  
*Subject Terms:* Social science research; Public opinion polls; Motion pictures; Korean War; Foreign opinion of the U.S.; Surveys and questionnaires  
*Geographic Place Names:* ROK; DPRK  
*Organization Names:* UN  
*Dates:* June 1954
- 0533 S-36-54 Traveling Americans Appreciate Advice: Evaluation of Tourist Booklet**  
*Descriptive Title:* Evaluation of tourist booklet containing USIA tips for Americans traveling abroad, including Q&As about U.S. foreign policy, 1954  
*Subject Terms:* Social science research; Public opinion polls; Travel; Tourist trade  
*Content Notes:* Contains booklet What Should I Know When I Travel Abroad? (Frame 0546)  
*Dates:* 1954
- 0563 S-37-54 What We “Know” About Attitude Change Through Mass Communications: A Brief Summary of Conclusions from the Quantitative Studies**  
*Descriptive Title:* Mass communication’s impact on attitude formation and change, a summary of findings from quantitative studies, 1954  
*Subject Terms:* Social science research; Communications; Mass media  
*Dates:* 1954
- 0582 S-38-54 Quarterly Statistical Reports, January–Sept 1953**  
*Descriptive Title:* Statistical tables on USIA activities and services in 1954 by region, including number of library books and special events, non-theatrical films, press materials, visual displays, and demographic information about patrons and target groups  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Periodicals; Radio  
*Geographic Place Names:* Europe; Latin America; Middle East; East Asia  
*Dates:* January 1954
- 0646 S-39-54 Two Out of Five Persons in Finland Listen to Foreign Broadcasts**  
*Descriptive Title:* Foreign broadcast audience in Finland, 1954  
*Subject Terms:* Public opinion polls; Radio; Voice of America  
*Geographic Place Names:* Finland  
*Organization Names:* BBC  
*Dates:* February 1954
- 0650 S-40-54 Evaluation of USIS-Thailand Motion Picture Activities**  
*Descriptive Title:* USIA film distribution effectiveness, both theatrical and non-theatrical, in Thailand, 1954  
*Subject Terms:* Motion pictures; Social science research; Surveys and questionnaires; Local government; Religions; Social life; Officials; Languages and linguistics; Public opinion

- Geographic Place Names:* Minburi, Thailand; Chiangmai, Thailand; Bangkok, Thailand; Songkhla, Thailand  
*Dates:* March 1954
- 0743 S-41-54 A Country-by-Country Appraisal of VOA Broadcasting to the Far East and Middle East**  
*Descriptive Title:* Voice of America listening audience appraisal in East Asia and the Middle East, including audience mail, March 1954  
*Subject Terms:* Voice of America; Consumers; Letter writing  
*Geographic Place Names:* East Asia; Middle East  
*Dates:* March 1954
- 0754 S-42-54 Quarterly Statistical Reports: Germany and Japan, January–September 1953**  
*Descriptive Title:* Statistical tables on USIS activities and services in Germany and Japan, including number of library books and special events, non-theatrical films, press materials, local radio productions, visual displays, and demographic information about patrons and target groups, March 1954  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Press; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Germany; Japan  
*Dates:* March 1954
- 0810 S-43-54 Annual Statistical Report, 1953**  
*Descriptive Title:* Statistical tables on USIS activities and services worldwide, covering non-theatrical films, press materials, local radio productions, visual displays, and demographic information about patrons and target groups, May 1954  
*Subject Terms:* Statistics; Motion pictures; Population; Press; Newspapers; Periodicals  
*Geographic Place Names:* Europe; Latin America; Middle East; East Asia  
*Dates:* May 1954
- 0862 S-44-54 Annual Statistical Report: Germany and Japan, 1953**  
*Descriptive Title:* Statistical tables on USIS activities and services in Germany and Japan, including number of library books and special events, non-theatrical films, press materials, local radio productions, visual displays, and demographic information about patrons and target groups, May 1954  
*Subject Terms:* Statistics; Libraries; Books and bookselling; Population; Motion pictures; Press; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Germany; Japan  
*Principal Correspondents:* Morris R. Short  
*Dates:* May 1954
- 0913 S-45-54 What Should I Know When I Travel Abroad? Reactions of Tourists to an Orientation Booklet**  
*Descriptive Title:* Usefulness of USIA booklet for Americans traveling abroad, covering travel tips and Q&As about U.S. foreign policy, June 1954  
*Subject Terms:* Social science research; Public opinion polls; Travel; Tourist trade; Population; Surveys and questionnaires  
*Content Notes:* Includes demographic information about interviewees  
*Dates:* June 1954

## Reel 7

### 1954 (Numbers 46–53)

- 0001 S-46-54 Post-EDC Climate of West German Opinion, with Reactions to the London Conference**  
*Descriptive Title:* Assessment of West German reactions to collapse of European Defense Community, German rearmament, reunification, and European integration, November 1954  
*Subject Terms:* Public opinion polls; Security; Conferences; Rearmament; Sovereignty  
*Geographic Place Names:* FRG; Europe  
*Organization Names:* European Defense Community  
*Dates:* November 1954
- 0023 S-47-54 Intelligence Report: Analysis of Communist Propaganda in Iran, June 1, 1954**  
[Cover page only]
- 0026 S-48-54 World Reactions to the Guatemalan Revolution**  
*Descriptive Title:* World reactions to the Guatemalan Revolution, September 1954  
*Subject Terms:* Revolutions; Propaganda  
*Geographic Place Names:* Guatemala; Latin America; Eastern Europe; Western Europe; Middle East; South Asia; East Asia  
*Persons as Subjects:* Jacobo Arbenz; Carlos Castillo Armas  
*Dates:* September 1954
- 0045 S-49-54 Soviet Falsification of United States Far Eastern Policy at the Turn of the Century**  
*Descriptive Title:* Soviet interpretation of U.S. policy at the turn of the twentieth century concerning the Philippines, Boxer Rebellion, Open Door Policy, Russo-Japanese War, and Russian Revolution  
*Subject Terms:* Propaganda; History; Boxer Rebellion; War; Revolutions; Bibliographies  
*Geographic Place Names:* Philippines; PRC; Russia; Japan  
*Persons as Subjects:* L. Gruzets; Theodore Roosevelt; Vladimir Lenin  
*Dates:* May 1954
- 0076 S-50-54 A Recent German Survey Bearing on a “Psychological Let-Down”**  
*Descriptive Title:* German opinion about the prospect of a negotiated solution to the existence of two German states and outbreak of another war, September 1954  
*Subject Terms:* Public opinion polls; Negotiations; War  
*Geographic Place Names:* FRG  
*Principal Correspondents:* Leo Crespi  
*Dates:* September 1954
- 0079 S-51-54 Some West German Public Opinion Trends Following the Collapse of the EDC**  
*Descriptive Title:* West German public opinion trends regarding relative East-West influence following the collapse of European Defense Community, October 1954  
*Subject Terms:* Public opinion polls; Security; Neutrality  
*Geographic Place Names:* FRG; Berlin, Germany  
*Organization Names:* European Defense Community  
*Dates:* October 1954
- 0086 S-52-54 Iron Curtain Press and Radio Comment on the Voice of America, December 1953**  
*Descriptive Title:* Communist bloc press and radio comment on Voice of America and other foreign broadcasts, December 1953  
*Subject Terms:* Iron Curtain; Press; Radio; Voice of America; Propaganda; Radio Free Europe  
*Geographic Place Names:* Poland; Romania

*Organization Names:* European Defense Community; BBC; RIAS

*Content Notes:* Contains “Chronological Index of December References by Originating Countries, Language Service, and Media” (Frame 0131)

*Dates:* December 1953

**0136 S-53-54 Evaluative Assertion Analysis**

*Descriptive Title:* “Evaluative assertion analysis,” a type of content analysis: validity and reliability

*Subject Terms:* Social science research

*Principal Correspondents:* Charles E. Osgood

*Dates:* August 1955

**1955 (Numbers 1–26)**

**0205 S-1-55 Latin American Press Comment on the Costa Rican Uprising**

*Descriptive Title:* Latin American press coverage of the Costa Rican uprising, February 1955

*Subject Terms:* Press; Insurgency

*Geographic Place Names:* Costa Rica

*Organization Names:* Organization of American States

*Dates:* February 1955

**0208 S-2-55 Debriefing Report on Tunisia**

*Descriptive Title:* Political, economic, Communist, and USIS activities and services in Tunisia, March 1955

*Subject Terms:* Economic development; Propaganda

*Geographic Place Names:* Tunisia

*Dates:* March 1955

**0213 S-3-55 Debriefing Report on Iran**

*Descriptive Title:* Communist and USIS activities and services in Iran, March 1955

*Subject Terms:* Propaganda

*Geographic Place Names:* Iran

*Dates:* March 1955

**0219 S-4-55 Latin American Comment on the Inter-American Investment Conference**

*Descriptive Title:* Latin American press coverage of the Inter-American Investment Conference, April 1955

*Subject Terms:* Press; Investments; Conferences

*Geographic Place Names:* Latin America

*Dates:* April 1955

**0222 S-5-55 Opinion Factors Relating to the Four-Power Conference**

*Descriptive Title:* “Free world” expectations for the four-power summit in Geneva, June 1955

*Subject Terms:* Public opinion polls; Geneva Conference; International relations; War; Arms control and disarmament; Nuclear weapons; Neutrality; Security

*Geographic Place Names:* UK; France; FRG; Italy

*Principal Correspondents:* Nelson A. Rockefeller

*Dates:* June 1955

**0285 S-6-55 Peace—The U.S. Record: International Atomic Control, Disarmament and Atoms-for-Peace**

*Descriptive Title:* Chronology of atomic energy control negotiations, July 1955

*Subject Terms:* Arms control and disarmament; Nuclear power; Chronologies; Negotiations

*Persons as Subjects:* Dwight D. Eisenhower; Andrei Gromyko; Harold E. Stassen

*Organization Names:* UN Atomic Energy Commission

*Content Notes:* Contains “Chronology of Negotiations [on Atomic Energy, 1946–1955]” (Frame 0288)

*Dates:* July 1955



- 0371 S-7-55 Western European and American Opinion Relating to the Four-Power Conference**  
*Descriptive Title:* Western European and U.S. expectations for the four-power summit in Geneva, July 1955  
*Subject Terms:* Public opinion polls; Geneva Conference; International relations; War; Neutrality; Arms control and disarmament; Nuclear weapons; Foreign military forces  
*Geographic Place Names:* UK; France; FRG; Italy; Austria  
*Organization Names:* NATO  
*Principal Correspondents:* Nelson A. Rockefeller  
*Dates:* July 1955
- 0419 S-8-55 Brief of USIA Barometer Reports Nos. 12–14**  
*Descriptive Title:* Western European attitudes after the four-power summit in Geneva, August 1955  
*Subject Terms:* Public opinion polls; Geneva Conference; Neutrality; Nuclear weapons; Arms control and disarmament; Security  
*Geographic Place Names:* Western Europe  
*Persons as Subjects:* Dwight D. Eisenhower  
*Organization Names:* NATO  
*Dates:* August 1955
- 0424 S-9-55 Stereotypes—Their Nature and Function in International Communication, with Selected Material on Foreign Images of the U.S.**  
*Descriptive Title:* How stereotypes affect international communication, 1955  
*Subject Terms:* Communications; Prejudice; Public opinion polls; Bibliographies  
*Geographic Place Names:* Europe; Latin America; India; Japan  
*Persons as Subjects:* William Buchanan  
*Organization Names:* UNESCO  
*Dates:* September 1955
- 0462 S-10-55 The Chinese Communist Campaign Against Dissidence**  
*Descriptive Title:* Chinese Communist campaign against dissidence, 1955  
*Subject Terms:* Subversive activities; Sabotage; Propaganda  
*Geographic Place Names:* PRC  
*Dates:* October 1955
- 0477 S-11-55 Post-Geneva Communist Propaganda**  
*Descriptive Title:* Communist propaganda after the four-power summit in Geneva, November 1955  
*Subject Terms:* Geneva Conference; Propaganda; Security; Arms control and disarmament; Iron Curtain; Cultural relations; Sovereignty  
*Geographic Place Names:* Germany; Eastern Europe; Western Europe; PRC; East Asia; Middle East  
*Organization Names:* UN  
*Dates:* November 1955
- 0505 S-12-55 American Public Opinion in October 1955 on International Issues**  
*Descriptive Title:* U.S. public opinion after the four-power summit in Geneva, November 1955  
*Subject Terms:* Public opinion polls; Geneva Conference; Security; Arms control and disarmament; East-West trade  
*Geographic Place Names:* Europe; Germany; Middle East  
*Principal Correspondents:* Nelson A. Rockefeller  
*Dates:* November 1955
- 0514 S-13-55 Opinion Trends in the Aftermath of the Foreign Ministers' Conference**  
*Descriptive Title:* Worldwide public opinion after the four-power summit in Geneva, December 1955  
*Subject Terms:* Public opinion polls; Geneva Conference; Security; Foreign military forces

- Geographic Place Names:* Western Europe; Asia  
*Organization Names:* NATO  
*Principal Correspondents:* Nelson A. Rockefeller  
*Dates:* December 1955
- 0553 S-14-55 The Soviet Redefection Campaign**  
*Descriptive Title:* Soviet campaign to induce repatriation of émigrés, 1955  
*Subject Terms:* Repatriation; Terrorism; Political refugees; Pardons; Security; Propaganda; Radio; Press  
*Persons as Subjects:* Nikolai A. Bulganin; Vyacheslav M. Molotov; Vladimir Vassilaky  
*Content Notes:* Contains text of official appeals to return to the homeland (Frame 0591)  
*Dates:* 1955
- 0600 S-15-55 Some Opinions about the United States in West European and Latin American Countries**  
*Descriptive Title:* West European and Latin American opinions about the United States, including demographic information on Latin American respondents, 1955  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Population  
*Geographic Place Names:* Western Europe; Brazil; Chile; Mexico; Panama  
*Dates:* 1955
- 0630 S-16-55 The Current State of Morale Among Youth in West Berlin**  
*Descriptive Title:* Morale among youth in West Berlin, especially concerning their economic situation, February 1955  
*Subject Terms:* Youth; Social science research; Economic development; Employment; Rearmament; Population  
*Geographic Place Names:* Berlin, Germany  
*Content Notes:* Appendix tabulates composition of population sample (Frame 0684)  
*Dates:* February 1955
- 0686 S-17-55 Latin American Press Reactions to Recent Speeches of Assistant Secretary of State Henry Holland**  
*Descriptive Title:* Latin American press reactions to recent speeches of Assistant Secretary of State Henry Holland, July 1955  
*Subject Terms:* Press; Government and business; Economic development  
*Geographic Place Names:* Latin America  
*Persons as Subjects:* Henry Holland  
*Dates:* November 1955
- 0692 S-18-55 The USIA Survey Operation**  
*Descriptive Title:* USIA surveys: purpose, history, organization, processing, and distribution, July 1955  
*Subject Terms:* Surveys and questionnaires; Public opinion  
*Dates:* July 1955
- 0700 S-19-55 Brazilian Attitudes**  
*Descriptive Title:* Brazilian attitudes about the East-West conflict, communism, atomic energy and U.S. foreign economic policies, June 1955  
*Subject Terms:* Public opinion; Nuclear power; Foreign economic relations  
*Geographic Place Names:* Brazil  
*Dates:* June 1955
- 0708 S-20-55 Preliminary Survey of Criteria and Possible Methodological Approaches to the Approximation of Effectiveness—Impact in the Soviet Orbit**  
*Descriptive Title:* Ways to measure USIA effectiveness in Communist bloc nations, including problems encountered, July 1955  
*Subject Terms:* Social science research; Iron Curtain; Propaganda; Voice of America; Newspapers; Periodicals

- Geographic Place Names:* Eastern Europe  
*Dates:* July 1955
- 0743 S-21-55 IRI Special Report: External Research Division**  
*Descriptive Title:* Public opinion and operational surveys conducted by External Research Division, 1955  
*Subject Terms:* Social science research; Public opinion polls  
*Geographic Place Names:* Western Europe  
*Federal Departments and Agencies:* External Research Division  
*Content Notes:* Contains listing of "Reports issued by IRI/R or Received from Field Staffs (since Jan. 1, 1955)" (Frame 0747)  
*Dates:* 1955
- 0749 S-22-55 Opinion Trends in the Aftermath of Geneva**  
*Descriptive Title:* Worldwide public opinion after the four-power summit in Geneva, September 1955  
*Subject Terms:* Public opinion polls; Geneva Conference; Security; Foreign opinion of the U.S.; War  
*Geographic Place Names:* Western Europe; Asia  
*Persons as Subjects:* Dwight D. Eisenhower  
*Organization Names:* NATO  
*Principal Correspondents:* Nelson A. Rockefeller  
*Dates:* September 1955
- 0791 S-23-55 Additional Factors in Western European Opinion Relevant to the Foreign Minister's Conference**  
*Descriptive Title:* Western European attitudes on issues affecting them prior to the four-power summit in Geneva, October 1955  
*Subject Terms:* Public opinion polls; Conferences; War; Neutrality; Nuclear weapons; Arms control and disarmament; Security  
*Geographic Place Names:* Western Europe; Germany  
*Dates:* October 1955
- 0811 S-24-55 Additional Factors in Western European Opinion Relevant to Far Eastern Issues**  
*Descriptive Title:* Western European attitudes on issues concerning East Asia prior to the four-power summit in Geneva, October 1955  
*Subject Terms:* Public opinion polls; War  
*Geographic Place Names:* Western Europe; Formosa; Nationalist China; PRC  
*Organization Names:* UN  
*Principal Correspondents:* Nelson A. Rockefeller  
*Dates:* October 1955
- 0824 S-25-55 The Machinery for Soviet Control—Latin America**  
*Descriptive Title:* Soviet methods of gaining influence in Latin America, January 1955  
*Subject Terms:* Propaganda; Subversive activities; Espionage; Mass media  
*Geographic Place Names:* Brazil; Chile  
*Persons as Subjects:* Arthur Ernst Ewert  
*Dates:* January 1955
- 0835 S-26-55 Worldwide Communist Propaganda Activities in 1954**  
*Descriptive Title:* Worldwide Communist propaganda activities, February 1955  
*Subject Terms:* Propaganda; Mass media; Government spending; Conferences; Radio; Books and bookselling; Telegraph; Newspapers; Periodicals; Motion pictures; Exchange of persons programs; Exhibitions and trade fairs; Membership organizations; Labor unions; Youth  
*Geographic Place Names:* Western Europe; Eastern Europe; PRC; Middle East; Asia; Latin America

Organization Names: TASS

Dates: February 1955

## Reel 8

### 1955 (Numbers 27–40)

- 0001 S-27-55 A Summary of Previous Approaches to Estimating VOA Effectiveness in Communist Countries**  
*Descriptive Title:* USIA effectiveness estimates in Communist bloc nations, 1955  
*Subject Terms:* Social science research; Voice of America; Political refugees; Radio; Press  
*Geographic Place Names:* Eastern Europe  
*Principal Correspondents:* Ralph K. White  
*Dates:* February 1955
- 0007 S-28-55 Recent Information on the Voice of America behind the Iron Curtain**  
*Descriptive Title:* Voice of America audience in Communist bloc nations, February 1955  
*Subject Terms:* Voice of America; Iron Curtain; Political refugees; Military personnel; Officials; Students; Artists; Defectors; Propaganda  
*Geographic Place Names:* Eastern Europe  
*Dates:* February 1955
- 0034 S-29-55 Effectiveness of the “Atoms-for-Peace” Exhibits in Berlin, Frankfurt and Sao Paolo**  
*Descriptive Title:* “Atoms-for-peace” exhibit effectiveness in Berlin, Frankfurt, and Sao Paolo, March 1955  
*Subject Terms:* Nuclear power; Exhibitions and trade fairs; Surveys and questionnaires  
*Geographic Place Names:* Berlin, Germany; Frankfurt, FRG; Sao Paolo, Brazil  
*Dates:* March 1955
- 0037 S-30-55 French and German Attitudes toward Franco-German Rapprochement**  
*Descriptive Title:* French and German attitudes toward Franco-German rapprochement, 1955  
*Subject Terms:* Public opinion polls; Surveys and questionnaires  
*Geographic Place Names:* France; FRG  
*Dates:* 1955
- 0043 S-31-55 WEU vs. Unified Neutralized Germany**  
*Descriptive Title:* West German rearmament and integration with the West versus a unified, neutralized Germany, May 1955  
*Subject Terms:* Rearmament; Neutrality; Public opinion polls  
*Geographic Place Names:* FRG  
*Dates:* May 1955
- 0045 S-32-55 Four Working Papers on Propaganda Theory**  
*Descriptive Title:* Four working papers on propaganda theory, 1955  
*Subject Terms:* Propaganda; History; Radio; Membership organizations; Mass media; Nazism; Psychological warfare; World War II; Education  
*Geographic Place Names:* Japan; Germany; UK  
*Persons as Subjects:* Gerhard Niemeyer; Leonard W. Doob; Adolf Hitler; Joseph Goebbels; Karl Marx; Vladimir Lenin; Joseph Stalin  
*Organization Names:* BBC  
*Content Notes:* Contains text of “Spiritual Mobilization—the Japanese Concept of Propaganda,” by Hideya Kumata (Frame 0047); “The Propaganda Theory of the German Nazis,” by Hideya Jumata and Wilbur Schramm (Frame 0088); “Notes on the British Concept of ‘Political’ Warfare,” by Wilbur Schramm (Frame 0130); and “The Soviet Concept of ‘Psychological’ Warfare,” by Wilbur Schramm (Frame 0160)  
*Dates:* January 1955

- 0231 S-33-55 Preliminary Survey of Approaches to the Study of Effectiveness—Impact in the Soviet Orbit, Part II**  
*Descriptive Title:* USIA effectiveness measurements in Communist bloc nations, covering problems encountered, previous approaches, and a new approach, 1955  
*Subject Terms:* Social science research; Radio; Iron Curtain; Propaganda; Voice of America; Newspapers; Periodicals; Television  
*Geographic Place Names:* Eastern Europe  
*Dates:* October 1955
- 0255 S-34-55 Short-Wave Radio Listening on the Atlantic Coast of Colombia**  
*Descriptive Title:* Shortwave radio audience on the Atlantic coast of Colombia, November 1955  
*Subject Terms:* Radio; Voice of America; Languages and linguistics  
*Geographic Place Names:* Colombia  
*Organization Names:* BBC  
*Dates:* November 1955
- 0258 S-35-55 Barometer Results on NATO and Related Subjects**  
*Descriptive Title:* Western European opinions on NATO and related subjects, including European security and German reunification, 1955  
*Subject Terms:* Public opinion polls; Security; Sovereignty  
*Geographic Place Names:* UK; Italy; France; FRG  
*Organization Names:* NATO  
*Dates:* 1955
- 0283 S-36-55 The Current Campaign against Counterrevolutionaries in Communist China**  
*Descriptive Title:* Campaign against counterrevolutionaries in Communist China, 1955  
*Subject Terms:* Revolutions; Subversive activities; Rural conditions; Land reform; Socialism; Rural cooperatives; Press; Trials; Capital punishment; Forced labor; Industrial production; Sabotage; Missions and missionaries; Espionage; Chronologies  
*Geographic Place Names:* PRC  
*Persons as Subjects:* Chou En-lai  
*Organization Names:* Kuomintang  
*Content Notes:* Contains chronology of related events, 1949–1955 (Frame 0310)  
*Dates:* 1955
- 0316 S-37-55 U.S. Radio Listening in Some Latin American Cities**  
*Descriptive Title:* U.S. radio audience in Latin American cities, 1955  
*Subject Terms:* Radio; Surveys and questionnaires; Press  
*Geographic Place Names:* Havana, Cuba; Bogota, Colombia; Medellin, Colombia; Caracas, Venezuela; Rio de Janeiro, Brazil; São Paulo, Brazil  
*Content Notes:* “Attached report” mentioned is not part of file  
*Dates:* 1955
- 0319 S-38-55 Communist Propaganda on Disarmament**  
*Descriptive Title:* Communist propaganda on disarmament, 1955  
*Subject Terms:* Propaganda; Arms control and disarmament; Press  
*Content Notes:* Attachments provide excerpts by country and publication (Frame 0326)  
*Dates:* 1955
- 0333 S-39-55 Post-Geneva Communist Propaganda**  
*Descriptive Title:* Communist propaganda after the four-power summit in Geneva on such topics as German reunification and European security, 1955  
*Subject Terms:* Geneva Conference; Propaganda; Radio; Press; Security; Arms control and disarmament; Cultural relations; East-West trade; Neutrality; Sovereignty  
*Geographic Place Names:* Germany; Western Europe; Eastern Europe; Yugoslavia; Middle East; Africa; Asia

- Organization Names:* UN; NATO  
*Dates:* Undated 1955 and October 1955
- 0354 S-40-55 Selected Research Findings on Indian Audiences: Annotations on Various Field Studies**  
*Descriptive Title:* Indian audience preferences for radio programs and printed matter, 1955  
*Subject Terms:* Surveys and questionnaires; Radio; Periodicals  
*Geographic Place Names:* India  
*Organization Names:* All India Radio; *American Reporter*  
*Dates:* 1955
- 1956 (Numbers 1–10)**
- 0365 S-1-56 The People's Capitalism Exhibit: A Study of Reactions of Foreign Visitors to the Washington Preview**  
*Descriptive Title:* Reactions of foreign visitors and journalists to the People's Capitalism Exhibit preview in Washington, D.C., March 1956  
*Subject Terms:* Exhibitions and trade fairs; Competition; Surveys and questionnaires; Journalism; Labor; Democracy  
*Dates:* March 1956
- 0455 S-2-56 Japanese Public Opinion on International Issues**  
*Descriptive Title:* Japanese public opinion on international issues, 1956  
*Subject Terms:* Public opinion polls; Sovereignty; Nuclear power; War; Arms control and disarmament; Neutrality  
*Geographic Place Names:* Japan; India; PRC  
*Principal Correspondents:* Henry Loomis  
*Dates:* May 1956 and April 1956
- 0506 S-3-56 Directory of Organizations in Opinion, Consumer, and Related Research Outside the United States**  
*Descriptive Title:* Directory of organizations in opinion, consumer, and related research outside the United States, June 1956  
*Subject Terms:* Directories; Public opinion polls; Consumers; Social science research  
*Principal Correspondents:* Stanley K. Bigman  
*Content Notes:* Contains index of *Organization Names* (Frame 0760)  
*Dates:* June 1956
- 0774 S-4-56 Opinion Trends Among America's European Allies**  
*Descriptive Title:* Opinion trends among European allies of the United States, August 1956  
*Subject Terms:* Public opinion polls; War; Neutrality; Foreign opinion of the U.S.; Nuclear weapons testing; Arms control and disarmament  
*Geographic Place Names:* UK; France; Italy; FRG  
*Principal Correspondents:* S. I. Nadler  
*Dates:* August 1956
- 0824 S-5-56 Japanese Public Opinion, Mid-1956**  
*Descriptive Title:* Japanese public opinion on international issues, 1956  
*Subject Terms:* Public opinion polls; Nuclear weapons testing; Foreign opinion of the U.S.; Arms control and disarmament; War; Neutrality  
*Geographic Place Names:* Japan; PRC  
*Principal Correspondents:* Henry Loomis  
*Dates:* October 1956 and September 1956
- 0879 S-6-56 Radio in Malaya**  
*Descriptive Title:* Radio in Malaya, 1956  
*Subject Terms:* Radio; Electronics equipment and industry  
*Geographic Place Names:* Federation of Malaya; Singapore  
*Dates:* November 1956

- 0884 S-7-56 Hungary vs. Egypt: Their Relative Roles in World News and Opinions**  
*Descriptive Title:* Hungary vs. Egypt: Their relative roles in world news and opinions, November 1956  
*Subject Terms:* Mass media; Revolutions; Foreign military forces; Suez crisis  
*Geographic Place Names:* Hungary; Egypt  
*Dates:* November 1956
- 0895 S-8-56 Estimated Communist Expenditures during 1955 on Propaganda Activities Directed at the Free World: Second Interim Report**  
*Descriptive Title:* Estimated Communist expenditures during 1955 on propaganda directed at the “free world”  
*Subject Terms:* Propaganda; Books and bookselling; Radio; Motion pictures; Press; Cultural relations; Periodicals; Exhibitions and trade fairs  
*Geographic Place Names:* PRC  
*Principal Correspondents:* S. I. Nadler  
*Content Notes:* Annex Four contains estimates by country and media (Frame 0906)  
*Dates:* August 1956
- 0973 S-9-56 Some Data on Syria’s Present “Ruler”: Lt. Col. Sarraj**  
*Descriptive Title:* Biographical data on Lieutenant Colonel Abd-al-Hamid Sarraj, Syria’s “ruler,” December 1956  
*Subject Terms:* Biographies; Military officers; Intelligence services  
*Geographic Place Names:* Syria  
*Persons as Subjects:* Abd-al-Hamid Sarraj  
*Dates:* December 1956
- 0978 S-10-56 Communist Participation in the French Popular Front, 1936–38**  
*Descriptive Title:* Communist participation in the French Popular Front, 1936–38  
*Subject Terms:* Fascism; Labor unions; Strikes and lockouts  
*Geographic Place Names:* France  
*Dates:* 1956

## Reel 9

### 1956 (Numbers 11–31)

- 0001 S-11-56 The Communist Takeover of Czechoslovakia**  
*Descriptive Title:* Communist takeover of Czechoslovakia, 1956  
*Subject Terms:* Political parties; Officials; Propaganda; Subversive activities  
*Geographic Place Names:* Czechoslovakia  
*Persons as Subjects:* Edvard Benes  
*Dates:* 1956
- 0028 S-12-56 The Communist Takeover of the Confederazione Generale Italiana del Lavoro (CGIL)**  
*Descriptive Title:* Communist takeover of the Italian Labor Confederation, 1956  
*Subject Terms:* Labor unions; Political parties; Socialism; Fascism; Strikes and lockouts  
*Geographic Place Names:* Italy  
*Dates:* 1956
- 0063 S-13-56 The Communist Takeover of the Confederation Generale du Travail**  
*Descriptive Title:* Communist takeover of the French Labor Confederation, 1956  
*Subject Terms:* Labor unions; Political parties  
*Geographic Place Names:* France  
*Dates:* 1956

- 0085 S-14-56 The Effects of an Orientation Program for Foreign Students**  
*Descriptive Title:* Sampling and interviewing of foreign students about the effectiveness of a USIA-sponsored orientation program, 1956  
*Subject Terms:* Foreign students; Social science research; Colleges and universities; Surveys and questionnaires; Citizenship; Urban areas; Social life; Arts and the humanities; Social sciences; Marriage; Religions; Language use and ability; Employment; Family life; Personal and family income; Aged and aging; Foreign opinion of the U.S.; Democracy  
*Content Notes:* Contains *Report No. 1: Description of the Study* (Frame 0086); *Report No. 2: Student Response to the Program* (Frame 0128); *Report No. 3: Characteristics of the Students in the Study* (Frame 0200, with tables beginning on Frame 0226); *Report No. 4: Adjustment to University and Community Life* (Frame 0246), with tables beginning on Frame 0275; *Report No. 5: Social Relations with Americans* (Frame 0305), with tables beginning on Frame 0338; *Report No. 6: Beliefs about Americans and the United States* (Frame 0365); [Editorial note: *Report No. 7* not included]; *Report No. 8: Student Suggestions for Changes in the Program* (Frame 0410), with tables beginning on Frame 0418; *Report No. 9: Summary and Interpretation* (Frame 0420)  
*Dates:* 1956
- 0455 S-15-56 Reactions to “The Family of Man” Exhibit in Mexico City**  
*Descriptive Title:* Reactions to USIA-sponsored exhibit in Mexico City, February 1956  
*Subject Terms:* Foreign opinion of the U.S.; Exhibitions and trade fairs  
*Dates:* February 1956
- 0460 S-16-56 Soviet Moves on Nuclear Weapons Testing**  
*Descriptive Title:* USSR calls for a nuclear test ban, 1956  
*Subject Terms:* Nuclear test ban; Propaganda; Mass media  
*Dates:* July 1956
- 0465 S-17-56 Moscow “Forum” for North American Audiences**  
*Descriptive Title:* Soviet radio program to promote U.S.-USSR cooperation, 1956  
*Subject Terms:* Radio; Arms control and disarmament  
*Organization Names:* Radio Moscow  
*Principal Correspondents:* Hans Holzapfel  
*Dates:* August 1956
- 0468 S-18-56 An Analysis of Visitor Reaction to the U.S. Trade Fair Exhibit on Kabul, Afghanistan, Aug. 24–Sept. 7, 1956**  
*Descriptive Title:* Visitor reaction to the first International Trade Fair in Kabul, Afghanistan, September 1956  
*Subject Terms:* Exhibitions and trade fairs; Foreign trade promotion; Public opinion polls; Surveys and questionnaires; Occupations  
*Geographic Place Names:* Afghanistan; PRC  
*Content Notes:* Contains sketches of the exhibit halls beginning on Frame 0496  
*Dates:* September 1956
- 0499 S-19-56 Poles List Western Radio Programs, Consider an End to Jamming**  
*Descriptive Title:* Polish efforts to allow citizen access to “free world” radio programs, October 1956  
*Subject Terms:* Radio; Freedom of information  
*Geographic Place Names:* Poland  
*Dates:* October 1956
- 0504 S-20-56 Radio Moscow Operational Reaction to Dislocation of Hungarian Communist Radio**  
*Descriptive Title:* Shortwave programming from Moscow during the Hungarian Revolution of 1956  
*Subject Terms:* Radio; Freedom of information  
*Geographic Place Names:* Hungary



- Organization Names:* Radio Moscow  
*Dates:* November 1956
- 0508 S-21-56 An Authoritative Soviet Comment on “National Sovereignty” in Light of Interference in Hungary**  
*Descriptive Title:* Soviet article condemning U.S. military bases in foreign territories, November 1956  
*Subject Terms:* Sovereignty; Periodicals; International relations; Propaganda  
*Dates:* November 1956
- 0513 S-22-56 Soviet Propaganda to the Near East in the Current Crisis**  
*Descriptive Title:* Soviet propaganda in the Middle East following the Suez Crisis, 1956  
*Subject Terms:* Propaganda; Arab-Israeli conflict; Suez Crisis  
*Geographic Place Names:* Israel; Egypt  
*Dates:* December 1956
- 0522 S-23-56 Review of *The New Class: A Critique of Contemporary Communism***  
*Descriptive Title:* Review of *The New Class: A Critique of Contemporary Communism*  
*Subject Terms:* Revolutions; National goals; Labor  
*Geographic Place Names:* Yugoslavia  
*Persons as Subjects:* Milovan Djilas; Vladimir Lenin  
*Dates:* December 1956
- 0539 S-24-56 Defection and Disaffection of Communists and Fellow-Travelers as a Result of Soviet Actions in Hungary**  
*Descriptive Title:* Communist disaffection in Western Europe and Latin America following the Soviet intervention in Hungary, December 1956  
*Geographic Place Names:* Hungary; Western Europe; Latin America  
*Dates:* December 1956
- 0546 S-25-56 Indian Attitudes Towards U.S. and USSR**  
*Descriptive Title:* Indian attitudes toward the U.S. and USSR, 1956  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* India  
*Dates:* 1956
- 0550 S-26-56 Communist Propaganda Problems in the East European Bloc, 1956**  
*Descriptive Title:* Communist propaganda challenges during de-Stalinization, 1956  
*Subject Terms:* Propaganda  
*Geographic Place Names:* Eastern Europe; Poland; Hungary  
*Persons as Subjects:* Joseph Stalin; Nikita S. Khrushchev; Marshal (Josip Broz) Tito; Imre Nagy; Wladyslaw Gomulka  
*Organization Names:* Pravda  
*Dates:* 1956
- 0596 S-27-56 A Content Analysis of the Rio de Janeiro, Brazil, Communist Daily Organ *Imprensa Popular*, January–September 1956**  
*Descriptive Title:* Pro-USSR, anti-U.S. stance of the Brazilian Communist Party daily organ *Imprensa Popular*, 1956  
*Subject Terms:* Social science research; Mineral resources; Nuclear power; National petroleum reserves; East-West trade  
*Geographic Place Names:* Brazil  
*Organization Names:* *Imprensa Popular*  
*Dates:* 1956
- 0651 S-28-56 Target: The World—Communist Propaganda Activities in 1955**  
[Text of report missing but table of contents and lists of tables and illustrations available]
- 0659 S-29-56 Official and Unofficial Soviet Information Centers in Free World Countries**  
*Descriptive Title:* Listing of official and unofficial USSR information centers by country, 1956  
*Dates:* 1956

**0662 S-30-56 East German Radio Listening to RIAS**

*Descriptive Title:* East German audience for Radio in the American Sector, 1956

*Subject Terms:* Surveys and questionnaires; Radio

*Geographic Place Names:* GDR

*Organization Names:* RIAS

*Dates:* 1956

**0664 S-31-56 Report on Third Annual Conference on U.S. Broadcasting to the Soviet Orbit**

*Descriptive Title:* U.S. broadcasting to the Communist bloc in 1956, covering radio and television programming, signal jamming, balloon leafleting, and audience mail

*Subject Terms:* Radio; Electronics equipment and industry; Censorship; Iron Curtain; Voice of America; Radio Free Europe/Radio Liberty; Television; Balloons; Consumers; Letter writing; Surveys and questionnaires

*Geographic Place Names:* Eastern Europe; Poland; Czechoslovakia; Hungary; Romania; Bulgaria; Albania; GDR

*Organization Names:* RIAS; Radio Liberation

*Dates:* 1956

## Reel 10

### 1957 (Numbers 1–45)

**0001 S-1-57 Reports on Foreign Public Opinion, IV, Western Europe: The Impact of Suez and Hungary**

*Descriptive Title:* Western European opinions about Franco-British intervention in the Suez Canal zone and Soviet intervention in Hungary, January 1957

*Subject Terms:* Public opinion polls; Suez crisis; Military intervention; Foreign opinion of the U.S.

*Geographic Place Names:* Hungary; UK; France; Italy; FRG

*Dates:* January 1957

**0031 S-2-57 Interview with Major General Bela Kiraly**

*Descriptive Title:* Hungarian revolutionary Major General Bela Kiraly's book plans, activities before imprisonment in 1951, prison experiences, release from prison in 1956, and opinions on the Hungarian revolt, the refugee problem, and emigrés

*Subject Terms:* Books and bookselling; Political prisoners; Foreign military forces; Revolutions; Political refugees

*Geographic Place Names:* Hungary

*Persons as Subjects:* Bela Kiraly

*Dates:* February 1957

**0074 S-3-57 Reactions to Vice President Nixon's African Trip**

*Descriptive Title:* African, Asian, and European press coverage of Vice President Richard M. Nixon's trip to Africa, April 1957

*Subject Terms:* Press; Foreign opinion of the U.S.

*Geographic Place Names:* Africa; Middle East; South Asia

*Persons as Subjects:* Richard M. Nixon

*Dates:* April 1957

**0087 S-4-57 Interview with Endre and Ilona Marton**

*Descriptive Title:* Interviews with Hungarian journalists Endre and Ilona Marton, covering the Catholic Church in Hungary and revolt, among other issues, 1957

*Subject Terms:* Catholic Church; Revolutions; Freedom of the press; Radio; Propaganda

*Geographic Place Names:* Hungary

*Persons as Subjects:* Endre Marton; Ilona Marton; József Mindszenty

*Dates:* May 1957

- 0107 S-5-57 Communist Propaganda Material Entering the United States—March 1957**  
*Descriptive Title:* Communist propaganda entering the U.S. by country of origin, 1957  
*Subject Terms:* Propaganda; Periodicals; Membership organizations  
*Geographic Place Names:* PRC; Eastern Europe  
*Dates:* June 1957
- 0118 S-6-57 Films from Communist Countries Entering the United States, January–April 1957**  
*Descriptive Title:* Motion pictures, documentaries, and newsreels entering the U.S. from Communist countries, including by way of diplomatic missions, 1957  
*Subject Terms:* Motion pictures; Foreign diplomats and missions in U.S.  
*Geographic Place Names:* Eastern Europe  
*Dates:* June 1957
- 0128 S-7-57 Estimated Communist Expenditures on Propaganda Directed at the Free World during 1956**  
*Descriptive Title:* Estimated Communist expenditures on propaganda directed at the “free world” during 1956  
*Subject Terms:* Propaganda  
*Principal Correspondents:* Henry Loomis  
*Dates:* July 1957
- 0135 S-8-57 Daily Notes on the Sixth World Youth Festival, Moscow, July 28–August 11, 1957**  
*Descriptive Title:* International press and radio commentary on the Sixth World Youth Festival in Moscow, July 28–August 11, 1957  
*Subject Terms:* Youth; Press; Radio; Propaganda; Freedom of the press  
*Organization Names:* Foreign Broadcast Information Service; *Pravda*  
*Dates:* July–August 1957
- 0175 S-9-57 Reports on Foreign Public Opinion: V, Post-Crisis Opinion in Western Europe**  
*Descriptive Title:* Western European opinions on the prospects for peace and national security after Franco-British intervention in the Suez Canal zone and Soviet intervention in Hungary, August 1957  
*Subject Terms:* Public opinion polls; Suez crisis; Military intervention; Foreign opinion of the U.S.; War; Nuclear power; Security  
*Geographic Place Names:* Hungary; UK; France; Italy; FRG  
*Persons as Subjects:* Dwight D. Eisenhower  
*Organization Names:* NATO  
*Dates:* August 1957
- 0199 S-10-57 The World Looks at Little Rock**  
*Descriptive Title:* International press commentary on the Little Rock, Arkansas, school desegregation crisis of 1957  
*Subject Terms:* Little Rock School Desegregation Crisis, 1957; Foreign opinion of the U.S.  
*Dates:* October 1957
- 0208 S-11-57 Khrushchev Interview with the UP’s Henry Shapiro, November 14, 1957**  
*Descriptive Title:* Nikita S. Khrushchev interview with the UP’s Henry Shapiro, November 14, 1957  
*Subject Terms:* Military strategy  
*Persons as Subjects:* Nikita S. Khrushchev; Henry Shapiro  
*Organization Names:* United Press (UP); UN  
*Dates:* November 1957
- 0212 S-12-57 “A People’s Bandung”: Preparations for the Afro-Asian Solidarity Conference**  
*Descriptive Title:* Preparations for the Afro-Asian Solidarity Conference in Cairo, Egypt, December 1957

- Subject Terms:* Conferences; Propaganda  
*Geographic Place Names:* Egypt  
*Organization Names:* Afro-Asian Solidarity Committee  
*Dates:* November 1957
- 0220 S-13-57 Repatriate Reports II: Soviet Reactions to the Voice of America**  
*Descriptive Title:* Spanish repatriates' reactions to the Voice of America, Soviet press and radio, and the BBC after living in the Soviet Union for twenty years, November 1957  
*Subject Terms:* Public opinion polls; Voice of America; Repatriation; Propaganda; Foreign opinion of the U.S.; Press; Radio; Population  
*Organization Names:* BBC  
*Dates:* November 1957
- 0304 S-14-57 Foreign Public Opinion Reports: VI, Post-Sputnik Opinion in Western Europe**  
*Descriptive Title:* Western European opinion on the scientific and military strengths of East and West after the Sputnik launch, December 1957  
*Subject Terms:* Public opinion polls; Artificial satellites; Military strategy; Foreign opinion of the U.S.; National defense  
*Geographic Place Names:* UK; France; Italy; FRG  
*Organization Names:* NATO  
*Content Notes:* Contains also the draft report (Frame 0318)  
*Dates:* December 1957
- 0333 S-15-57 Selections from Czechoslovak Statistical Yearbook**  
*Descriptive Title:* Czechoslovak Statistical Yearbook select statistics for 1956  
*Subject Terms:* Statistical data: population; Statistical data: health and vital statistics; Statistical data: labor and employment; Statistical data: housing and construction; Statistical data: industry and commerce; Statistical data: agriculture; Statistical data: prices and cost of living  
*Geographic Place Names:* Czechoslovakia  
*Dates:* December 1957
- 0379 S-16-57 Determining the Impact of Radio Broadcasting to the Soviet Orbit, Part I**  
*Descriptive Title:* Impact of radio broadcasting to Communist bloc nations, 1957  
*Subject Terms:* Radio; Iron Curtain; Research; Intelligence services  
*Dates:* 1957
- 0386 S-17-57 A Study of Communications and Propaganda Effectiveness in the Light of the Hungarian Revolution of October–November 1956**  
*Descriptive Title:* Communist and “free world” propaganda in Hungary after World War II, history and effectiveness  
*Subject Terms:* Propaganda; Revolutions; History; Security; Press; Radio; Motion pictures; Cultural relations; Membership organizations; Freedom of information; Chronologies  
*Geographic Place Names:* Hungary  
*Persons as Subjects:* Mátyás Rákosi; Imre Nagy; Erno Gero  
*Content Notes:* Contains a chronology of key events in the Hungarian Revolution (Frame 0469), followed by excerpts from eyewitness accounts (Frame 0472)  
*Dates:* September 1957
- 0488 S-18-57 Soviet Listening to Western Radio**  
*Descriptive Title:* Spanish repatriates report on listening to Western broadcasts during their twenty-year sojourn in the Soviet Union, including a discussion of government signal jamming, August 1957  
*Subject Terms:* Public opinion polls; Repatriation; Voice of America; Radio; Labor; Electronics equipment and industry; Propaganda  
*Organization Names:* BBC; Radio Liberation  
*Dates:* August 1957

- 0532 S-19-57 Follow-Up Evaluation Study of Iranian Participants Who Received Training in the United States under ICA Sponsorship**  
*Descriptive Title:* Evaluation of ICA training program in the U.S. for Iranian technicians, 1957  
*Subject Terms:* Public opinion polls; Economic development; Manpower training programs; Statistical data: population; Surveys and questionnaires  
*Geographic Place Names:* Iran  
*Federal Departments and Agencies:* International Cooperation Administration  
*Dates:* 1957
- 0583 S-20-57 Jazz Has Firm Foothold in USSR**  
*Descriptive Title:* Prominent Soviets talk about jazz having a firm foothold among youth, January 1957  
*Subject Terms:* Music; Youth  
*Dates:* January 1957
- 0589 S-21-57 Notes on the Bulgarian Economic Plan for 1957**  
*Descriptive Title:* Bulgarian economic plan for 1957, focusing on agriculture and consumers  
*Subject Terms:* Economic development; Agriculture; Consumers  
*Geographic Place Names:* Bulgaria  
*Dates:* January 1957
- 0596 S-22-57 Bulgaria Concedes Basic Economic Difficulties**  
*Descriptive Title:* Bulgarian economic shortcomings, January 1957  
*Subject Terms:* Economic development; Agriculture; Government reorganization  
*Geographic Place Names:* Bulgaria  
*Dates:* January 1957
- 0600 S-23-57 Soviet Attack on USIA in "TRUD"**  
*Descriptive Title:* Soviet accusations that Theodore C. Streibert, former USIA director, authorized propaganda supporting the Hungarian Revolution, January 1957  
*Subject Terms:* Propaganda; Revolutions  
*Geographic Place Names:* Hungary  
*Persons as Subjects:* Theodore C. Streibert; József Mindszenty  
*Organization Names:* Trud  
*Dates:* January 1957
- 0608 S-24-57 A Center of Lies and Provocations: Translation of an Article from Sovetskaya Rossiya, January 3, 1957**  
*Descriptive Title:* Soviet critique of USIA, January 1957  
*Subject Terms:* Propaganda; Psychological warfare; Radio; Press  
*Persons as Subjects:* John Foster Dulles  
*Dates:* January 1957
- 0614 S-25-57 West German Public Opinion: Highlights Provided by Sample Surveys, 1946–1956 (Draft)**  
*Descriptive Title:* German public opinion since World War II  
*Subject Terms:* Public opinion polls; Statistical data: population; Economic development; Iron Curtain; War; European Union; Sovereignty; Rearmament; Democracy; Nazism; Political parties  
*Geographic Place Names:* FRG  
*Persons as Subjects:* Adolf Hitler; Konrad Adenauer  
*Dates:* January 1957
- 0669 S-26-57 Effectiveness of Foreign Travel Briefings: An Analysis of 117 Questionnaires Completed by Federal Employees Prior to Trip Abroad**  
*Descriptive Title:* Orientation program effectiveness for federal employees traveling to Europe, January 1957  
*Subject Terms:* Surveys and questionnaires; Federal employees; Travel; Foreign opinion of the U.S.

- Geographic Place Names:* Europe  
*Dates:* January 1957
- 0698 S-27-57 German Popular Opinion on Air War and Nuclear Weapons: Appendix to RAND Study of German Rearmament**  
*Descriptive Title:* German popular opinion on air warfare and nuclear weapons: appendix to RAND study of German rearmament, February 1957  
*Subject Terms:* Public opinion polls; Air warfare; Nuclear weapons  
*Geographic Place Names:* FRG; Berlin, Germany  
*Principal Correspondents:* W. Phillips Davison  
*Dates:* February 1957
- 0722 S-28-57 Latin American Radio Listening**  
*Descriptive Title:* Radio audiences in Colombia and Chile, contrasting audiences of local and foreign programs, February 1957  
*Subject Terms:* Radio  
*Geographic Place Names:* Colombia; Chile  
*Dates:* February 1957
- 0727 S-29-57 An Outline for the Comprehensive Study of National Images of America: Drafts**  
*Descriptive Title:* Foreign images of the U.S. and Americans study, 1957  
*Subject Terms:* Foreign opinion of the U.S.; Social science research; Surveys and questionnaires  
*Dates:* March 1957; August 1957
- 0764 S-30-57 Interview with a Spaniard Brought up in the Soviet Union**  
*Descriptive Title:* Interview with a Spaniard evacuated during the Spanish Civil War and raised in the Soviet Union  
*Subject Terms:* Surveys and questionnaires; Personal and family income; Radio; Voice of America; Press  
*Geographic Place Names:* Hungary  
*Persons as Subjects:* Joseph Stalin  
*Dates:* April 1957
- 0792 S-31-57 Turkish Trade Fair Audience Reaction to Questions on American Aid and Related Matters**  
*Descriptive Title:* Turkish Trade Fair audience reaction to questions on U.S. aid and economic development, May 1957  
*Subject Terms:* Surveys and questionnaires; Foreign trade; Foreign assistance; Economic development  
*Geographic Place Names:* Turkey  
*Dates:* May 1957
- 0801 S-32-57 New USSR State Committee on Cultural Relations with Foreign Countries**  
*Descriptive Title:* USSR State Committee for Cultural Relations with Foreign Countries, May 1957  
*Subject Terms:* Cultural relations  
*Dates:* May 1957
- 0804 S-33-57 The Khrushchev Interview: Soviet vs. CBS Version**  
*Descriptive Title:* Soviet versus CBS version of Nikita S. Khrushchev interview, June 1957  
*Subject Terms:* Press; Languages and linguistics  
*Persons as Subjects:* Nikita S. Khrushchev  
*Organization Names:* CBS  
*Dates:* June 1957
- 0808 S-34-57 Our Special Correspondent Writes from Belgrade**  
*Descriptive Title:* Western classics and art book availability in Belgrade, Yugoslavia, July 1957  
*Subject Terms:* Books and bookselling; Art  
*Geographic Place Names:* Belgrade, Yugoslavia

- Principal Correspondents:* Gregorz Lasota  
*Dates:* July 1957
- 0813 S-35-57 “The Formation of Respect for Literature”: Unedited Summary of Article in Zagreb Daily *Vjesnik*, July 21, 1957**  
*Descriptive Title:* Croatian writer Marin Franičević’s views on developing independent thought among literature students in Yugoslavia, August 1957  
*Subject Terms:* Literature; Students; Curricula  
*Geographic Place Names:* Zagreb, Yugoslavia  
*Persons as Subjects:* Marin Franičević  
*Dates:* August 1957
- 0817 S-36-57 A Preliminary Fact Book on India**  
*Descriptive Title:* Preliminary fact book on India and USIS India programs, August 1957  
*Subject Terms:* Economic development; Democracy; Public opinion polls; Foreign opinion of the U.S.; Communications; Mass media; Radio; Press; Periodicals; Libraries  
*Geographic Place Names:* India  
*Dates:* August 1957
- 0894 S-37-57 People’s Libraries in Slovenia: A Valuable Educational Tool**  
*Descriptive Title:* People’s libraries in Slovenia, September 1957  
*Subject Terms:* Libraries  
*Geographic Place Names:* Slovenia (Yugoslavia)  
*Dates:* September 1957
- 0900 S-38-57 All-Union Society for Dissemination of Political and Scientific Knowledge**  
*Descriptive Title:* All-Union Society for Dissemination of Political and Scientific Knowledge  
*Subject Terms:* Membership organizations  
*Dates:* October 1957
- 0902 S-39-57 Khrushchev’s Comments on Nasser during the Reston Interview**  
*Descriptive Title:* Nikita S. Khrushchev’s comments on Gamal Abdel Nasser in an interview with James Reston, October 1957  
*Persons as Subjects:* James Reston; Nikita S. Khrushchev; Gamal Abdel Nasser  
*Organization Names:* *New York Times*  
*Dates:* October 1957
- 0905 S-40-57 Notes on the Yugoslav Radio System**  
*Descriptive Title:* Notes on the Yugoslav radio system, covering stations, interference, programs, and personnel, November 1957  
*Subject Terms:* Radio  
*Geographic Place Names:* Yugoslavia  
*Dates:* November 1957
- 0917 S-41-57 Notes on the Yugoslav Film Industry**  
*Descriptive Title:* Notes on the Yugoslav film industry, covering theaters, spectators, personnel, revenues, and admission prices, December 1957  
*Subject Terms:* Motion pictures  
*Geographic Place Names:* Yugoslavia  
*Dates:* December 1957
- 0927 S-42-57 The West German Federal Elections**  
*Descriptive Title:* West German federal elections in 1957  
*Subject Terms:* Elections; Political parties  
*Geographic Place Names:* FRG  
*Persons as Subjects:* Konrad Adenauer  
*Dates:* 1957
- 0930 S-43-57 Hungarian Refugee Opinion**  
*Descriptive Title:* Hungarian refugee opinion about the 1956 revolution, Soviet intervention, and Western assistance

*Subject Terms:* Political refugees; Surveys and questionnaires; Revolutions; Foreign assistance; Radio; Social science research; Voice of America; Radio Free Europe

*Geographic Place Names:* Hungary

*Organization Names:* UN; BBC

*Dates:* January 1957

**0957 S-44-57 The Hungarian Uprising of 1956: Attitudes, Opinions and Sources of Information**

*Descriptive Title:* Hungarian uprising of 1956: attitudes, opinions, and information sources

*Subject Terms:* Public opinion polls; Political refugees; Revolutions; History; Radio

*Geographic Place Names:* Hungary

*Dates:* 1957

**0971 S-45-57 Listenership of Hungarians**

*Descriptive Title:* Hungarian audiences for Voice of America, Radio Free Europe, and BBC

*Subject Terms:* Surveys and questionnaires; Voice of America; Radio Free Europe

*Geographic Place Names:* Hungary

*Organization Names:* BBC

*Dates:* July 1957

## Reel 11

### 1958 (Numbers 1–47)

**0001 S-1-58 Interview with Dr. Jan Howinski, Recently Escaped Polish Scientist**

*Descriptive Title:* Interview with Dr. Jan Howinski, recently defected Polish scientist, 1958

*Subject Terms:* Scientists

*Geographic Place Names:* Poland

*Persons as Subjects:* Jan Howinski

*Dates:* 1958

**0008 S-2-58 Communist Media Activities in 1957**

*Descriptive Title:* Communist media activities in 1957, including discussion of Communist front organizations and Sino-Soviet friendship societies

*Subject Terms:* Books and bookselling; Periodicals; Propaganda; Radio; Television; Motion pictures; Exhibitions and trade fairs; Cultural relations; Statistical data: communications and transportation

*Geographic Place Names:* PRC; Eastern Europe

*Content Notes:* Contains statistics on Weekly Hours of International Broadcasting by Communist Radio Stations (Frame 0020); on Overseas Television: Stations and Receivers by Areas/Countries (Frame 0027); on Film Production by Communist Countries (Frame 0043); on Communist Participation in Cultural Exhibits (Frame 0048)

*Dates:* January 1958

**0059 S-3-58 “Rightists” in Communist China**

*Descriptive Title:* Prominent opponents to Communist rule in China, January 1958

*Geographic Place Names:* PRC

*Dates:* January 1958

**0086 S-4-58 Preliminary Results of a Study of the Utilization of the Austrian Wireless File—Special Summary**

*Descriptive Title:* USIS press materials usage and reliability in Austria, February 1958

*Subject Terms:* Public opinion polls; Press

*Geographic Place Names:* Austria

*Dates:* February 1958



- 0090 S-5-58 Notes on the Newspapers and Periodicals of Rumania**  
*Descriptive Title:* Leading Romanian newspapers and periodicals, including discussion of radio, March 1958  
*Subject Terms:* Newspapers; Periodicals; Statistical data: communications and transportation; Radio  
*Geographic Place Names:* Romania  
*Dates:* March 1958
- 0105 S-6-58 Repatriate Reports: Khrushchev and Stalin as Seen by the Soviet Public**  
*Descriptive Title:* Spanish repatriates' opinions of Khrushchev, Stalin, and other Soviet leaders, April 1958  
*Subject Terms:* Public opinion polls; Repatriation; Social science research  
*Persons as Subjects:* Nikita S. Khrushchev; Joseph Stalin  
*Dates:* April 1958
- 0148 S-7-58 Arab Student Attitudes towards Radio and Other Media**  
*Descriptive Title:* Arab student attitudes toward radio and other media, April 1958  
*Subject Terms:* Public opinion polls; Students; Radio  
*Dates:* April 1958
- 0156 S-8-58 Evaluation of RIAS (Radio in American Sector), Berlin**  
*Descriptive Title:* Radio in the American Sector, Berlin, evaluation covering organization, administration and staffing, programming, costs, and royalties, 1958  
*Subject Terms:* History; Radio; Mass media; Music  
*Organization Names:* RIAS  
*Dates:* April–May 1958
- 0280 S-9-58 Highlights of Analysis of L & R [Liaison and Reports, Munich] Interview with Polish Escapees**  
*Descriptive Title:* Polish audiences for Voice of America and BBC, June 1958  
*Subject Terms:* Political refugees; Voice of America  
*Geographic Place Names:* Poland  
*Organization Names:* BBC  
*Dates:* June 1958
- 0285 S-10-58 Soviet Propaganda and World Public Opinion since the Twentieth Party Congress**  
*Descriptive Title:* Soviet propaganda public relations aspect since the Twentieth Party Congress, February 1956–July 1958  
*Subject Terms:* Propaganda; Public opinion; Radio; Arms control and disarmament; Nuclear power; Socialism; Colonialism and colonial affairs; Race relations  
*Geographic Place Names:* India  
*Content Notes:* Report presents number of radio commentaries by theme and region in pie charts and graphs  
*Dates:* July 1958
- 0336 S-11-58 Attitudes toward America in Recent Surveys**  
*Descriptive Title:* Foreign attitudes toward the U.S. prior to sending troops into Lebanon, 1958  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Principal Correspondents:* S. I. Nadler  
*Dates:* July 1958
- 0340 S-12-58 Worldwide Public Opinion on U.S. Actions in the Middle East**  
*Descriptive Title:* Foreign opinion of U.S. after troop deployment to Lebanon as part of a UN emergency force, 1958  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* Lebanon; Middle East  
*Persons as Subjects:* Gamal Abdel Nasser

- Organization Names:* UN  
*Dates:* July 1958
- 0346 S-13-58 IPS Survey of Post Requirements and Reactions to Press Service Products**  
*Descriptive Title:* USIA post officials' views on the adequacy of IPS materials, July 1958  
*Subject Terms:* Surveys and questionnaires; Federal employees; Press  
*Federal Departments and Agencies:* IPS  
*Dates:* July 1958
- 0357 S-14-58 Communist Media Growth**  
*Descriptive Title:* Communist media growth, October 1958  
*Subject Terms:* Mass media; Cultural relations; Propaganda  
*Dates:* October 1958
- 0372 S-15-58 Estimate of General Latin American Situation in which USIA Will Have to Operate through 1961**  
*Descriptive Title:* USIA-projected Latin American situation, 1958–1961, including advance of industrialization, urbanization, and population growth  
*Subject Terms:* Economic development; Population size; Cultural relations  
*Geographic Place Names:* Latin America  
*Dates:* October 1958
- 0377 S-16-58 The Soviet Propaganda Posture in 1961: A Conjecture**  
*Descriptive Title:* USIA-conjectured Soviet propaganda posture in 1961  
*Subject Terms:* Propaganda  
*Dates:* October 1958
- 0384 S-17-58 An Estimate of the Situation in Africa in 1961**  
*Descriptive Title:* USIA-projected African situation in 1961, including influence of Pan-Africanism and Communist bloc activities  
*Subject Terms:* Sovereignty; Propaganda  
*Geographic Place Names:* Africa  
*Dates:* October 1958
- 0401 S-18-58 An Estimate of the Situation in the Near East and South Asia 1961**  
*Descriptive Title:* USIA-projected Middle Eastern and South Asian situation in 1961, including further advances for communism and neutralism  
*Subject Terms:* Neutrality; Propaganda  
*Geographic Place Names:* Middle East; South Asia; UAR; PRC; India  
*Persons as Subjects:* Gamal Abdel Nasser  
*Dates:* October 1958
- 0423 S-19-58 The United States and Western Europe in 1961: A Projection**  
*Descriptive Title:* USIA-projected Western European situation in 1961 vis-à-vis the cold war  
*Subject Terms:* Foreign trade; Neutrality; Nuclear weapons; Security; Colonialism and colonial affairs  
*Geographic Place Names:* Western Europe  
*Organization Names:* NATO  
*Dates:* October 1958
- 0444 S-20-58 Reform vs. Revolution: The Process of Change in Far East**  
*Descriptive Title:* Southeast Asian, Japanese, and Chinese social, economic, and political conditions in 1958 and their impact on future development  
*Subject Terms:* Culture; Religions; Psychology; Sovereignty; Economic development; Democracy; Political parties; Foreign trade  
*Geographic Place Names:* Southeast Asia; Japan; PRC  
*Dates:* October 1958
- 0462 S-21-58 The Psychological Climate in French Tropical Africa: Its Nature and the Trends**  
*Descriptive Title:* Psychological climate in French colonies in Africa, 1958

- Subject Terms:* Psychology; French colonies; Sovereignty; Political parties; Culture  
*Geographic Place Names:* Africa  
*Dates:* November 1958
- 0471 S-22-58 The Rise and Fall of Nikolai Bulganin**  
*Descriptive Title:* Rise and fall of Nikolai Bulganin as chairman of the USSR Council of Ministers  
*Subject Terms:* Biographies; Bolshevism; National defense  
*Persons as Subjects:* Nikolai A. Bulganin  
*Dates:* November 1958
- 0476 S-23-58 Communist Propaganda: A Fact Book, 1957–58**  
*Descriptive Title:* Changes in Communist propaganda techniques since the death of Joseph Stalin and launch of Sputnik, emphasizing “friendship societies, international front organizations,” and promises of economic aid, 1957–1958  
*Subject Terms:* Propaganda; Artificial satellites; Foreign assistance; Youth; Radio; Arms control and disarmament; Nuclear weapons; Colonialism and colonial affairs; Membership organizations; Mass media; Sovereignty; Television; Motion pictures; Books and bookselling; Exchange of persons programs; Exhibitions and trade fairs  
*Geographic Place Names:* PRC; Western Europe; Middle East; Africa; South Asia; Southeast Asia; Japan; Latin America  
*Content Notes:* Includes Index (Frame 0572)  
*Dates:* 1958
- 0580 S-24-58 Gallup Survey on Quemoy-Matsu**  
*Descriptive Title:* Gallup survey on U.S. public awareness of crisis over control of Quemoy and Matsu Islands, September 1958  
*Subject Terms:* Public opinion polls; Sovereignty; War; Nuclear weapons; Surveys and questionnaires  
*Geographic Place Names:* Quemoy-Matsu islands; PRC; Republic of China  
*Persons as Subjects:* Chiang Kai-shek  
*Principal Correspondents:* Helen M. Crossley  
*Dates:* September 1958
- 0591 S-25-58 Guatemalan Political Preferences Immediately Prior to the 1958 Presidential Elections**  
*Descriptive Title:* Guatemalan political preferences prior to the 1958 Guatemalan presidential elections  
*Subject Terms:* Public opinion polls; Presidential elections; Political parties  
*Geographic Place Names:* Guatemala  
*Content Notes:* Contains tabular results by political department (0595)  
*Dates:* May 1958
- 0617 S-26-58 Survey of Visitor Reactions to the U.S. and Other Exhibits at the Brussels International Fair**  
*Descriptive Title:* Visitor reactions at the Brussels International Fair in 1958 to each of the seven country pavilions  
*Subject Terms:* Surveys and questionnaires; Exhibitions and trade fairs; Foreign opinion of the U.S.  
*Dates:* September 1958
- 0633 S-27-58 ACCRA Study [of Membership in Political Organizations]**  
*Descriptive Title:* Ghanaian organization membership and knowledge of political leaders, November 1958  
*Subject Terms:* Membership organizations; Political parties; Elections  
*Geographic Place Names:* Ghana  
*Dates:* November 1958

- 0650 S-28-58 Summary of Small-Scale Spot Field Surveys on Attitudes and Interests Related to Exhibit on New U.S. Disarmament Position [Draft]**  
*Descriptive Title:* International attitudes toward U.S. disarmament position in 1958  
*Subject Terms:* Surveys and questionnaires; Arms control and disarmament; Foreign opinion of the U.S.  
*Organization Names:* American University of Beirut  
*Dates:* 1958
- 0660 S-29-58 Arab Student Attitudes Towards the U.S. and the USSR**  
*Descriptive Title:* Arab student attitudes toward the U.S. and USSR, March 1958  
*Subject Terms:* Surveys and questionnaires; Students; Foreign opinion of the U.S.  
*Dates:* March 1958
- 0664 S-30-58 Free World Press Opinion on Middle and Far East Crisis: An Interim Assessment**  
*Descriptive Title:* Foreign press coverage of U.S. responses to crises in Iraq, Lebanon, Jordan, and the Quemoy-Matsu islands, 1958  
*Subject Terms:* Foreign opinion of the U.S.; Sovereignty  
*Geographic Place Names:* Iraq; Lebanon; Jordan; PRC; Western Europe; Republic of China; Quemoy-Matsu islands  
*Organization Names:* UN  
*Dates:* December 1958
- 0679 S-31-58 Soviet Attacks on U.S. Culture**  
*Descriptive Title:* Soviet portrayals of U.S. culture as decadent and bourgeois, 1958  
*Subject Terms:* Culture; Theater  
*Dates:* 1958
- 0685 S-32-58 West German Reactions to the Berlin Crisis**  
*Descriptive Title:* West German reactions to the Berlin Crisis, 1958  
*Subject Terms:* Public opinion polls; Berlin Crisis  
*Geographic Place Names:* FRG; Berlin, Germany; GDR  
*Organization Names:* UN; NATO  
*Dates:* December 1958
- 0692 S-33-58 The Credibility of Voice of America Broadcasts to Communist Countries [draft]**  
*Descriptive Title:* Voice of America broadcast credibility among refugees and repatriates, 1958  
*Subject Terms:* Voice of America; Political refugees; Repatriation; Iron Curtain; Foreign opinion of the U.S.  
*Dates:* 1958
- 0714 S-34-58 Evidence of Effectiveness of the Voice of America Behind the Iron Curtain**  
*Descriptive Title:* Voice of America effectiveness in Communist bloc nations despite government signal jamming, 1958  
*Subject Terms:* Voice of America; Iron Curtain; Freedom of information; Surveys and questionnaires  
*Geographic Place Names:* Eastern Europe  
*Dates:* 1958
- 0718 S-35-58 Summary of IIPO Election Predictions Compared with 1957 Election Results**  
*Descriptive Title:* Elections in India, 1957  
*Subject Terms:* Elections; Political parties  
*Geographic Place Names:* India  
*Dates:* 1958
- 0729 S-36-58 Measuring the Effectiveness of an Overseas Information Campaign: A Case History**  
*Descriptive Title:* Overseas information campaign effectiveness targeted in Greece, 1958

- Subject Terms:* Communications; Social science research; Human rights; Newspapers; Advertising; Public opinion; Foreign opinion of the U.S.; Propaganda  
*Geographic Place Names:* Salonica, Greece; Petras, Greece  
*Content Notes:* Also contains "Measuring the Effectiveness of an Overseas Information Campaign: A Case History" by Leo Bogart as published in *The Public Opinion Quarterly*, vol. 21, no. 4 (Winter 1957–58), pp. 475–498 (Frame 0788)  
*Dates:* 1958
- 0802 S-37-58 Notes on Propaganda [draft]**  
*Descriptive Title:* Popular appeals in propaganda, covering cost of living, as well as aims and accomplishments of recent administrations  
*Subject Terms:* Propaganda; Radio; Elections  
*Geographic Place Names:* Guatemala  
*Dates:* 1958
- 0813 S-38-58 Some notes on the Impact of Hollywood Films Abroad**  
*Descriptive Title:* Impact of Hollywood films abroad, 1958  
*Subject Terms:* Motion pictures; Foreign opinion of the U.S.  
*Geographic Place Names:* FRG; UK  
*Persons as Subjects:* Edward Bernays  
*Dates:* 1958
- 0827 S-39-58 Television Facts Summary: European Area**  
*Descriptive Title:* Television statistics by Western European country, including USIA programming, 1958  
*Subject Terms:* Television; Electronics equipment and industry; Statistical data: foreign countries-general  
*Geographic Place Names:* Western Europe  
*Dates:* 1958
- 0855 S-40-58 Television Facts Summary: Far Eastern Area**  
*Descriptive Title:* Television statistics by East Asian country, including USIA programming, 1958  
*Subject Terms:* Television; Electronics equipment and industry; Statistical data: foreign countries-general  
*Geographic Place Names:* East Asia  
*Dates:* 1958
- 0871 S-41-58 Television Facts Summary: Near East, South Asia & Africa Areas**  
*Descriptive Title:* Television statistics by Middle Eastern, South Asian, and African countries, including USIA programming, 1958  
*Subject Terms:* Television; Electronics equipment and industry; Statistical data: foreign countries-general  
*Geographic Place Names:* Middle East; South Asia; Africa  
*Dates:* 1958
- 0888 S-42-58 Television Facts Summary: Latin America Area**  
*Descriptive Title:* Television statistics by Latin American country, including USIA programming, 1958  
*Subject Terms:* Television; Electronics equipment and industry; Statistical data: foreign countries-general  
*Geographic Place Names:* Latin America  
*Dates:* 1958
- 0935 S-43-58 Television Facts Summary: Eastern European Area**  
*Descriptive Title:* Television statistics by Eastern European country, including USIA programming, 1958  
*Subject Terms:* Television; Electronics equipment and industry; Statistical data: foreign countries-general

- Geographic Place Names:* Eastern Europe  
*Dates:* 1958
- 0946 S-44-58 Worldwide TV Audiences**  
*Descriptive Title:* Worldwide television audiences, 1958  
*Subject Terms:* Television  
*Dates:* 1958
- 0958 S-45-58 International Public Opinion of U.S. and Soviet Propaganda**  
*Descriptive Title:* International public opinion of U.S. and Soviet propaganda, May 1958  
*Subject Terms:* Public opinion polls; Propaganda  
*Dates:* May 1958
- 0962 S-46-58 The Image of the U.S. in Latin America**  
*Descriptive Title:* Image of the U.S. in Latin America, September 1958  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Latin America  
*Dates:* September 1958
- 0967 S-47-58 New Data on Listening to RIAS**  
*Descriptive Title:* Radio in the American Sector (RIAS) popularity and reception in East Germany, December 1958  
*Subject Terms:* Radio  
*Geographic Place Names:* GDR  
*Organization Names:* RIAS  
*Dates:* December 1958

## Reel 12

### 1959 (Numbers 1–42)

- 0001 S-1-59 Communism in Cambodia**  
*Descriptive Title:* History of communism in Cambodia up to February 1959  
*Subject Terms:* History; Colonialism and colonial affairs; Sovereignty; Propaganda; Radio; Political parties  
*Geographic Place Names:* Cambodia; Indochina; France  
*Persons as Subjects:* Norodom Sihanouk  
*Dates:* February 1959
- 0022 S-2-59 Sudan Communications Picture**  
*Descriptive Title:* Communications in Sudan, February 1959  
*Subject Terms:* Communications; Statistical data: foreign countries-general  
*Geographic Place Names:* Sudan  
*Dates:* February 1959
- 0028 S-3-59 A Note on Reactions of Brussels Fair Visitors to Modern Art in the U.S. Pavilion**  
*Descriptive Title:* Brussels Fair visitor reactions to modern art in the U.S. pavilion, February 1959  
*Subject Terms:* Public opinion polls; Art; Exhibitions and trade fairs  
*Dates:* February 1959
- 0033 S-4-59 Interviews with French Journalists**  
*Descriptive Title:* French journalist views on current issues as they “affect French role in world affairs,” March 1959  
*Subject Terms:* Surveys and questionnaires; Journalism; International relations  
*Geographic Place Names:* France  
*Dates:* March 1959

**0039 S-5-59 The Impact of Western Broadcasts in the Soviet Bloc**

*Descriptive Title:* Western broadcast impact in Communist bloc nations, covering frequency of listening, reception, signal jamming, and nature of the audience, March 1959

*Subject Terms:* Radio; Iron Curtain; Political refugees; Radio Free Europe; Voice of America; Electronics equipment and industry; Population

*Geographic Place Names:* GDR; Hungary; Poland

*Organization Names:* RIAS; BBC

*Content Notes:* Contains graphs of percentages of refugees who listened to Western stations by country

*Dates:* March 1959

**0092 S-6-59 Record of Chinese Communist Disregard of Tibetan Rights**

*Descriptive Title:* Chinese Communist disregard of Tibetan rights, April 1959

*Subject Terms:* Civil liberties; Religious liberty

*Geographic Place Names:* PRC; Tibet

*Persons as Subjects:* Dalai Lama

*Dates:* April 1959

**0098 S-7-59 Highlights of Soviet Propaganda**

*Descriptive Title:* Soviet propaganda highlights, April 1959

*Subject Terms:* Propaganda

*Geographic Place Names:* Middle East; Tibet

*Organization Names:* NATO

*Dates:* April 1959

**0100 S-8-59 Attendance at Communist Exhibits at International Trade Fairs**

*Descriptive Title:* Communist exhibit attendance at international trade fairs, April 1959

*Subject Terms:* Exhibitions and trade fairs

*Geographic Place Names:* Czechoslovakia

*Dates:* April 1959

**0102 S-9-59 Collaboration of the Right with Communism in Peru**

*Descriptive Title:* Collaboration of the Right with communism in Peru, May 1959

*Subject Terms:* History; Political parties

*Geographic Place Names:* Peru

*Dates:* May 1959

**0106 S-10-59 Soviet Propaganda Highlights**

*Descriptive Title:* Soviet propaganda highlights, May 1959

*Subject Terms:* Propaganda; Geneva Conference

*Geographic Place Names:* Berlin, Germany

*Dates:* May 1959

**0109 S-11-59 The Communist Offensive in Indonesia**

*Descriptive Title:* History of the Communist Party in Indonesia up to June 1959

*Subject Terms:* History; Labor unions; Agricultural production; Education; Culture; Membership organizations; Political parties; Foreign military forces

*Geographic Place Names:* Indonesia

*Persons as Subjects:* Sukarno

*Dates:* June 1959

**0124 S-12-59 Burma's Communist Parties**

*Descriptive Title:* History of Communist parties in Burma up to June 1959

*Subject Terms:* History; Propaganda

*Geographic Place Names:* Burma

*Dates:* June 1959

**0136 S-13-59 The Communist Offensive in Laos**

*Descriptive Title:* History of Communism in Laos up to June 1959, including overlap with nationalism

- Subject Terms:* History; Political parties  
*Geographic Place Names:* Laos  
*Organization Names:* Pathet Lao  
*Dates:* June 1959
- 0144 S-14-59 Science and Scientists in Communist China: A Record of Communist China's Scientific and Technical Progress**  
*Descriptive Title:* Communist China scientific program development, June 1959  
*Subject Terms:* Science and technology; Education; Manpower training programs; Industrial revolution; Propaganda; Public health; Nuclear power; Meteorological research; International cooperation in science  
*Geographic Place Names:* PRC  
*Persons as Subjects:* Chou En-lai  
*Dates:* June 1959
- 0183 S-15-59 Reactions to the Geneva Conference: Highlights**  
*Descriptive Title:* Press coverage of the Geneva Conference, July 1959  
*Subject Terms:* Press; Geneva Conference  
*Dates:* July 1959
- 0185 S-16-59 The U.S. Livestock Industry**  
*Descriptive Title:* U.S. livestock industry report, covering history, inventory; research, and meat processing, August 1959  
*Subject Terms:* Livestock and livestock industry; History; Research; Meat and meat products  
*Dates:* August 1959
- 0194 S-17-59 The U.S. Corn Story**  
*Descriptive Title:* U.S. corn production, covering acreage planted, crop yield, comparison with USSR, research into hybrids, and corn products industry, August 1959  
*Subject Terms:* Corn; Agricultural production; Agricultural research; Agricultural commodities  
*Dates:* August 1959
- 0205 S-18-59 U.S. Technological Assistance to Russia (Pre-Revolutionary)**  
*Descriptive Title:* U.S. prerevolutionary technological assistance to Russia  
*Subject Terms:* Foreign assistance; History; Railroads; Agricultural machinery; Dredging; Industrial plants and equipment; Banks and banking  
*Geographic Place Names:* Russia  
*Dates:* August 1959
- 0224 S-19-59 A Flash Survey: Reactions in Major World Opinion Centers to Forthcoming Eisenhower-Khrushchev Visits (Preliminary Report)**  
*Descriptive Title:* International public reactions to Eisenhower-Khrushchev visits, August 1959  
*Subject Terms:* Public opinion polls  
*Persons as Subjects:* Dwight D. Eisenhower; Nikita S. Khrushchev  
*Dates:* August 1959
- 0233 S-20-59 The Exodus from Communist-Controlled Areas**  
*Descriptive Title:* Refugee emigration and resettlement from Communist-controlled areas, August 1959  
*Subject Terms:* Political refugees  
*Dates:* August 1959
- 0240 S-21-59 U.S. Technological Aid to the USSR during the Soviet Period**  
*Descriptive Title:* U.S. technological aid to the USSR through August 1959  
*Subject Terms:* Foreign assistance; Foreign trade; Railroads; Agricultural machinery; Hydroelectric power; Mines and mining; Automobiles and automobile industry; Aircraft; Petroleum and petroleum industry  
*Dates:* August 1959
- 0265 S-22-59 U.S. Lend-Lease to the USSR**  
*Descriptive Title:* U.S. lend-lease to the USSR



- Subject Terms:* Lend-Lease; History  
*Content Notes:* Contains table of types of lend-lease, with totals, through December 1956 (Frame 0276)  
*Dates:* September 1959
- 0280 S-23-59 A Chronology of U.S.-USSR Relations, Part I, 1917–45**  
*Descriptive Title:* Chronology of U.S.-USSR relations, 1917–1945  
*Subject Terms:* Chronologies; History; Foreign assistance  
*Dates:* September 1959
- 0299 S-24-59 The Russian-American Community**  
*Descriptive Title:* Russian American community, September 1959  
*Subject Terms:* Minority groups; Immigration; History; Statistical data: population; Art; Music; Dance; Science and technology; Business  
*Geographic Place Names:* Russia  
*Persons as Subjects:* Irving Berlin; Alexander P. DeSeversky; Solomon Hurok; Serge Koussevitsky; David Sarnoff; Igor Stravinsky; Selman Waksman  
*Dates:* September 1959
- 0317 S-25-59 Steel Facts: U.S.-USSR**  
*Descriptive Title:* U.S.-USSR steel production comparison, September 1959  
*Subject Terms:* Iron and steel industry; Industrial production; Industrial management; Personal and family income  
*Content Notes:* Contains tabulated steelworker “Standard of Living Comparison, USSR and USA,” by item, price, and cost in terms of work hours (Frame 0329)  
*Dates:* September 1959
- 0332 S-26-59 Dairy Production in the U.S.**  
*Descriptive Title:* Dairy production in the U.S., September 1959  
*Subject Terms:* Dairy industry and products; Industrial production; Research  
*Dates:* September 1959
- 0340 S-27-59 Housing in the United States**  
*Descriptive Title:* Housing in the U.S., September 1959  
*Subject Terms:* Housing; Mortgages; Low-income housing  
*Federal Departments and Agencies:* Federal Housing Administration  
*Dates:* September 1959
- 0351 S-28-59 U.S.-Sino-Soviet Trade Relations**  
*Descriptive Title:* U.S.-Sino-Soviet trade relations, including decontrol of strategic items, September 1959  
*Subject Terms:* Foreign trade; Security; Export controls  
*Geographic Place Names:* PRC; Eastern Europe  
*Content Notes:* Contains newspaper clipping with pie charts, bar graphs, and a graph pertaining to patterns of Soviet trade from the *New York Times*, August 16, 1959 (Frame 0362)  
*Dates:* September 1959
- 0364 S-29-59 NATO and the Western Defense System**  
*Descriptive Title:* NATO and the Western defense system, September 1959  
*Subject Terms:* Security; History; Treaties and conventions; Foreign military forces; Military bases, posts, and reservations  
*Geographic Place Names:* FRG; UK  
*Persons as Subjects:* Dwight D. Eisenhower; Hanson W. Baldwin; Viscount Montgomery  
*Organization Names:* NATO  
*Dates:* September 1959
- 0376 S-30-59 A Chronology of U.S.-USSR Relations, 1917–1959, Part II: A Comprehensive Listing Focusing on Cold War Developments, 1946–59**  
*Descriptive Title:* Chronology of U.S.-USSR relations, 1946–1959

- Subject Terms:* Chronologies; History; Korean War; Treaties and conventions; Peace movements; Arms control and disarmament; Nuclear test ban  
*Geographic Place Names:* PRC; DPRK; ROK; GDR; FRG  
*Persons as Subjects:* Harry S. Truman; James F. Byrnes; Vyacheslav M. Molotov; Andrei Gromyko; Joseph Stalin; George Marshall; Dean Acheson; John Foster Dulles; Dwight D. Eisenhower; Georgy M. Malenkov; Nikita S. Khrushchev; Nikolai A. Bulganin  
*Organization Names:* UN; NATO  
*Dates:* September 1959
- 0483 S-31-59 Chronology of Soviet and Soviet-Supported Pressure and Aggression**  
*Descriptive Title:* Chronology of Soviet aggression, 1920–1958  
*Subject Terms:* Chronologies; History; International relations  
*Dates:* September 1959
- 0494 S-32-59 Statements by President Eisenhower on the USSR and Khrushchev**  
*Descriptive Title:* President Dwight D. Eisenhower statements on the USSR and Nikita S. Khrushchev, September 1959  
*Subject Terms:* Peace movements  
*Persons as Subjects:* Nikita S. Khrushchev  
*Dates:* September 1959
- 0522 S-33-59 Disarmament: Highlights of U.S.-USSR Negotiations**  
*Descriptive Title:* Highlights of U.S.-USSR disarmament negotiations, September 1959  
*Subject Terms:* Arms control and disarmament; Negotiations; Nuclear test ban  
*Organization Names:* UN  
*Dates:* September 1959
- 0533 S-34-59 A Chronology of U.S.-USSR Disarmament Negotiations**  
*Descriptive Title:* Chronology of U.S.-USSR disarmament negotiations, 1945–1959  
*Subject Terms:* Chronologies; Arms control and disarmament; Negotiations  
*Persons as Subjects:* Dwight D. Eisenhower; Nikolai A. Bulganin; Nikita S. Khrushchev  
*Organization Names:* UN  
*Dates:* September 1959
- 0545 S-35-59 Khrushchev Statements on Disarmament, Military Strength and the Threat of War**  
*Descriptive Title:* Nikita S. Khrushchev statements on disarmament, military strength, and the threat of war, September 1959  
*Subject Terms:* Arms control and disarmament; Nuclear test ban; Military strategy; War; Missiles  
*Dates:* September 1959
- 0556 S-36-59 US-Soviet Labor**  
*Descriptive Title:* U.S.-Soviet labor comparison, September 1959  
*Subject Terms:* Labor-management relations; Labor productivity; Labor law; Labor unions; History; Economic policy; Chronologies  
*Content Notes:* Appendix I consists of a “Chronological Summary of Important Events in American Labor History since 1881” (Frame 0591); Appendix II comprises a “Table of Comparisons: Labor in the USSR and U.S.” (Frame 0610)  
*Dates:* September 1959
- 0617 S-37-59 Selected Statements from Khrushchev’s Speeches, Writings, and Interviews, 1938-59**  
*Descriptive Title:* Nikita S. Khrushchev statements on international communism, capitalism, peaceful coexistence, U.S. “imperialism,” summit meetings, prerequisites for any agreements, as well as U.S. leaders and conditions in the U.S., September 1959  
*Subject Terms:* Exchange of persons programs; Foreign trade; Colonialism and colonial affairs; Foreign assistance; Conferences; Geneva Conference; Foreign military forces; Arms control and disarmament; Mass media; Foreign opinion of the U.S.

- Geographic Place Names:* East Asia; Middle East; Europe  
*Persons as Subjects:* Dwight D. Eisenhower; Richard M. Nixon; John Foster Dulles  
*Organization Names:* UN  
*Dates:* September 1959
- 0746 S-38-59 The Size of the Soviet Armed Forces**  
*Descriptive Title:* Soviet armed forces strength, September 1959  
*Subject Terms:* Foreign military forces  
*Content Notes:* Contains "Soviet Armed Forces Strength: An Estimate," 1939–1959, by year, size, and military component (Frame 0749)  
*Dates:* September 1959
- 0751 S-39-59 The Record of Sino-Indian Border Disputes**  
*Descriptive Title:* Sino-Indian border disputes and Asian press reaction, September 1959  
*Subject Terms:* Borders; Territorial claims; Press  
*Geographic Place Names:* PRC; India; Tibet  
*Persons as Subjects:* Chou En-lai  
*Dates:* September 1959
- 0767 S-40-59 Non-Governmental Activities Affecting the Image of the United States Abroad**  
*Descriptive Title:* Nongovernmental activities affecting the U.S. image abroad, covering companies, private communications outlets, and U.S. citizens abroad, September 1959  
*Subject Terms:* Foreign opinion of the U.S.; Business; Foreign investments; Statistics; Mass media; Books and bookselling; Press; Motion pictures; Television; Radio; Tourist trade; Libraries; Newspapers; Students; Military personnel  
*Content Notes:* Contains number and names of U.S. companies doing business abroad, as well as employment statistics for those firms (Frame 0772)  
*Dates:* September 1959
- 0797 S-41-59 The Communist Threat to Malaya**  
*Descriptive Title:* Subversive Communist activities in Malaya, September 1959  
*Subject Terms:* Security  
*Geographic Place Names:* Federation of Malaya; Singapore  
*Dates:* September 1959
- 0812 S-42-59 The Image of America in Western Europe: Special Report**  
*Descriptive Title:* Western European perceptions of the U.S., covering general esteem, ideological ties, foreign policy, living standards, science, cultural life, education, class structure, race relations, family life, and religion, and concluding with the impact of American culture and assessment of Americans, October 1959  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Nuclear test ban; Business; Labor; Personal and family income; Science and technology; Culture; Education; Race relations; Social and family life; Religions  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* October 1959

## Reel 13

### 1959 (Numbers 43–78)

- 0001 S-43-59 Some Aspects of the U.S. Image in Great Britain and the Influence of the Mass Media**  
*Descriptive Title:* British opinion of the U.S., covering first-hand knowledge and impact of mass media, especially television, October 1959  
*Subject Terms:* Foreign opinion of the U.S.; Social and family life; Travel; Personal and family income; Culture; Television; Mass media; Newspapers

- Geographic Place Names:* UK  
*Dates:* October 1959
- 0085 S-44-59 Brief Summary of Some Survey Indications Bearing Upon U.S. vs. Soviet Scientific Prestige**  
*Descriptive Title:* International opinion of U.S. vs. USSR scientific standing, December 1959  
*Subject Terms:* Surveys and questionnaires; Science and technology  
*Dates:* December 1959
- 0091 S-45-59 Some Survey Indications of U.S. versus Soviet Military Standing in the Space Era**  
*Descriptive Title:* International opinion of U.S. vs. USSR military forces, December 1959  
*Subject Terms:* Foreign opinion of the U.S.; Military forces assessments  
*Dates:* December 1959
- 0096 S-46-59 Preliminary Roundup of Leftist Propaganda Activities in Japan and Korea, 1959**  
*Descriptive Title:* Communist propaganda in Japan and South Korea, 1959  
*Subject Terms:* Propaganda; Motion pictures  
*Geographic Place Names:* Japan; ROK  
*Dates:* 1959
- 0103 S-47-59 Comparative Summary of Soviet Coverage of the Vice-President's Visit**  
*Descriptive Title:* Soviet and U.S. media coverage of Vice President Richard M. Nixon's trip to USSR, 1959  
*Subject Terms:* Mass media  
*Persons as Subjects:* Richard M. Nixon  
*Dates:* September 1959
- 0107 S-48-59 Soviet and Bloc Coverage of Khrushchev's Visit, with a Summary of Free World Reaction**  
*Descriptive Title:* Communist bloc media coverage of Nikita S. Khrushchev's U.S. visit, compared with "free world" reaction, 1959  
*Subject Terms:* Propaganda; Arms control and disarmament  
*Persons as Subjects:* Nikita S. Khrushchev  
*Dates:* September 1959
- 0134 S-49-59 Twelve Years of Communist Broadcasting, 1948-1959**  
*Descriptive Title:* Expansion of Communist bloc radio propaganda measured in hours per week, 1959  
*Subject Terms:* Propaganda; Radio; History  
*Geographic Place Names:* PRC  
*Content Notes:* Includes bar graphs and charts in the text, as well as appendixes containing statistical data and subjects covered  
*Dates:* 1959
- 0219 S-50-59 Singapore Listeners' Reaction to the Voice of America Broadcasts**  
*Descriptive Title:* Singapore audience reaction to the Voice of America broadcasts, February 1959  
*Subject Terms:* Surveys and questionnaires; Social science research; Voice of America  
*Geographic Place Names:* Singapore  
*Content Notes:* Includes verbatim replies to open-ended queries  
*Dates:* February 1959
- 0299 S-51-59 Anti-Americanism in Colombia: Survey Evaluation**  
*Descriptive Title:* Anti-Americanism in Colombia, June 1959  
*Subject Terms:* Surveys and questionnaires; Foreign opinion of the U.S.  
*Geographic Place Names:* Colombia

*Content Notes:* Folder contains a copy of *Revista de la Universidad de los Andes*, No. 2, June 1959, which includes a Spanish-language study of anti-Americanism (Frames 0358–0363); English-language draft evaluation of study begins on Frame 0397

*Dates:* June 1959

**0405 S-52-59 Information and Attitudes in Laos**

*Descriptive Title:* Reservations about the first Laotian government–sponsored opinion survey, 1959

*Subject Terms:* Public opinion polls; Social science research

*Geographic Place Names:* Laos

*Content Notes:* Does not include survey findings

*Dates:* 1959

**0408 S-53-59 USIA Responsibility and Functions in Reference to Survey Research on the Image of America Held by the Peoples of the World**

*Descriptive Title:* USIA responsibility to measure perceptions of America abroad

*Subject Terms:* Social science research; Foreign opinion of the U.S.

*Dates:* [check date]

**0411 S-54-59 Reaction to Al Neto Radio, TV & Newspaper Commentary**

*Descriptive Title:* Brazilian audience for *Al Neto* radio and television programs, 1959

*Subject Terms:* Radio; Television

*Geographic Place Names:* Brazil

*Organization Names:* *Al Neto*

*Dates:* February–March 1959

**0418 S-55-59 Mail Survey among American Travelers to Western Europe**

*Descriptive Title:* Survey of U.S. travelers to Western Europe, February 1959

*Subject Terms:* Surveys and questionnaires; Travel

*Geographic Place Names:* Western Europe

*Dates:* February 1959

**0421 S-56-59 Television Audience and Program Data**

*Descriptive Title:* International television audience and program data, February 1959

*Subject Terms:* Surveys and questionnaires; Television; Statistics

*Content Notes:* Data tabulated by country

*Dates:* February 1959

**0440 S-57-59 Principal Findings of the Image of America Survey in the UK**

*Descriptive Title:* UK perception of America, March 1959

*Subject Terms:* Surveys and questionnaires; Foreign opinion of the U.S.

*Geographic Place Names:* UK

*Principal Correspondents:* Donald Nuechterlein

*Dates:* March 1959

**0444 S-58-59 Philippine Opinion Survey: Preliminary Report of Main Findings**

*Descriptive Title:* Philippine opinions on the U.S., U.S. aid, and the “free world”

*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Science and technology; Foreign assistance

*Geographic Place Names:* Philippines

*Dates:* March 1959

**0450 S-59-59 TV as a Source of Information about America among British Jurists**

*Descriptive Title:* Television as a source of information about U.S. among British jurists, April 1959

*Subject Terms:* Television; Newspapers

*Geographic Place Names:* UK

*Principal Correspondents:* Frank Bourne

*Dates:* April 1959

- 0454 S-60-59 The Size of the VOA Audience**  
*Descriptive Title:* Voice of America audience size, April 1959  
*Subject Terms:* Voice of America; Travel  
*Dates:* April 1959
- 0467 S-61-59 Vietnam Student Survey: Report of Main Findings Relating to U.S. Standing and Reactions to Foreign Aid**  
*Descriptive Title:* Vietnamese student opinions of the U.S. and foreign aid  
*Subject Terms:* Foreign students; Foreign opinion of the U.S.; Foreign assistance  
*Geographic Place Names:* Republic of Vietnam  
*Dates:* August 1959
- 0484 S-62-59 British Election Polls—1959**  
*Descriptive Title:* British election polls, 1959  
*Subject Terms:* Elections; Public opinion polls; Press  
*Geographic Place Names:* UK  
*Dates:* 1959
- 0487 S-63-59 Exposure to the Roger Wagner Chorale in Montevideo**  
*Descriptive Title:* Roger Wagner Chorale visit to Montevideo, Uruguay, 1959  
*Subject Terms:* Music; Cultural relations; Public opinion polls  
*Geographic Place Names:* Uruguay  
*Organization Names:* Roger Wagner Chorale  
*Dates:* November 1959
- 0490 S-64-59 Article in KOMMUNIST on “Peaceful Coexistence and Ideological Struggle”**  
*Descriptive Title:* *Kommunist* article on “Peaceful Coexistence and Ideological Struggle”  
*Dates:* December 1959
- 0494 S-65-59 Communications Research and USIS Operations**  
*Descriptive Title:* USIS operations and communications research, 1959  
*Subject Terms:* Communications; Social science research; Foreign opinion of the U.S.  
*Persons as Subjects:* H. J. Eysenck  
*Dates:* 1959
- 0537 S-66-59 Replies to Questionnaire: “Study of RF/RFE/RIAS/VOA”**  
*Descriptive Title:* Western radio stations audience impact, as well as Soviet satellite control measures, such as signal jamming, 1959  
*Subject Terms:* Surveys and questionnaires; Radio Free Europe/Radio Liberty; Voice of America; Propaganda; Freedom of information  
*Geographic Place Names:* GDR  
*Organization Names:* RIAS  
*Dates:* 1959
- 0549 S-67-59 Some Illustrative Survey Research Findings Bearing Upon Possible Congressional Questions about USIA Effectiveness**  
*Descriptive Title:* USIA program effectiveness based on audience reactions, 1959  
*Subject Terms:* Surveys and questionnaires; Foreign opinion of the U.S.; Voice of America  
*Organization Names:* BBC; RIAS  
*Dates:* 1959
- 0561 S-68-59 Preliminary Statistical Report on IBS Field Questionnaire**  
*Descriptive Title:* USIA field officer’s views on agency radio programs, February 1959  
*Subject Terms:* Surveys and questionnaires; Radio  
*Federal Departments and Agencies:* IBS  
*Dates:* February 1959

- 0575 S-69-59 Summaries of Articles on U.S. Exhibit with Appropriate Quotations**  
*Descriptive Title:* Soviet press coverage of the American National Exhibition in July 1959, including the visit of Richard M. Nixon, the planned exchange of visits between Nikita S. Khrushchev and Dwight D. Eisenhower, and the Khrushchev-Nixon “kitchen” debate  
*Subject Terms:* Exhibitions and trade fairs; Press; Foreign opinion of the U.S.; Black Americans; Civil rights; Propaganda; Employment; Education; Art; Housing  
*Persons as Subjects:* Richard M. Nixon; Nikita S. Khrushchev  
*Dates:* 1959
- 0710 S-70-59 Radio Listening in Viet-Nam and Among Chinese of Saigon-Cholon**  
*Descriptive Title:* Radio listening in Vietnam, August 1959  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Republic of Vietnam  
*Organization Names:* BBC  
*Dates:* August 1959
- 0725 S-71-59 Estimates of VOA Audiences in Communist Countries, 1959**  
*Descriptive Title:* Estimates of Voice of America audiences in Communist countries, 1959  
*Subject Terms:* Voice of America; Social science research  
*Dates:* 1959
- 0731 S-72-59 Notes on “Derivation of VOA Audience Estimates for Communist World”**  
*Descriptive Title:* Estimating Voice of America audiences in Communist countries, 1959  
*Subject Terms:* Voice of America; Social science research; Surveys and questionnaires  
*Dates:* 1959
- 0736 S-73-59 Cross-Listening to Western Stations**  
*Descriptive Title:* Communist bloc audiences for more than one Western radio station, 1959  
*Subject Terms:* Radio Free Europe; Voice of America  
*Organization Names:* BBC  
*Dates:* 1959
- 0739 S-74-59 Communist Media Developments, 1958**  
*Descriptive Title:* Communist media developments, 1958, including “front” organization activities  
*Subject Terms:* Propaganda; Radio; Television; Motion pictures; Press; Books and bookselling; Exhibitions and trade fairs; Membership organizations; Exchange of persons programs  
*Geographic Place Names:* Eastern Europe  
*Dates:* 1959
- 0806 S-75-59 Summary of Survey Material Relating to West Berlin Crisis**  
*Descriptive Title:* Western European opinion of Berlin Crisis, 1959  
*Subject Terms:* Public opinion polls; Berlin Crisis; War  
*Geographic Place Names:* Berlin, Germany; Western Europe  
*Content Notes:* Contains newspaper clippings about Gallup poll results  
*Dates:* 1959
- 0816 S-76-59 The Languages of Africa**  
*Descriptive Title:* Languages spoken in Africa, including number of speakers  
*Subject Terms:* Languages and linguistics  
*Geographic Place Names:* Africa  
*Dates:* 1959
- 0859 S-77-59 Political Awareness in Laos, January–February, 1959**  
*Descriptive Title:* Laotian public opinion survey comparing responses of those in Vientiane, provincial capitals, and villages, June 1959  
*Subject Terms:* Social science research; Public opinion polls; Mass media; Elections; Officials; Population; Social science research  
*Geographic Place Names:* Laos  
*Dates:* June 1959

**0906 S-78-59 Information and Attitudes in Laos**

*Descriptive Title:* Laotian attitudes about living standards, foreign aid, government and civic responsibility, voting and candidate selection, foreign nations, and information sources, September 1959

*Subject Terms:* Social science research; Public opinion polls; Personal and family income; Public administration; Foreign assistance; Elections; Communications; Radio; Newspapers; Education; Population

*Geographic Place Names:* Laos

*Organization Names:* Pathet Lao

*Content Notes:* Contains map of Laos with provincial capitals (Frame 0926)

*Dates:* September 1959

## Reel 14

### 1960 (Numbers 1–39)

**0001 S-1-60 VOA Worldwide English 1: Operation Transistor**

*Descriptive Title:* Audience reaction to Voice of America programs, January 1960

*Subject Terms:* Voice of America; Letter writing; Social science research; Population

*Content Notes:* Contains tabulated demographic and program profiles of Voice of America listeners by country; also contains a selection of excerpts from letters received (Frame 0039–0053)

*Dates:* January 1960

**0054 S-2-60 The Nature of USIA Research Relating to National Security Policy**

*Descriptive Title:* USIA national security policy research and its psychological dimension

*Subject Terms:* National defense; Psychology; Communications; Research

*Dates:* March 1960

**0067 S-3-60 West African Opinion Survey: International Attitudes and Information Sources**

*Descriptive Title:* West African attitudes about foreign nations and international affairs, 1960

*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Mass media

*Geographic Place Names:* Accra, Ghana; Lagos, Nigeria; Abidjan, Ivory Coast; Dakar, Senegal; UK; France

*Dates:* January–April 1960

**0118 S-4-60 The Soviet Image of America**

*Descriptive Title:* Soviet perceptions of the U.S., May 1960

*Subject Terms:* Foreign opinion of the U.S.

*Content Notes:* Paper presented by Ralph K. White at the meeting of the American Association for Public Opinion Research, Atlantic City, N.J., May 6, 1960

*Dates:* May 1960

**0125 S-5-60 Survey of Post Utilization and Assessment of IBS Materials and Services**

*Descriptive Title:* USIA field officer's views on usefulness of International Broadcasting Service materials, covering Voice of America and local programs, May 1960

*Subject Terms:* Surveys and questionnaires; Voice of America; Languages and linguistics; Radio; Statistics

*Federal Departments and Agencies:* IBS

*Dates:* May 1960

**0168 S-6-60 Brief Resume of Survey Findings on Attitudes toward U.S. Foreign Aid**

*Descriptive Title:* International attitudes toward U.S. foreign aid, May 1960

*Subject Terms:* Public opinion; Foreign assistance

*Dates:* May 1960



- 0187 S-7-60 Japan: Preoccupation Profile**  
*Descriptive Title:* Japanese public opinion prior to President Dwight D. Eisenhower's visit to Japan, June 1960  
*Subject Terms:* Public opinion  
*Geographic Place Names:* Japan  
*Persons as Subjects:* Dwight D. Eisenhower  
*Dates:* June 1960
- 0192 S-8-60 Korea: Preoccupation Profile**  
*Descriptive Title:* South Korean public opinion prior to President Dwight D. Eisenhower's visit to Korea, June 1960  
*Subject Terms:* Public opinion  
*Geographic Place Names:* ROK  
*Dates:* June 1960
- 0196 S-9-60 Summary of ROK-OPI Survey of Radio Listening**  
*Descriptive Title:* Radio listening in South Korea, including program preferences, June 1960  
*Subject Terms:* Surveys and questionnaires; Radio  
*Geographic Place Names:* ROK  
*Dates:* June 1960
- 0203 S-10-60 Selective Guide to Scholarly Literature, January through March 1960**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, July 1960  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 0233)  
*Dates:* July 1960
- 0241 S-11-60 Summary Report of *News Review* (Al Akbar)**  
*Descriptive Title:* Reader reactions to the Beirut publication *News Review*, August 1960  
*Subject Terms:* Surveys and questionnaires; Languages and linguistics; Periodicals  
*Geographic Place Names:* Lebanon  
*Organization Names:* *News Review*  
*Dates:* August 1960
- 0248 S-12-60 The Sino-Soviet Polemic**  
*Descriptive Title:* Sino-Soviet doctrinal disagreement over Vladimir Lenin's teachings  
*Subject Terms:* Nuclear weapons; Socialism; War; Revolutions  
*Geographic Place Names:* PRC  
*Persons as Subjects:* Vladimir Lenin  
*Dates:* August 1960
- 0271 S-13-60 A Note on British Reactions to the Idea of a Reconnaissance Satellite**  
*Descriptive Title:* British reactions to reconnaissance satellites, August 1960  
*Subject Terms:* Artificial satellites  
*Geographic Place Names:* UK  
*Dates:* August 1960
- 0276 S-14-60 Survey of Post Utilization and Assessment of ICS Materials and Services**  
*Descriptive Title:* USIA field officer's views on usefulness of Information Center Service materials, covering subjects, cultural packets, books, and exhibit programs, August 1960  
*Subject Terms:* Surveys and questionnaires; Culture; Books and bookselling; Population  
*Federal Departments and Agencies:* ICS  
*Content Notes:* Includes index to authors (Frame 0347)  
*Dates:* August 1960
- 0313 S-15-60 Selective Guide to Scholarly Literature, April through June 1960**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, September 1960

- Subject Terms:* Bibliographies  
*Dates:* September 1960
- 0355 S-16-60 VOA Latin American Mail Panel: Preliminary Report**  
*Descriptive Title:* Latin American listeners' habits and reactions to Voice of America programs, including coverage of President Dwight D. Eisenhower's visit to Latin America, September 1960  
*Subject Terms:* Surveys and questionnaires; Voice of America; Radio  
*Geographic Place Names:* Latin America  
*Persons as Subjects:* Dwight D. Eisenhower  
*Organization Names:* BBC  
*Dates:* September 1960
- 0366 S-17-60 Exposure to and Impact of Panorama Space Telecasts by Socio-economic Classes**  
*Descriptive Title:* British viewers of BBC's *Panorama* coverage of U.S. satellites and space developments, September 1960  
*Subject Terms:* Space programs; Television; Social and family life  
*Geographic Place Names:* UK  
*Organization Names:* BBC  
*Dates:* September 1960
- 0370 S-18-60 Reactions to the UN Issues: Near East and South Asia**  
*Descriptive Title:* Middle Eastern and South Asian press coverage (September 1960) of speeches by President Dwight D. Eisenhower and Premier Nikita S. Khrushchev concerning the UN  
*Subject Terms:* Mass media; Public opinion; Presidential communications and messages  
*Geographic Place Names:* Middle East; South Asia  
*Persons as Subjects:* Dwight D. Eisenhower; Nikita S. Khrushchev  
*Organization Names:* UN  
*Dates:* September 1960
- 0377 S-19-60 Reactions to the UN Issues: Near East and South Asia**  
*Descriptive Title:* Middle Eastern and South Asian press coverage (October 1960) of speeches by President Dwight D. Eisenhower and Premier Nikita S. Khrushchev concerning the UN  
*Subject Terms:* Mass media; Public opinion; Presidential communications and messages  
*Geographic Place Names:* Middle East; South Asia  
*Persons as Subjects:* Dwight D. Eisenhower; Nikita S. Khrushchev  
*Organization Names:* UN  
*Dates:* October 1960
- 0383 S-20-60 Free World Reaction to the U.S. and Soviet Space Programs**  
*Descriptive Title:* "Free world" opinion of the U.S. and Soviet Union based on their space programs, October 1960  
*Subject Terms:* Public opinion; Space programs  
*Content Notes:* Appendix A presents tabulated British public opinion (Frame 0392)  
*Dates:* October 1960
- 0393 S-21-60 Africa and the Question of Soviet Colonialism**  
*Descriptive Title:* Africa and the question of Soviet colonialism, December 1960  
*Subject Terms:* Public opinion; Colonialism and colonial affairs  
*Geographic Place Names:* Africa  
*Dates:* December 1960
- 0398 S-22-60 Free World Reaction to Bacteriological and Chemical Warfare and Weapons**  
*Descriptive Title:* Worldwide media coverage of bacteriological and chemical warfare and weapons, 1960  
*Subject Terms:* Mass media; Public opinion; Chemical and biological warfare

- Geographic Place Names:* PRC  
*Dates:* 1960
- 0404 S-23-60 Communicating with the Soviet People: Suggestions for Tourists and Students**  
*Descriptive Title:* USIA suggestions for U.S. tourists and students on how to communicate with Soviets while abroad 1960  
*Subject Terms:* Communications; Travel; Students; Peace movements; Personal and family income; Social security; Economic policy; Democracy; Racial discrimination; Unemployment; Religious liberty  
*Dates:* 1960
- 0441 S-24-60 Japanese Attitudes toward U.S. Trade Policies and Investments**  
*Descriptive Title:* Japanese attitudes toward U.S. trade policies and investments, August 1960  
*Subject Terms:* Public opinion polls; Periodicals; Foreign trade; Foreign investments  
*Geographic Place Names:* Japan  
*Dates:* August 1960
- 0449 S-25-60 Preliminary Note on Public Opinion in Buenos Aires on the Eve of President Eisenhower's Visit**  
*Descriptive Title:* Public opinion in Buenos Aires on the eve of President Dwight D. Eisenhower's visit to Argentina, March 1960  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Buenos Aires, Argentina  
*Persons as Subjects:* Dwight D. Eisenhower  
*Dates:* March 1960
- 0460 S-26-60 How Effective is an Information Program**  
*Descriptive Title:* Information program effectiveness measurement, 1960  
*Subject Terms:* Social science research; Public opinion polls; Surveys and questionnaires  
*Content Notes:* Manual covers "Evaluating Effectiveness" (Chapter 1, Frame 0467); "Leadership and Influence" (Chapter 2, Frame 0480); "Obtaining a Representative Sample" (Chapter 3, Frame 0489); "The Construction of Questionnaires" (Chapter 4, Frame 0503); "Interviewing" (Chapter 5, Frame 0521); "Informal Interviewing" (Chapter 6, Frame 0541); "The Use of Panels" (Chapter 7, Frame 0559); "Observation and the Participant Observer" (Chapter 8, Frame 0573); "Analyzing the Content of Communications" (Chapter 9, Frame 0589); each chapter includes a summary  
*Dates:* 1960
- 0617 S-27-60 A Chronology of Soviet-Latin American Relations, 1918-1954**  
*Descriptive Title:* Chronology of Soviet-Latin American relations, 1918-1954  
*Subject Terms:* Chronologies; History  
*Geographic Place Names:* Latin America  
*Dates:* April 1960
- 0624 S-28-60 Near East, South Asian and African Reaction to President's Far Eastern Trip**  
*Descriptive Title:* Middle Eastern, South Asian, and African reaction to cancellation of President Dwight D. Eisenhower's Japanese trip, June 1960  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Middle East; Japan; South Asia; Africa  
*Persons as Subjects:* Dwight D. Eisenhower  
*Dates:* June 1960
- 0633 S-29-60 Image of America and Audience for Serious TV Programs**  
*Descriptive Title:* British television audience and perception of U.S., October 1960  
*Subject Terms:* Public opinion polls; Television; Foreign opinion of the U.S.  
*Geographic Place Names:* UK  
*Dates:* October 1960

**0636 S-30-60 Attitude Study in British East Africa**

*Descriptive Title:* British East African attitudes toward other countries, covering general esteem, world leadership, opportunities for individuals, treatment of African Americans, foreign aid, interest in and sources of world news, 1960

*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Black Americans; Racial discrimination; Foreign assistance; International relations

*Geographic Place Names:* Kenya; Tanganyika; Uganda; UK

*Dates:* 1960

**0670 S-31-60 Preoccupation Profile—India**

*Descriptive Title:* Indian preoccupation with economic matters and deteriorating relations with Communist China, 1960

*Subject Terms:* Foreign assistance; Foreign economic relations

*Geographic Place Names:* India; PRC

*Dates:* 1960

**0673 S-32-60 Size of Television Audience in Western Europe**

*Descriptive Title:* Western European television audience size, 1960

*Subject Terms:* Television

*Geographic Place Names:* Western Europe

*Dates:* 1960

**0678 S-33-60 The Foreign Image of American Power: Near East, South Asia, and Africa**

*Descriptive Title:* Middle Eastern, South Asian, and African image of U.S. power vis-à-vis the Soviet Union, covering leadership, military strength, alliances, science and technology, and economic might, 1960

*Subject Terms:* Foreign opinion of the U.S.

*Geographic Place Names:* Middle East; South Asia; Africa

*Dates:* 1960

**0695 S-34-60 Urban Life and Radical Politics in Madras**

*Descriptive Title:* Urban life and radical politics in Madras, India, April 1960

*Subject Terms:* Public opinion polls; Urban areas; Mass media; Radical politics

*Geographic Place Names:* Madras, India

*Dates:* April 1960

**0698 S-35-60 Manila Opinion of Eisenhower and Khrushchev**

*Descriptive Title:* Manila, Philippines, opinion of President Dwight D. Eisenhower and Premier Nikita S. Khrushchev, July 1960

*Subject Terms:* Public opinion polls

*Geographic Place Names:* Manila, Philippines

*Persons as Subjects:* Dwight D. Eisenhower; Nikita S. Khrushchev

*Dates:* July 1960

**0701 S-36-60 Draft: The Image of America in Southeast Asia**

*Descriptive Title:* Southeast Asia's perception of the U.S., including sources of information, 1960

*Subject Terms:* Foreign opinion of the U.S.; Motion pictures; Radio

*Geographic Place Names:* Southeast Asia

*Dates:* 1960

**0722 S-37-60 Pre-U.S. Election Survey**

*Descriptive Title:* Opinions of the 1960 U.S. presidential candidates among inhabitants of Greater Buenos Aires, Argentina, November 1960

*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Presidential elections

*Geographic Place Names:* Buenos Aires, Argentina

*Persons as Subjects:* Richard M. Nixon; John F. Kennedy

*Dates:* November 1960

- 0725 S-38-60 Aspects of Indian Attitudes toward the U.S. and Other Countries**  
*Descriptive Title:* Indian attitudes toward the U.S. and other countries, covering general esteem, foreign relations, cold war, power, space development, military strength, and leadership, 1960  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Space programs; Military forces assessments; Officials; Social science research  
*Geographic Place Names:* India; UK; PRC; FRG  
*Dates:* 1960
- 0760 S-39-60 Cuban Public Opinion Surveys**  
*Descriptive Title:* Cuban public opinion surveys, February 1960  
*Subject Terms:* Public opinion polls; Socialism; Mass media; Social science research  
*Geographic Place Names:* Cuba  
*Content Notes:* Contains copy of Spanish-language questionnaire (Frame 0766) and tabulated results in Spanish (Frame 0770)  
*Dates:* February 1960
- 1961 (Numbers 1–12)**
- 0798 S-1-61 Selective Guide to Scholarly Literature, July through September 1960**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, January 1961  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 0838)  
*Dates:* January 1961
- 0846 S-2-61 Reaction to the Crisis in Laos**  
*Descriptive Title:* South Asian, UAR, and African reaction to the crisis in Laos, January 1961  
*Subject Terms:* Press; International crises  
*Geographic Place Names:* Laos; South Asia; UAR; Middle East; Africa  
*Dates:* January 1961
- 0851 S-3-61 Worldwide Reactions to the Election of President Kennedy: A Flash Survey in Major Opinion Centers**  
*Descriptive Title:* Worldwide reactions to John F. Kennedy's election as U.S. president, January 1961  
*Subject Terms:* Public opinion polls; Presidential elections; Foreign assistance  
*Persons as Subjects:* John F. Kennedy  
*Dates:* January 1961
- 0865 S-4-61 Chronology of the Breakdown in the Cuban Judicial System, Judicial Procedures and Human Rights under Fidel Castro**  
*Descriptive Title:* Chronology of the breakdown in the Cuban judicial system, judicial procedures, and human rights under Fidel Castro  
*Subject Terms:* Chronologies; Revolutions; Administration of justice; Human rights  
*Dates:* February 1961
- 0889 S-5-61 U.S. Administration in Soviet Propaganda: A Short Review**  
*Descriptive Title:* Restraint of Soviet mass media in coverage of new Kennedy administration  
*Subject Terms:* Propaganda  
*Persons as Subjects:* John F. Kennedy  
*Dates:* February 1961
- 0892 S-6-61 The Impact of Castro upon Latin American Public Opinion: A Preliminary Report of Survey Indications from Seven Countries**  
*Descriptive Title:* Latin American public opinion of Fidel Castro and his policies, February 1961  
*Subject Terms:* Public opinion polls; Land reform; Foreign assistance; Social science research  
*Geographic Place Names:* Brazil; Peru; Venezuela; Colombia; Mexico; Argentina; Uruguay

- Persons as Subjects:* Fidel Castro  
*Dates:* February 1961
- 0919 S-7-61 Reactions to President Kennedy's Address on Latin America**  
*Descriptive Title:* International press coverage of President John F. Kennedy's address on Latin America, March 1961  
*Subject Terms:* Press  
*Geographic Place Names:* Latin America; Western Europe  
*Persons as Subjects:* John F. Kennedy  
*Dates:* March 1961
- 0933 S-8-61 Recent Soviet Propaganda Views on US Policies**  
*Descriptive Title:* Soviet criticism of Kennedy administration policies, March 1961  
*Subject Terms:* Propaganda  
*Dates:* March 1961
- 0935 S-9-61 Some Educated Guesses as to VOA Listening in the Communist World**  
*Descriptive Title:* Estimated audience for Voice of America in Communist bloc nations, March 1961  
*Subject Terms:* Voice of America; Iron Curtain  
*Principal Correspondents:* Ralph K. White  
*Dates:* March 1961
- 0948 S-10-61 The Economic Outlook of Far Eastern Elites with Emphasis on the Image of Communist China**  
*Descriptive Title:* Economic outlook of East Asian elites, March 1961  
*Geographic Place Names:* PRC  
*Dates:* March 1961
- 0954 S-11-61 Increased Communist Bloc Broadcasts to Africa, January 1–April 1, 1961**  
*Descriptive Title:* Communist bloc broadcasting increase to Africa in early 1961  
*Subject Terms:* Radio  
*Geographic Place Names:* Africa  
*Dates:* April 1961
- 0958 S-12-61 Selective Guide to Scholarly Literature: October–December 1960**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, April 1961  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 1003)  
*Dates:* April 1961

## Reel 15

### 1961 (Numbers 13–68)

- 0001 S-13-61 An Analysis of Latin American Aspirations**  
*Descriptive Title:* Latin American opinions on social revolution, U.S. leadership, and U.S. aid, April 1961  
*Subject Terms:* Public opinion; Social and family life; Foreign assistance; Foreign opinion of the U.S.  
*Geographic Place Names:* Latin America  
*Dates:* April 1961
- 0008 S-14-61 The Public Opinion Impact of the Cuban Landings: A Flash Survey in Rio, Mexico City and Lima**  
*Descriptive Title:* Latin American opinion of the Bay of Pigs invasion, April 1961  
*Subject Terms:* Public opinion polls; Bay of Pigs invasion  
*Geographic Place Names:* Cuba; Brazil; Mexico; Peru

- Persons as Subjects:* Fidel Castro  
*Dates:* April 1961
- 0014 S-15-61 Trends in the Psychological Climate for U.S. Business in Latin America**  
*Descriptive Title:* Psychological climate for U.S. business in Latin America, May 1961  
*Subject Terms:* Business; Foreign investments; Public opinion; Expropriation; Economics  
*Geographic Place Names:* Latin America  
*Dates:* May 1961
- 0030 S-16-61 Psychological Effects of Openness in U.S. Space Flight**  
*Descriptive Title:* Psychological gains resulting from openness about U.S. space flight, May 1961  
*Subject Terms:* Space programs; Propaganda  
*Dates:* May 1961
- 0038 S-17-61 Worldwide Reactions to Racial Incidents in Alabama**  
*Descriptive Title:* Worldwide press accounts of “racial incidents” in Alabama, May 1961  
*Subject Terms:* Foreign opinion of the U.S.; Racial discrimination; Black Americans  
*Geographic Place Names:* Alabama  
*Persons as Subjects:* John F. Kennedy  
*Dates:* May 1961
- 0054 S-18-61 African Reaction to the Alabama Events**  
*Descriptive Title:* African media accounts of “racial incidents” in Alabama, June 1961  
*Subject Terms:* Foreign opinion of the U.S.; Radio; Racial discrimination; Black Americans  
*Geographic Place Names:* Africa  
*Dates:* June 1961
- 0058 S-19-61 Assessment of Initial Worldwide Reaction to President Kennedy’s European Talks**  
*Descriptive Title:* Worldwide media accounts of President John F. Kennedy’s talks with Premier Nikita S. Khrushchev in Vienna, Austria, June 1961  
*Subject Terms:* Mass media; Conferences  
*Geographic Place Names:* Vienna, Austria  
*Persons as Subjects:* John F. Kennedy; Nikita S. Khrushchev  
*Dates:* June 1961
- 0071 S-20-61 Reaction to the Angolan Problem**  
*Descriptive Title:* Worldwide media accounts of the Angolan rebellion, June 1961  
*Subject Terms:* Mass media; Colonialism and colonial affairs; Insurgency; Propaganda  
*Geographic Place Names:* Angola; Portugal  
*Organization Names:* NATO; UN  
*Dates:* June 1961
- 0109 S-21-61 French Listeners to VOA: A Qualitative Study of Forty Listeners to *Forum* and *Commentators Digest***  
*Descriptive Title:* French listeners’ comments on Voice of America programs, 1961  
*Subject Terms:* Public opinion; Voice of America; Foreign opinion of the U.S.; Propaganda; Languages and linguistics  
*Geographic Place Names:* France  
*Dates:* 1961
- 0186 S-22-61 Yugoslav Reaction to Western Broadcasting: Highlights**  
*Descriptive Title:* Yugoslav refugees’ reaction to Western broadcasting, July 1961  
*Subject Terms:* Political refugees; Public opinion; Radio; Voice of America  
*Geographic Place Names:* Yugoslavia  
*Organization Names:* BBC  
*Dates:* July 1961

- 0197 S-23-61 Selective Guide to Scholarly Literature: January through March 1961**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, July 1961  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 0237)  
*Dates:* July 1961
- 0244 S-24-61 Some Preliminary Indications of West European Morale in the Berlin Crisis**  
*Descriptive Title:* Western European opinion on the use of force to resolve the Berlin Crisis, July 1961  
*Subject Terms:* Public opinion polls; Berlin Crisis; Foreign military forces  
*Geographic Place Names:* UK; France; FRG; Italy  
*Dates:* July 1961
- 0248 S-25-61 The Impact of the Kennedy-Khrushchev and Kennedy-De Gaulle Conference on West European Public Opinion**  
*Descriptive Title:* Western European opinion of talks between President John F. Kennedy and Premier Nikita S. Khrushchev in Vienna and between President Kennedy and President Charles de Gaulle in Paris, July 1961  
*Subject Terms:* Public opinion polls; Conferences  
*Geographic Place Names:* UK; France; FRG; Italy  
*Persons as Subjects:* John F. Kennedy; Nikita S. Khrushchev; Charles de Gaulle  
*Dates:* July 1961
- 0254 S-26-61 West European Public Opinion on the Resumption of U.S. Nuclear Tests**  
*Descriptive Title:* Western European public opinion on resumption of U.S. nuclear tests, July 1961  
*Subject Terms:* Public opinion polls; Nuclear weapons testing  
*Geographic Place Names:* UK; France; FRG; Italy  
*Dates:* July 1961
- 0258 S-27-61 Special Memorandum on East Africa**  
*Descriptive Title:* U.S. sociologist Manfred Stanley's impressions of East Africa, August 1961  
*Subject Terms:* Education; Propaganda  
*Geographic Place Names:* East Africa  
*Persons as Subjects:* Manfred Stanley  
*Dates:* August 1961
- 0271 S-28-61 Some Indications of West European Morale in the Berlin Crisis**  
*Descriptive Title:* Western European opinion on the use of force to resolve the Berlin Crisis and the prospect of world war, August 1961  
*Subject Terms:* Public opinion polls; Berlin Crisis; Foreign military forces; War  
*Geographic Place Names:* UK; France; FRG; Italy  
*Dates:* August 1961
- 0279 S-29-61 Selective Guide to Scholarly Literature: April through June 1961**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, September 1961  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 0313)  
*Dates:* September 1961
- 0320 S-30-61 The Current State of Confidence in the U.S. Among East German Refugees**  
*Descriptive Title:* East German refugees' confidence in Western policies on Berlin and in U.S. leadership, September 1961  
*Subject Terms:* Political refugees; Public opinion polls  
*Geographic Place Names:* Berlin, Germany  
*Dates:* September 1961



- 0329 S-31-61 Increased Communist Bloc Broadcasts to Africa, January 1–October 15, 1961**  
*Descriptive Title:* Increased Communist bloc broadcasts to Africa, January 1–October 15, 1961  
*Subject Terms:* Radio; Propaganda  
*Geographic Place Names:* Africa; PRC  
*Dates:* October 1961
- 0333 S-32-61 Some Indications of the Image of U.S. Education Abroad**  
*Descriptive Title:* Perception of U.S. education abroad, especially in contrast to USSR, October 1961  
*Subject Terms:* Foreign opinion of the U.S.; Education  
*Geographic Place Names:* UK; France; FRG; Italy; Japan  
*Dates:* October 1961
- 0343 S-33-61 Themes and Counter themes: Basic Fallacies of Soviet Propaganda**  
*Descriptive Title:* Soviet propaganda themes, 1961  
*Subject Terms:* Propaganda; Arms control and disarmament; Colonialism and colonial affairs; Foreign assistance; Foreign trade  
*Geographic Place Names:* Berlin, Germany  
*Dates:* 1961
- 0373 S-34-61 Peking's Handling of Nehru's Foreign Policy Statements**  
*Descriptive Title:* Communist Chinese media accounts of Indian Prime Minister Jawaharlal Nehru's foreign policy statements, December 1961  
*Subject Terms:* Mass media  
*Geographic Place Names:* PRC; India  
*Persons as Subjects:* Jawaharlal Nehru  
*Dates:* December 1961
- 0381 S-35-61 A Note on Attitudes toward the U.S. of a Group of Belgian Elites in the Context of the Congo Situation, December 1961**  
*Descriptive Title:* Belgian attitudes about U.S. policy during the Congo crisis, 1961  
*Subject Terms:* Foreign opinion of the U.S.; Sovereignty  
*Geographic Place Names:* Belgium; Congo  
*Dates:* 1961
- 0387 S-36-61 An Evaluation of Voice of America Russian-Language Programs to the USSR**  
*Descriptive Title:* Voice of America program effectiveness in the USSR, 1961–1962  
*Subject Terms:* Voice of America; Propaganda; Iron Curtain; Berlin Crisis  
*Principal Correspondents:* Oren Stephens  
*Content Notes:* Appendix 2 (Frame 0402) contains lengthy comments on VOA programs by each member of an expert panel  
*Dates:* Fall 1961–February 1962
- 0486 S-37-61 Mirror Images in the East-West Conflict**  
*Descriptive Title:* Similarities (and differences) in the way each side perceives itself in the East-West conflict, 1961  
*Subject Terms:* Psychology; Democracy  
*Dates:* 1961
- 0502 S-38-61 Soviet and American Images**  
*Descriptive Title:* Comparison of Soviet and American images of themselves and one another, 1961  
*Subject Terms:* Psychology; Democracy; Foreign opinion of the U.S.; Public opinion  
*Persons as Subjects:* John F. Kennedy; Richard M. Nixon; Nikita S. Khrushchev; Urie Bronfenbrenner; Nathan Leites  
*Content Notes:* Presents side-by-side juxtaposition of U.S. and USSR images of and leaders' statements about themselves and one another  
*Dates:* 1961

- 0568 S-39-61 Suggestions for Report Writing**  
*Descriptive Title:* Suggestions for report writing, covering content, style, format, and visual aids  
*Subject Terms:* Writers and writing  
*Dates:* 1961
- 0580 S-40-61 Misconceptions in Soviet and American Images**  
*Descriptive Title:* Misconceptions in Soviet and American images, including differences in attitudes about democracy, aggression, deception, and open-minded consideration of evidence  
*Subject Terms:* Psychology; Foreign opinion of the U.S.; Public opinion; Democracy  
*Dates:* 1961
- 0594 S-41-61 IRI Background Facts: The Negro American**  
*Descriptive Title:* Black American history through July 1961  
*Subject Terms:* Black Americans; History; Racial discrimination; Education; Voting rights; Employment; Migration; Statistical data: population; Civil rights  
*Content Note:* Contains bibliography, tables, and revisions  
*Dates:* July 1961
- 0616 S-42-61 IRI Background Facts: The Negro American, II; Desegregation in Education**  
*Descriptive Title:* Desegregation in education: historical background  
*Subject Terms:* Black Americans; History; Discrimination in education; Statistical data: education; Elementary and secondary education; Higher education; Case law; Urban areas  
*Geographic Place Names:* Little Rock, Arkansas  
*Content Notes:* Contains bibliography, tables, and revisions  
*Dates:* August 1961
- 0660 S-43-61 [Recommendations for Strengthening IRI]**  
*Descriptive Title:* Recommendations for strengthening the Office of Research and Intelligence (IRI), July 1961  
*Subject Terms:* Social science research; Surveys and questionnaires  
*Persons as Subjects:* Leo P. Crespi  
*Federal Departments and Agencies:* Office of Research and Intelligence, USIA  
*Principal Correspondents:* Gus Wiebe  
*Dates:* July 1961
- 0676 S-44-61 Reaction to U.S. Commercial TV Overseas**  
*Descriptive Title:* USIA field officers' assessment of the impact of U.S. commercial TV overseas, April 1961  
*Subject Terms:* Public opinion; Television; Foreign opinion of the U.S.  
*Principal Correspondents:* Oren Stephens  
*Dates:* April 1961
- 0684 S-45-61 Some Highlights of Survey Research Utilization**  
*Descriptive Title:* Insights gleaned from USIA survey research, including new approaches to certain audiences and use of languages  
*Subject Terms:* Surveys and questionnaires; Foreign opinion of the U.S.; Exhibitions and trade fairs; Women; Languages and linguistics  
*Geographic Place Names:* Japan; Berlin, Germany; Western Europe; UK; Bangkok, Thailand  
*Dates:* February 1961
- 0714 S-46-61 French-to-Africa Panel Survey**  
*Descriptive Title:* Voice of America listening habits of French-speaking Africans, including program preferences and demographic information on respondents, 1961  
*Subject Terms:* Languages and linguistics; Surveys and questionnaires; Voice of America; Population; Employment  
*Geographic Place Names:* Africa  
*Dates:* 1961

- 0734 S-47-61 Public Opinion in Scotland on the U.S. Polaris Base**  
*Descriptive Title:* Scottish opinion of a Polaris base at Holy Loch, Scotland, March 1961  
*Subject Terms:* Public opinion polls; Submarines; Military bases, posts, and reservations  
*Geographic Place Names:* Scotland  
*Principal Correspondents:* Edward R. Murrow  
*Content Notes:* Cover letter only  
*Dates:* March 1961
- 0736 S-48-61 Panel Discussion of VOA Record on “Space Program”**  
*Descriptive Title:* Foreign students’ opinions of a Voice of America recording on space, March 1961  
*Subject Terms:* Voice of America; Space programs; Foreign students; Public opinion  
*Dates:* March 1961
- 0748 S-49-61 Panel Discussion on Broadcast of VOA “Report to Youth” Record**  
*Descriptive Title:* Foreign students’ opinions of a Voice of America recording on youth, March 1961  
*Subject Terms:* Voice of America; Youth; Foreign students; Public opinion; Democracy  
*Dates:* March 1961
- 0754 S-50-61 Tenth Semi-Annual Report, Special International Program, January 1–June 30, 1961**  
*Descriptive Title:* U.S. exhibits at foreign trade fairs and cultural programs, January–June 1961  
*Subject Terms:* Exhibitions and trade fairs; Cultural relations; Government spending  
*Content Notes:* Includes images of particular exhibits and programs  
*Dates:* January–June 1961
- 0824 S-51-61 Land Reform in Latin America**  
*Descriptive Title:* Latin American laws governing land reform, January 1961  
*Subject Terms:* Land reform; Foreign laws  
*Geographic Place Names:* Puerto Rico; Mexico; Bolivia; Guatemala; Venezuela; Cuba  
*Dates:* January 1961
- 0876 S-52-61 Aspects of Indian Attitudes toward the U.S. and Other Countries**  
*Descriptive Title:* Indian opinion of U.S. world standing vis-à-vis Soviet Union and Communist China, January 1961  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* India; PRC  
*Dates:* ca. January 1961
- 0881 S-53-61 Survey of British Reactions to Four Presidential Addresses**  
*Descriptive Title:* British reactions to four John F. Kennedy presidential addresses, March 1961  
*Subject Terms:* Public opinion polls; Presidential communications and messages  
*Persons as Subjects:* John F. Kennedy  
*Geographic Place Names:* UK  
*Principal Correspondents:* Edward R. Murrow  
*Content Notes:* Cover letter only  
*Dates:* March 1961
- 0884 S-54-61 Near East and South Asia: Reaction to U.S. Decision to Resume Nuclear Testing**  
*Descriptive Title:* Probable Middle Eastern and South Asian reactions to resumption of nuclear testing by U.S., May 1961  
*Subject Terms:* Public opinion; Nuclear test ban  
*Geographic Place Names:* Middle East; South Asia  
*Dates:* May 1961

- 0887 S-55-61 Near East and South Asia: Editorial Comments on U.S. Racial Incidents in Alabama**  
*Descriptive Title:* Foreign commentary on civil rights protests involving “freedom riders” in Alabama, 1961  
*Subject Terms:* Foreign opinion of the U.S.; Racial discrimination; Black Americans  
*Geographic Place Names:* Middle East; South Asia; Alabama  
*Dates:* May 1961
- 0891 S-56-61 Opinions in Latin Americans**  
*Descriptive Title:* Latin American opinion of the U.S. and Fidel Castro’s leadership of Cuba, August 1961  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Latin America  
*Persons as Subjects:* Fidel Castro  
*Principal Correspondents:* Oren Stephens  
*Dates:* August 1961
- 0895 S-57-61 West European Opinion about the U.S.**  
*Descriptive Title:* Western European opinion of the U.S., August 1961  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Western Europe  
*Principal Correspondents:* Oren Stephens  
*Dates:* August 1961
- 0898 S-58-61 Latest West European Survey Information Regarding Disarmament**  
*Descriptive Title:* Western European opinion on disarmament, August 1961  
*Subject Terms:* Surveys and questionnaires; Arms control and disarmament  
*Geographic Place Names:* Western Europe  
*Principal Correspondents:* Oren Stephens  
*Dates:* August 1961
- 0901 S-59-61 Attitudes of the Belgians towards the Americans in Relation to the Congo Situation**  
*Descriptive Title:* Belgian opinion of U.S. policy during the Congo crisis, October 1961  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Belgium; Congo  
*Dates:* October 1961
- 0905 S-60-61 Survey Findings on Castro’s Standing in Latin America**  
*Descriptive Title:* Latin American opinion of Fidel Castro, November 1961  
*Subject Terms:* Public opinion polls; Voice of America  
*Geographic Place Names:* Latin America  
*Persons as Subjects:* Fidel Castro  
*Principal Correspondents:* Oren Stephens  
*Dates:* November 1961
- 0911 S-61-61 The Impact of Western Radio in the Baltic States**  
*Descriptive Title:* Western radio audience in the Baltic States, December 1961  
*Subject Terms:* Political refugees; Public opinion; Voice of America  
*Geographic Place Names:* Estonia; Latvia; Lithuania  
*Dates:* December 1961
- 0940 S-62-61 Near East and South Asia: Belgrade Conference**  
*Descriptive Title:* Middle Eastern and South Asian press coverage of the Belgrade Conference, 1961  
*Subject Terms:* Press; Conferences  
*Geographic Place Names:* Middle East; South Asia  
*Dates:* 1961

- 0945 S-63-61 Attitudes of the Majority of Latin Americans**  
*Descriptive Title:* Latin American attitudes toward the U.S. vis-à-vis the USSR, 1961  
*Subject Terms:* Public opinion; Foreign opinion of the U.S.  
*Geographic Place Names:* Latin America  
*Dates:* 1961
- 0951 S-64-61 Public Opinion Poll (#4) on Kenya's Political Issues**  
*Descriptive Title:* Kenyan attitudes on select political issues, January 1961  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Kenya  
*Dates:* January 1961
- 0954 S-65-61 Public Opinion (#6) on Kenyatta**  
*Descriptive Title:* Kenyan public opinion on the continued detention of Jomo Kenyatta, March 1961  
*Subject Terms:* Public opinion; Arrest; Elections  
*Geographic Place Names:* Kenya  
*Persons as Subjects:* Jomo Kenyatta  
*Dates:* March 1961
- 0956 S-66-61 Opinion Poll on the Beginning of the Janio Quadros Administration**  
*Descriptive Title:* Brazilian opinion of the early Janio Quadros administration in Brazil, March 1961  
*Subject Terms:* Public opinion  
*Geographic Place Names:* Rio de Janeiro, Brazil; São Paulo, Brazil  
*Persons as Subjects:* Janio Quadros; Fidel Castro  
*Dates:* March 1961
- 0959 S-67-61 Current Trend in British Willingness to Fight for Berlin**  
*Descriptive Title:* Decline in British willingness to fight for Berlin, July–September 1961  
*Subject Terms:* Public opinion polls; Sovereignty; Nuclear weapons  
*Geographic Place Names:* UK; Berlin, Germany; GDR  
*Organization Names:* UN  
*Principal Correspondents:* Oren Stephens  
*Dates:* September 1961
- 0962 S-68-61 Public Opinion Poll on Tribalism in Kenya**  
*Descriptive Title:* Public opinion poll on tribalism in Kenya  
*Subject Terms:* Public opinion polls; Social and family life; Political parties; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Kenya  
*Organization Names:* Kenya African National Union; Kenya African Democratic Union  
*Principal Correspondents:* Richard B. Freund  
*Content Notes:* Contains publication *Public Opinion Poll on Tribalism in Kenya, 1961* (Frame 0967), including tables of relations between tribes  
*Dates:* October 1961

## Reel 16

### 1962 (Numbers 1–43)

- 0001 S-1-62 Peking's Recent Propaganda Researches New Level of Bellicosity**  
*Descriptive Title:* Chinese Communist propaganda covering Western imperialism and disarmament, December 1961  
*Subject Terms:* Propaganda; Press; Officials; Colonialism and colonial affairs; Arms control and disarmament  
*Geographic Place Names:* PRC

- Persons as Subjects:* Liu-Ning-i; Liao Cheng-chih  
*Organization Names:* UN; World Peace Council  
*Dates:* December 1961–January 1962
- 0008 S-2-62 Indonesian Propaganda Build-up over West New Guinea**  
*Descriptive Title:* Indonesian propaganda build-up over West New Guinea, January 1962  
*Subject Terms:* Propaganda; Colonialism and colonial affairs; Revolutions; Political parties; Radio; Press  
*Geographic Place Names:* Indonesia; West New Guinea; Netherlands  
*Persons as Subjects:* Sukarno  
*Dates:* January 1962
- 0014 S-3-62 IRS Background Facts, The Negro American, III: Civil Rights—Voting A: Historical Review to 1945; B. Post–World War II**  
*Descriptive Title:* African American voting rights, 1787–1962  
*Subject Terms:* Black Americans; Voting rights; Civil rights; Elections; History; Constitution of U.S.; Slaves and slavery; Racial discrimination; Political parties; Constitutional amendments; Supreme Court; *Plessy v. Ferguson*; Case law; Ku Klux Klan; *Brown v. Board of Education of Topeka, Kansas*; Civil Rights Act of 1957; Civil Rights Act of 1970; Bibliographies  
*Organization Names:* NAACP  
*Federal Departments and Agencies:* Civil Rights Commission  
*Dates:* 1787–1962
- 0055 S-4-62 Communications in Africa: Evaluation of a New Book**  
*Descriptive Title:* Evaluation of *Communication in Africa*, a book by Leonard W. Doob  
*Subject Terms:* Communications; Languages and linguistics; Illiteracy  
*Geographic Place Names:* Africa  
*Persons as Subjects:* Leonard W. Doob  
*Dates:* January 1962
- 0060 S-5-62 The Voice of America: Evaluations and Criticism of its Arabic Programming**  
*Descriptive Title:* Critique of Voice of America programming in Arabic, January 1962  
*Subject Terms:* Voice of America; Languages and linguistics; Surveys and questionnaires; Students  
*Geographic Place Names:* Middle East  
*Organization Names:* BBC; Radio Moscow  
*Content Notes:* Contains preliminary report (Frame 0061); final report (Frame 0067), including detailed descriptions of sixteen respondents (Frame 0082), evaluations of particular broadcast tapes (Frame 0149), comparisons among broadcasters (Frame 0227), and implications (Frame 0268)  
*Dates:* January 1962
- 0272 S-6-62 USA and USSR English Language Publications Distributed in India**  
*Descriptive Title:* Comparison of U.S. and USSR publications distributed in India, covering specific periodicals, pamphlets, and suggested themes, January 1962  
*Subject Terms:* Surveys and questionnaires; Social science research; Publishers and publishing; Propaganda; Periodicals  
*Geographic Place Names:* India  
*Dates:* January 1962
- 0375 S-7-62 The OAS in the Eyes of the French Public**  
*Descriptive Title:* French attitudes toward the Secret Army Organization (OAS) in Metropolitan France and in Algeria, January 1962  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* France; Algeria  
*Organization Names:* Secret Army Organization (OAS)  
*Dates:* January 1962

- 0381 S-8-62 The Impact of President Kennedy's Visit Upon Attitudes Toward the Alianza in Bogota**  
*Descriptive Title:* Impact of President John F. Kennedy's visit to Bogotá, Colombia, on attitudes toward the Alianza para el Progreso (Alliance for Progress), January 1962  
*Subject Terms:* Public opinion polls; Alliance for Progress; Land reform  
*Geographic Place Names:* Bogotá, Colombia  
*Persons as Subjects:* John F. Kennedy; Fidel Castro  
*Dates:* January 1962
- 0399 S-9-62 Ne Win and Aung Gyi: Significant Attitudes**  
*Descriptive Title:* Attitudes of two high-ranking Burmese generals toward the U.S. and PRC, March 1962  
*Subject Terms:* Military officers; Foreign opinion of the U.S.  
*Geographic Place Names:* Burma; PRC  
*Persons as Subjects:* Ne Win; Aung Gyi  
*Organization Names:* Burma Army  
*Dates:* March 1962
- 0404 S-10-62 International Radio Broadcasting by Cuba**  
*Descriptive Title:* International radio broadcasting by Cuba, March 1962  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* Cuba  
*Organization Names:* Radio Havana  
*Dates:* March 1962
- 0407 S-11-62 Symposium Proceedings: The U.S. Army's Limited-War Mission and Social Science Research, March 26, 27, 28, 1962**  
*Descriptive Title:* U.S. Army's role in psychological warfare, March 1962  
*Subject Terms:* Army; Social science research; Psychological warfare; Civil-military relations  
*Geographic Place Names:* UK; FRG; France; Italy  
*Persons as Subjects:* Leo P. Crespi  
*Dates:* March 1962
- 0429 S-12-62 New Data from Lloyd Free on Values in Undeveloped Countries**  
*Descriptive Title:* *Six Allies and a Neutral* (book) by Lloyd Free, comparing values of political elites in developed and underdeveloped countries  
*Subject Terms:* Parliaments; Officials; Arms control and disarmament; Personal and family income; Democracy; Social security; Sovereignty  
*Geographic Place Names:* Western Europe; India; Philippines; Brazil  
*Principal Correspondents:* Ralph K. White  
*Content Notes:* Values are peace, prosperity, position in the world, democracy, social justice, avoiding communism; honest efficient leadership, national unity, and national independence  
*Dates:* April 1962
- 0436 S-13-62 USSR Children's Technical and Art Exhibit, Washington, D.C., April 2-25, 1962**  
*Descriptive Title:* USSR Children's Technical and Art Exhibit, Washington, D.C., April 1962  
*Subject Terms:* Exhibitions and trade fairs; Children; Cultural relations  
*Dates:* April 1962
- 0440 S-14-62 Selective Guide to Scholarly Literature, October through December 1961**  
*Descriptive Title:* Annotated bibliography, for USIA officers, of scholarly articles, dissertations, and books, organized by broad geographic area, May 1962  
*Subject Terms:* Bibliographies  
*Content Notes:* Includes index to authors (Frame 0491)  
*Dates:* May 1962

- 0499 S-15-62 Post-Berlin Wall Radio Listening in East Germany**  
*Descriptive Title:* Radio in the American Sector as source of information in East Germany after erection of Berlin Wall, May 1962  
*Subject Terms:* Public opinion; Political refugees; Radio  
*Geographic Place Names:* Berlin, Germany; GDR  
*Organization Names:* RIAS  
*Dates:* May 1962
- 0503 S-16-62 Mail Survey of Listeners to VOA Arabic Broadcasts (Preliminary Report)**  
*Descriptive Title:* Arabic-speaking listeners to Voice of America broadcasts, May 1962  
*Subject Terms:* Surveys and questionnaires; Voice of America; Languages and linguistics  
*Geographic Place Names:* Middle East  
*Dates:* May 1962
- 0508 S-17-62 Survey Data on University Students—Some Common Denominators**  
*Descriptive Title:* Common denominators among international university students, covering preferred media and opinions of the U.S., June 1962  
*Subject Terms:* Students; Mass media; Race relations; Foreign opinion of the U.S.; Socialism  
*Principal Correspondents:* S. I. Nadler  
*Content Notes:* Contains list of student surveys, 1957–1960 (Frame 0512)  
*Dates:* June 1962
- 0514 S-18-62 Attitudes toward the Alianza and Related Issues in Peru: Highlights of a Late May Survey (Preliminary Memorandum), June 1962**  
*Descriptive Title:* Peruvian attitudes toward the Alliance for Progress, June 1962  
*Subject Terms:* Alliance for Progress; Public opinion polls  
*Geographic Place Names:* Peru  
*Dates:* June 1962
- 0518 S-19-62 The Alianza After One Year: Highlights of a Survey in Lima**  
*Descriptive Title:* Peruvian attitudes toward the Alliance for Progress after one year, June 1962  
*Subject Terms:* Alliance for Progress; Public opinion polls  
*Geographic Place Names:* Peru  
*Dates:* June 1962
- 0526 S-20-62 Behavioral Science Research in U.S.I.A.**  
*Descriptive Title:* USIA behavioral science research, 1962  
*Subject Terms:* Psychological research; Communications  
*Dates:* 1962
- 0533 S-21-62 Tunisian *Jeune Afrique* Survey—“What African Students Think of Independence”**  
*Descriptive Title:* African students in France attitudes toward African unity, 1962  
*Subject Terms:* Surveys and questionnaires; Foreign students; Sovereignty; Socialism  
*Geographic Place Names:* Africa  
*Organization Names:* *Jeune Afrique* (periodical)  
*Principal Correspondents:* Robert E. Hartland  
*Dates:* June–July 1962
- 0541 S-22-62 Castro’s Standing in Latin America: An Overview of Research Findings, Dec. 1960–Dec. 1961**  
*Descriptive Title:* Fidel Castro’s standing in Latin America, 1961  
*Subject Terms:* Public opinion polls; Urban areas; Land reform; Bibliographies  
*Geographic Place Names:* Latin America  
*Persons as Subjects:* Fidel Castro  
*Dates:* 1961–1962
- 0557 S-23-62 Soviet-Satellite Developments (A Monthly Review), July 1962**  
*Descriptive Title:* Soviet youth attitudes and the Eighth World Youth Festival, July 1962  
*Subject Terms:* Youth; Public opinion polls; Cultural relations; Propaganda



- Organization Names:* Komsomolskaya Pravda; World Federation of Democratic Youth; International Union of Students; International Festival Committee  
*Dates:* July 1962
- 0580 S-24-62 West European Opinion on Nuclear Inspection and U.S. Resumption of Nuclear Tests**  
*Descriptive Title:* Western European opinion on nuclear inspection and U.S. resumption of nuclear tests, 1962  
*Subject Terms:* Public opinion polls; Nuclear weapons testing; Foreign opinion of the U.S.  
*Geographic Place Names:* UK; FRG; France  
*Dates:* June–August 1962
- 0585 S-25-62 West European Awareness of and Reactions to the Peace Corps**  
*Descriptive Title:* Western European attitudes toward the Peace Corps, 1961–1962  
*Subject Terms:* Public opinion polls; Peace Corps  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* 1961–1962
- 0590 S-26-62 The Image of U.S. Nuclear Strength in Western Europe**  
*Descriptive Title:* Western European opinion on U.S. nuclear strength compared to the USSR, 1962  
*Subject Terms:* Public opinion polls; Nuclear weapons  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* August 1962
- 0594 S-27-62 Current Military Strength of the Communist versus the Anti-Communist Powers**  
*Descriptive Title:* Western European opinion of Communist and anti-Communist military strength, 1962  
*Subject Terms:* Public opinion polls; Military forces assessments  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* August 1962
- 0598 S-28-62 Current U.S. versus Soviet Space Spanning in Western Europe**  
*Descriptive Title:* Western European opinion of U.S. and USSR position in the space race, 1962  
*Subject Terms:* Public opinion polls; Space programs  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* August 1962
- 0603 S-29-62 Trend in West European Opinion on the Tactical Use of Nuclear Weapons**  
*Descriptive Title:* Western European opinion on tactical use of nuclear weapons, 1962  
*Subject Terms:* Public opinion polls; Military strategy; Nuclear weapons  
*Geographic Place Names:* UK; FRG; France; Italy  
*Organization Names:* NATO  
*Dates:* August 1962
- 0607 S-30-62 Public Opinion Poll on Politics in Kenya, Poll #9**  
*Descriptive Title:* International public opinion poll on politics in Kenya, January 1962  
*Subject Terms:* Public opinion polls; Political parties  
*Geographic Place Names:* Kenya  
*Organization Names:* Kenya African National Union; Kenya African Democratic Union  
*Dates:* January 1962
- 0611 S-31-62 Japanese Opinion of U.S. Nuclear Strength**  
*Descriptive Title:* Japanese opinion of U.S. nuclear and military strength compared to the USSR, July 1962  
*Subject Terms:* Public opinion polls; Nuclear weapons; Military forces assessments  
*Geographic Place Names:* Japan  
*Dates:* July–August 1962

- 0616 S-32-62 Japanese Opinion on U.S. Resumption on Nuclear Tests and the Issue of Inspection**  
*Descriptive Title:* Japanese opinion of U.S. resumption on nuclear tests and the issue of inspection, 1962  
*Subject Terms:* Public opinion polls; Nuclear weapons testing; Military facility inspections  
*Geographic Place Names:* Japan  
*Dates:* August 1962
- 0621 S-33-62 Japanese Awareness of and Reaction to the Peace Corps**  
*Descriptive Title:* Japanese attitudes toward the Peace Corps, 1962  
*Subject Terms:* Public opinion polls; Peace Corps  
*Geographic Place Names:* Japan  
*Dates:* August 1962
- 0626 S-34-62 Japanese Opinion on U.S. Treatment of Okinawans**  
*Descriptive Title:* Japanese opinion on U.S. treatment of Okinawans, 1958-1962  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; Okinawa  
*Dates:* December 1958, July 1962
- 0631 S-35-62 Japanese Attitudes toward Economic Aid for Developing Countries**  
*Descriptive Title:* Japanese attitudes toward economic aid for developing countries, 1962  
*Subject Terms:* Public opinion polls; Foreign economic relations; Foreign assistance  
*Geographic Place Names:* Japan  
*Dates:* September 1962
- 0636 S-36-62 A Note on Recent Trends in U.S. Space Standing**  
*Descriptive Title:* Recent trends in U.S. vs. USSR standing in space programs, 1960–1962  
*Subject Terms:* Public opinion polls; Space programs  
*Geographic Place Names:* UK; FRG; France; Italy; Philippines; Japan  
*Dates:* September 1962
- 0643 S-37-62 How Communists Took Over the Cuban Universities**  
*Descriptive Title:* How Communists took over the Cuban universities  
*Subject Terms:* Colleges and universities; Newspapers; History; Foreign students  
*Geographic Place Names:* Cuba  
*Persons as Subjects:* Fidel Castro  
*Organization Names:* University of Havana; Federación Estudiantil Universitaria (FEU)  
*Content Notes:* Appendixes contain Spanish-language documents cited in report (Frame 0673)  
*Dates:* October 1962
- 0758 S-38-62 VOA Listening Among Delhi USIS Library Members and Delhi District Returnees**  
*Descriptive Title:* Voice of America audience in Delhi, India, 1961–1962  
*Subject Terms:* Voice of America; Libraries  
*Geographic Place Names:* Delhi, India  
*Dates:* 1961–1962
- 0765 S-39-62 Notes on Two Exhibits in the USSR**  
*Descriptive Title:* USIA traveling exhibit effectiveness in the USSR, notably for showing consumer goods, machinery demonstrations, and medical equipment, February 1962  
*Subject Terms:* Exhibitions and trade fairs; Foreign economic relations; Consumers; Machines and machinery industry; Medical supplies and equipment  
*Principal Correspondents:* Alexander G. Park  
*Dates:* February 1962
- 0779 S-40-62 Soviet-Satellite Developments (A Monthly Review), October 1962**  
*Descriptive Title:* Eastern European refugees' views on a U.S.-USSR war, NATO, Sino-Soviet alliance, U.S. vs. USSR space and military strength; propaganda in the magazine *Soviet Union*; and Yugoslav amateur performing arts abroad, October 1962

*Subject Terms:* Political refugees; War; Space programs; Military forces assessments;  
Propaganda; Arts and the humanities; Cultural relations

*Geographic Place Names:* PRC; Yugoslavia

*Organization Names:* NATO; *Soviet Union* (magazine)

*Dates:* October 1962

**0802 S-41-62 ICS Survey: Post Utilization and Need of Materials**

*Descriptive Title:* USIA field officers' need for and use of information materials in 1962, including audiences for those materials, audience characteristics, the subject matter covered, the format of that information, and exhibits

*Subject Terms:* Cultural relations; Foreign opinion of the U.S.; Arts and the humanities; International agencies; Libraries; Exhibitions and trade fairs

*Content Notes:* Tabulation of survey results covering 42 questions by agency; includes answers to specific queries from those posts by size and location (Frame 0874)

*Dates:* 1962

**0892 S-42-62 African Students in France**

*Descriptive Title:* African students in France interests and attitudes, April 1962

*Subject Terms:* Foreign students; Public opinion polls; Newspapers

*Geographic Place Names:* Africa; France

*Dates:* April 1962

**0902 S-43-62 Evaluation Survey of the ROK/U.S. Participant Training Program, 1955–60**

*Descriptive Title:* U.S. Operations Mission to Korea training program evaluation, 1955–1960, including demographic information on participants and fields of training

*Subject Terms:* Surveys and questionnaires; Manpower training programs; Statistics; Population; Languages and linguistics; Employment; Educational attainment; Occupations; Public opinion

*Geographic Place Names:* ROK

*Dates:* October 1962

## Reel 17

### 1962 (Numbers 44–63)

**0001 S-44-62 Political Attitudes of Educated Africans in Kenya, Tanganyika and Uganda**

*Descriptive Title:* Political attitudes of educated Africans in Kenya, Tanganyika, and Uganda, June 1960, including demographic information on respondents, November 1962

*Subject Terms:* Public opinion polls; Colonialism and colonial affairs; Sovereignty; Foreign opinion of the U.S.; Foreign assistance

*Geographic Place Names:* Kenya; Tanganyika; Uganda; UK

*Dates:* November 1962

**0014 S-45-62 Dominican Attitudes toward the United States**

*Descriptive Title:* Dominican attitudes toward the U.S., 1962

*Subject Terms:* Foreign opinion of the U.S.

*Geographic Place Names:* Dominican Republic

*Principal Correspondents:* Edward R. Murrow

*Dates:* May 1962

**0017 S-46-62 Awareness of the Alliance for Progress**

*Descriptive Title:* Latin American awareness of the Alliance for Progress, 1962

*Subject Terms:* Alliance for Progress; Public opinion polls

*Geographic Place Names:* Latin America

*Dates:* 1962

**0022 S-47-62 Trend in West European Confidence in the U.S.**

*Descriptive Title:* Western European confidence in the U.S., June 1961–July 1962

- Subject Terms:* Foreign opinion of the U.S.; War  
*Geographic Place Names:* UK; France; FRG; Italy  
*Dates:* August 1962
- 0029 S-48-62 British Resistance Morale in the Event of a Renewed Berlin Crisis**  
*Descriptive Title:* British resistance to the use of force in the event of a renewed Berlin Crisis, August 1962  
*Subject Terms:* Public opinion polls; Berlin Crisis; War  
*Geographic Place Names:* UK  
*Dates:* August 1962
- 0032 S-49-62 European Attitudes toward the Common Market**  
*Descriptive Title:* European attitudes toward U.S. trade policy impact on the European Common Market, 1952–1962  
*Subject Terms:* Public opinion polls; European Economic Community; Foreign trade  
*Geographic Place Names:* UK; France; FRG; Italy  
*Principal Correspondents:* Donald M. Wilson  
*Dates:* September 1962
- 0036 S-50-62 Overnight Foreign Reaction to the President's Cuba Speech**  
*Descriptive Title:* International reaction to John F. Kennedy's announcement of a U.S. quarantine of Cuba, October 1962  
*Subject Terms:* Presidential communications and messages; International sanctions; Press  
*Dates:* October 1962
- 0041 S-51-62 Problems and Processes of Cross-Cultural Communication: Nation-to-Nation—A Study of International Communication**  
*Descriptive Title:* Cross-cultural communication study based on interviews with escort-interpreters who accompanied visiting foreign leaders, December 1962  
*Subject Terms:* Communications; Languages and linguistics; Foreign opinion of the U.S.; Officials; Travel; Race relations; Democracy; Competition; Socialism; Civil liberties  
*Content Notes:* Study includes Chapter I—Introduction: An Approach to International Communication (Frame 0053); Chapter II—How the United States is Perceived Abroad (Frame 0075), covering misconceptions and perceptions; Chapter III—The Connotations and Values of Words (Frame 0122), covering democracy, capitalism, free enterprise, socialism, communism, and freedom; Chapter IV—The Role of Concepts and Thought Patterns (Frame 0192), covering federalism, voluntary cooperation, self-help, human nature, inductive and deductive thought patterns; concrete and abstract thought patterns; Chapter V—The Communication Process (Frame 0239), covering making contact and defining roles, information presentation, feedback and correction  
*Dates:* December 1962
- 0289 S-52-62 Educated Guesses on the Size of VOA Audiences**  
*Descriptive Title:* Voice of America audience size, by region and country, 1962  
*Subject Terms:* Voice of America  
*Dates:* 1961–1962
- 0299 S-53-62 Item for Presidential Letter: British Gallup Poll: Confidence**  
*Descriptive Title:* British Gallup polls showing loss of confidence in UN, March 1962  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* UK  
*Organization Names:* UN  
*Dates:* March 1962
- 0301 S-54-62 Item for Presidential Letter**  
*Descriptive Title:* British sentiment favoring increased trade with USSR and Communist China, April 1962  
*Subject Terms:* Foreign trade; Public opinion polls

- Geographic Place Names:* PRC  
*Dates:* April 1962
- 0303 S-55-62 Communist Propaganda around the World: Apparatus and Activities, 1961**  
*Descriptive Title:* Communist propaganda around the world in 1961, covering themes, media, and activities by region  
*Subject Terms:* Propaganda; Colonialism and colonial affairs; Arms control and disarmament; Nuclear weapons testing; Radio; Television; Motion pictures; Books and bookselling; Periodicals; Culture; Foreign trade; Foreign assistance  
*Geographic Place Names:* Yugoslavia; PRC; Africa; Middle East; Middle East; East Asia; South Asia; Latin America; Western Europe  
*Persons as Subjects:* John F. Kennedy  
*Organization Names:* NATO; UN  
*Content Notes:* Part One: The Communist Propaganda Heartland (Frame 0314); Part Two: The Communist Propaganda Orchestra (Frame 0337); Part Three: The Free World Target Areas (Frame 0399)  
*Dates:* 1962
- 0538 S-56-62 Notes from the Communist “Ideological Front”**  
*Descriptive Title:* Notes about disparate developments in Communist countries, May 1962  
*Subject Terms:* Newspapers; Propaganda; Youth  
*Geographic Place Names:* Yugoslavia; Poland  
*Dates:* May 1962
- 0548 S-57-62 Soviet-Satellite Developments (A Monthly Review), June 1962**  
*Descriptive Title:* Polish schoolchildren’s perception of African Americans, June 1962  
*Subject Terms:* Surveys and questionnaires; Black Americans; Foreign students; Children  
*Geographic Place Names:* Poland  
*Dates:* June 1962
- 0564 S-58-62 Notes from the Communist “Ideological Front”**  
*Descriptive Title:* Notes about disparate developments in Communist countries, July 5, 1962  
*Subject Terms:* Newspapers; Propaganda; Youth  
*Geographic Place Names:* Hungary; Czechoslovakia; Yugoslavia  
*Dates:* July 1962
- 0572 S-59-62 Notes from the Communist “Ideological Front”**  
*Descriptive Title:* Notes about disparate developments in Communist countries, July 26, 1962  
*Subject Terms:* Newspapers; Propaganda; Youth  
*Geographic Place Names:* Poland; Hungary; Czechoslovakia  
*Dates:* July 1962
- 0580 S-60-62 Soviet-Satellite Developments (A Monthly Review)**  
*Descriptive Title:* Soviet propaganda about the European Common Market and chronology of nuclear weapons testing, 1961–1962  
*Subject Terms:* Propaganda; European Economic Community; Chronologies; Nuclear weapons testing  
*Content Notes:* Chronology of nuclear weapons testing begins on Frame 0594  
*Dates:* September 1962
- 0604 S-61-62 Notes from the Communist “Ideological Front”**  
*Descriptive Title:* Notes about disparate developments in Communist countries, November 15, 1962  
*Subject Terms:* Newspapers; Propaganda  
*Geographic Place Names:* Bulgaria; Poland; Yugoslavia; Czechoslovakia; Poland; PRC  
*Dates:* November 1962
- 0613 S-62-62 Notes from the Communist “Ideological Front”**  
*Descriptive Title:* Notes about disparate developments in Communist countries, December 6, 1962

*Subject Terms:* Newspapers; Propaganda; Arts and the humanities  
*Geographic Place Names:* Czechoslovakia; Hungary; Yugoslavia; Poland  
*Persons as Subjects:* Yevgeni Yevtushenko  
*Dates:* December 1962

**0622 S-63-62 Youth and Students**

*Descriptive Title:* Youth and university student interests worldwide, August 1962  
*Subject Terms:* Youth; Students; Surveys and questionnaires; Colleges and universities  
*Dates:* August 1962

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**0001 S-1-63 Attitudes of African Students Attending French Universities**

*Descriptive Title:* Attitudes of African students attending French universities, February 1963  
*Subject Terms:* Public opinion polls; Foreign students; Colleges and universities; Newspapers  
*Geographic Place Names:* Africa; France  
*Dates:* February 1963

**0005 S-2-63 North Vietnam's Agricultural Failures Create Serious Food Problem**

*Descriptive Title:* North Vietnam's agricultural failures and subsequent food problem, February 1963

*Subject Terms:* Agricultural production; Food supply; Population; Drought  
*Geographic Place Names:* Democratic Republic of Vietnam  
*Dates:* February 1963

**0008 S-3-63 Radio Ownership and Radio Listening Among Campesinos in El Salvador and Nicaragua**

*Descriptive Title:* Radio ownership and listening among agricultural workers in El Salvador and Nicaragua, February 1963

*Subject Terms:* Voice of America; Agricultural labor; Public opinion polls; Electronics equipment and industry

*Geographic Place Names:* El Salvador; Nicaragua

*Organization Names:* Radio Havana

*Dates:* February 1963

**0013 S-4-63 West European Opinion Trends on U.S. and Soviet Strength**

*Descriptive Title:* West European opinions on U.S. and Soviet military and scientific strength, February 1963

*Subject Terms:* Public opinion polls; Military forces assessments; Nuclear weapons; Space programs

*Geographic Place Names:* UK; FRG; France; Italy

*Dates:* February 1963

**0023 S-5-63 Some Current Public Opinion Trends in Western Europe**

*Descriptive Title:* Western European opinions on U.S.-USSR foreign policy, peace efforts, credibility, and leadership, February 1963

*Subject Terms:* Public opinion polls; War

*Geographic Place Names:* UK; FRG; France; Italy

*Dates:* February 1963

**0038 S-6-63 A Study Exploring USIS Activities in Western Germany**

*Descriptive Title:* USIS activities and services in Western Germany, February 1963

*Subject Terms:* Surveys and questionnaires; Communications; Education; Libraries

*Geographic Place Names:* FRG

*Organization Names:* America House; Amerika Dienst

*Dates:* February 1963

- 0068 S-7-63 A Study Exploring USIS Activities in Great Britain**  
*Descriptive Title:* USIS activities and services in the UK, February 1963  
*Subject Terms:* Surveys and questionnaires; Communications; Education  
*Geographic Place Names:* UK  
*Dates:* February 1963
- 0088 S-8-63 Informal Assessment of External and Impact of Castro-Communist Propaganda Efforts in Latin America**  
*Descriptive Title:* Impact of Fidel Castro's propaganda efforts in Latin America, March 1963  
*Subject Terms:* Propaganda  
*Geographic Place Names:* Latin America; Cuba  
*Persons as Subjects:* Fidel Castro  
*Dates:* March 1963
- 0096 S-9-63 Attitudes of African Students Attending West Germany Universities**  
*Descriptive Title:* Attitudes of African students attending West Germany universities, March 1963  
*Subject Terms:* Public opinion polls; Foreign students; Colleges and universities  
*Geographic Place Names:* Africa; FRG  
*Organization Names:* UN  
*Principal Correspondents:* Oren Stephens  
*Dates:* March 1963
- 0101 S-10-63 Current West European Public Opinion about NATO and Nuclear Issues**  
*Descriptive Title:* Western European public opinion about NATO and nuclear weapons, March 1963  
*Subject Terms:* Public opinion polls; Nuclear weapons  
*Geographic Place Names:* UK; FRG; France; Italy  
*Organization Names:* NATO  
*Dates:* March 1963
- 0114 S-11-63 A Study Exploring USIS Activities in Italy**  
*Descriptive Title:* USIS activities and services in Italy, March 1963  
*Subject Terms:* Surveys and questionnaires; Communications; Education  
*Geographic Place Names:* Italy  
*Dates:* February–March 1963
- 0154 S-12-63 A Study Exploring USIS Activities in France**  
*Descriptive Title:* USIS activities and services in France, March 1963  
*Subject Terms:* Surveys and questionnaires; Communications; Education; Students; Race relations  
*Geographic Place Names:* France  
*Content Notes:* Contains "Interviews with Forty Six Persons using USIS Services in France: A Supplementary Report" (Frame 0189)  
*Dates:* March 1963
- 0202 S-13-63 West European Assessment of the Outcome of the Cuban Crisis**  
*Descriptive Title:* Western European assessment of the Cuban Missile Crisis outcome, March 1963  
*Subject Terms:* Public opinion polls; Cuban Missile Crisis; Foreign opinion of the U.S.; Nuclear weapons; Military forces assessments  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* March 1963
- 0210 S-14-63 Reactions toward Common Market Issues in Western Europe**  
*Descriptive Title:* Western European attitudes toward the European Common Market, March 1963  
*Subject Terms:* Public opinion polls; European Economic Community

- Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* March 1963
- 0221 S-15-63 The Sino-Soviet Conflict through Western European Eyes**  
*Descriptive Title:* Western European attitudes toward the Sino-Soviet conflict, March 1963  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* PRC; UK; FRG; France; Italy  
*Dates:* March 1963
- 0227 S-16-63 Current Western European Public Opinion on Some Disarmament Issues**  
*Descriptive Title:* Western European attitudes toward disarmament, March 1963  
*Subject Terms:* Public opinion polls; Arms control and disarmament; Nuclear weapons; Nuclear test ban  
*Geographic Place Names:* UK; FRG; France; Italy  
*Dates:* March 1963
- 0235 S-17-63 Proportions of Persons Speaking English in Western Europe**  
*Descriptive Title:* Proportion of Western Europeans speaking English, May 1963  
*Subject Terms:* Languages and linguistics  
*Geographic Place Names:* Western Europe  
*Dates:* May 1963
- 0237 S-18-63 The Joint Arab Proclamation of April 17, 1963: Analysis and Implications**  
*Descriptive Title:* Joint Arab Proclamation of April 17, 1963, for unification and implications for U.S. policy  
*Subject Terms:* Treaties and conventions; Sovereignty; Revolutions; Government reorganization  
*Geographic Place Names:* Egypt; Iraq; Syria; UAR  
*Content Notes:* Contains text of proclamation (Frame 0256)  
*Dates:* May 1963
- 0271 S-19-63 Opinions and Attitudes of University Students in Pakistan**  
*Descriptive Title:* Pakistani university student opinions and attitudes, June 1963  
*Subject Terms:* Public opinion polls; Students; Colleges and universities; Foreign opinion of the U.S.; Mass media  
*Geographic Place Names:* Pakistan  
*Principal Correspondents:* Oren Stephens  
*Dates:* June 1963
- 0275 S-20-63 Some Preliminary Highlights from a Survey of African Students in the U.S.**  
*Descriptive Title:* African exchange students' opinion of the U.S., June 1963  
*Subject Terms:* Educational exchanges; Foreign students; Foreign opinion of the U.S.  
*Geographic Place Names:* Africa  
*Principal Correspondents:* Oren Stephens  
*Dates:* June 1963
- 0280 S-21-63 The "Motivation Research" Critique of Conversational Public Opinion Surveying**  
*Descriptive Title:* "Motivation Research" critique of conversational public opinion surveys  
*Subject Terms:* Public opinion polls; Social science research  
*Dates:* July 1963
- 0284 S-22-63 Views of African Students Attending British Universities**  
*Descriptive Title:* Views of African students attending British universities, September 1963  
*Subject Terms:* Public opinion polls; Foreign students; Colleges and universities; Foreign opinion of the U.S.  
*Geographic Place Names:* Africa; UK  
*Principal Correspondents:* Oren Stephens  
*Dates:* September 1963



- 0289 S-23-63 American Economic Assistance to Russia and the Soviet Union**  
*Descriptive Title:* History of U.S. economic assistance to Russia and the USSR  
*Subject Terms:* Foreign assistance; History; Railroads; Agricultural machinery; Disaster relief; Metals and metal industries; Lend-Lease  
*Geographic Place Names:* Russia  
*Organization Names:* UNRRA  
*Dates:* October 1963
- 0326 S-24-63 A Partial Study of the Impact of Learning English as a Second Language upon Colombian Students Attitudes Toward the United States**  
*Descriptive Title:* Colombian students' attitudes toward the U.S., 1963  
*Subject Terms:* Foreign students; Colleges and universities; Languages and linguistics; Social science research; Population; Foreign opinion of the U.S.; War; Democracy; Civil liberties; Socialism; Competition; Families  
*Geographic Place Names:* Colombia  
*Dates:* 1963
- 0367 S-25-63 Wedge's Study of Misunderstandings of the U.S., Based on Interviews with Interpreters: A summary**  
*Descriptive Title:* Misunderstandings of the U.S. based on interviews with escort-interpreters, February 1963  
*Subject Terms:* Foreign opinion of the U.S.; Languages and linguistics; Surveys and questionnaires; Competition  
*Persons as Subjects:* Bryant Wedge  
*Principal Correspondents:* Oren Stephens  
*Dates:* February 1963
- 0375 S-26-63 VOA Broadcasts in Turkish: Audience Characteristics and Reactions**  
*Descriptive Title:* Turkish audiences for Voice of America broadcasts and their listening habits, 1963  
*Subject Terms:* Surveys and questionnaires; Voice of America; Languages and linguistics; Population; Urban areas; Foreign opinion of the U.S.  
*Geographic Place Names:* Turkey  
*Dates:* 1963
- 0425 S-27-63 [British Opinion on the Rights of Colored People]**  
*Descriptive Title:* British opinion on rights of non-Caucasian immigrants, 1963  
*Subject Terms:* Public opinion polls; Colonialism and colonial affairs; Civil rights; Black Americans  
*Geographic Place Names:* UK  
*Dates:* October 1963
- 0427 S-28-63 Student Study: Thailand and Malaysia**  
*Descriptive Title:* Thai and Malaysian students' values, aspirations, and opinion of the U.S., 1963  
*Subject Terms:* Foreign students; Colleges and universities; Foreign opinion of the U.S.; Surveys and questionnaires  
*Geographic Place Names:* Thailand; Malaysia; UK; France; PRC  
*Dates:* 1963
- 0448 S-29-63 British Gallup Poll: Neutrality**  
*Descriptive Title:* British attitudes on neutrality, 1963  
*Subject Terms:* Public opinion polls; Neutrality  
*Geographic Place Names:* UK  
*Dates:* October 1963
- 0450 S-30-63 Recent Information on Western Radio Listening in Poland During 1962**  
*Descriptive Title:* Western radio listening in Poland during 1962  
*Subject Terms:* Radio; Political refugees; Travel; Voice of America; Radio Free Europe

- Geographic Place Names:* Poland  
*Organization Names:* BBC  
*Principal Correspondents:* Curt Gorder  
*Dates:* January 1963
- 0457 S-31-63 Indian Flow of News Study**  
*Descriptive Title:* Indian news flow and use of USIA materials, 1963  
*Subject Terms:* Newspapers  
*Geographic Place Names:* India  
*Organization Names:* Press Trust of India (PTI); United News of India (UNI)  
*Principal Correspondents:* L. John Martin  
*Dates:* May 1963
- 0462 S-32-63 First Effort to Measure "World Opinion"**  
*Descriptive Title:* Worldwide opinion of the U.S. and USSR, 1963  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military forces assessments; Military weapons; Space programs; Nuclear test ban  
*Principal Correspondents:* Donald M. Wilson  
*Dates:* July 1963
- 0478 S-33-63 Public Opinion in Italy Prior to Elections**  
*Descriptive Title:* Italian public opinion on cold war issues, May 1963  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Nuclear weapons; Arms control and disarmament; Catholic Church  
*Geographic Place Names:* Italy  
*Organization Names:* NATO  
*Principal Correspondents:* Donald M. Wilson  
*Dates:* May 1963
- 0485 S-34-63 Exposure and Reaction to Television and Movies in Six Cities of the Dominican Republic**  
*Descriptive Title:* Dominican exposure and reaction to television and movies, 1963  
*Subject Terms:* Public opinion polls; Television; Motion pictures; Urban areas; Population; Electronics equipment and industry; Foreign opinion of the U.S.  
*Geographic Place Names:* Dominican Republic  
*Dates:* July–November 1963
- 0507 S-35-63 Castro's Standing in Latin America**  
*Descriptive Title:* Fidel Castro's standing in Latin America, 1963  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Rio de Janeiro, Brazil; Bogota, Colombia; Buenos Aires, Argentina; Montevideo, Uruguay; Mexico City, Mexico  
*Persons as Subjects:* Fidel Castro  
*Dates:* 1963
- 0510 S-36-63 Urban Opinion in Bangkok, Saigon, and Singapore on Certain International Issues**  
*Descriptive Title:* Thai, Vietnamese, and Singapore urban opinions on cold war issues, including the Cuban Missile Crisis and Sino-Soviet relations, 1963  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military forces assessments; Arms control and disarmament; Cuban Missile Crisis; Nuclear weapons  
*Geographic Place Names:* Bangkok, Thailand; Saigon, Republic of Vietnam; Singapore; PRC; India  
*Dates:* 1963

# PRINCIPAL CORRESPONDENTS INDEX

The following index is a guide to the principal correspondents in this microform publication. The first number after each entry refers to the reel, while the four-digit number following the colon refers to the frame number at which the file containing correspondence by the person begins. Hence, 8: 0506 directs researchers to Frame 0506 of Reel 8. By referring to the Reel Index, which constitutes the initial segment of this guide, the researcher will find topics listed, within each category, in the order in which they appear on the film.

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**Crespi, Leo**

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**Crossley, Helen M.**

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**Davison, W. Phillips**

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**Freund, Richard B.**

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**Gorder, Curt**

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**Hartland, Robert E.**

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**Holzapfel, Hans**

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**Lasota, Gregorz**

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**Loomis, Henry**

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**Martin, L. John**

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**Murrow, Edward R.**

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**Nadler, S. I.**

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**Nuechterlein, Donald**

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**Osgood, Charles E.**

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**Park, Alexander G.**

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**Rockefeller, Nelson A.**

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**Stephens, Oren**

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**White, Ralph K.**

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**Wilson, Donald M.**

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# SUBJECT INDEX

The following index is a guide to the major topics in this microform publication. The first number after each entry refers to the reel, while the four-digit number following the colon refers to the frame number at which the file containing information on the subject begins. Hence, 14: 0067 directs researchers to Frame 0067 of Reel 14. By referring to the Reel Index, which constitutes the initial segment of this guide, the researcher will find topics listed in the order in which they appear on the film. For a list of subject terms that apply to the entire collection but do not appear in this index, consult the list of Collection-level Terms at the beginning of this guide.

## **Abidjan, Ivory Coast**

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## **Acheson, Dean**

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### **Documentary History of the Dwight D. Eisenhower Presidency**

### **Documentary History of the John F. Kennedy Presidency**

**G**us Wiebe described the mission of the U.S. Information Agency (USIA) in a memo to his boss, Edward R. Murrow, on July 10, 1961: "If USIA is to fulfill its role as chief propagandist for the Free World we must understand not only the storm of controversy between East and West, but also the loosening, eroding process that makes countries vulnerable to the storm." (Reel 15, Frame 0666)

President Dwight D. Eisenhower established USIA in August 1953 to explain and support U.S. foreign policy and to promote U.S. interests abroad. Until integration into the U.S. Department of State in 1999, USIA was an independent agency that provided a wide range of information programs, including lending libraries in the host countries. In addition, USIA conducted educational and cultural activities abroad, including the Fulbright exchange program. Overseas, USIA was known as USIS, the U.S. Information Service.

The main "weapon" in USIA's cold war arsenal was its radio programming, notably the Voice of America (VOA). USIA went to considerable lengths to estimate the extent of VOA listening and to analyze the effectiveness of VOA broadcasting. One of the earliest reports in this collection is of Soviet citizens, including soldiers, who listened to VOA despite the authorities' efforts to jam the radio transmissions. According to one such report, an

Escapee from Polotek (Byelorussia) who escaped in January, 1953, reports VOA listening "quite widespread"; it occurs in private houses, in Komsomol (youth) organizations, and "even in the army, particularly in the transportation units...because the latter are equipped with radio receivers for liaison purposes. (Reel 1, Frame 0083)

This collection, *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports; Series A: 1953–1963*, offers students of the cold war a time-capsule into a period when the "free world" competed actively with the Communist world for the hearts and minds of the world's population. Documents in this collection include first-hand accounts of life behind the Iron Curtain in Europe, as well as values and preferences of rural and urban residents, students, and elites in Asia, Africa, the Middle East, and Latin America.