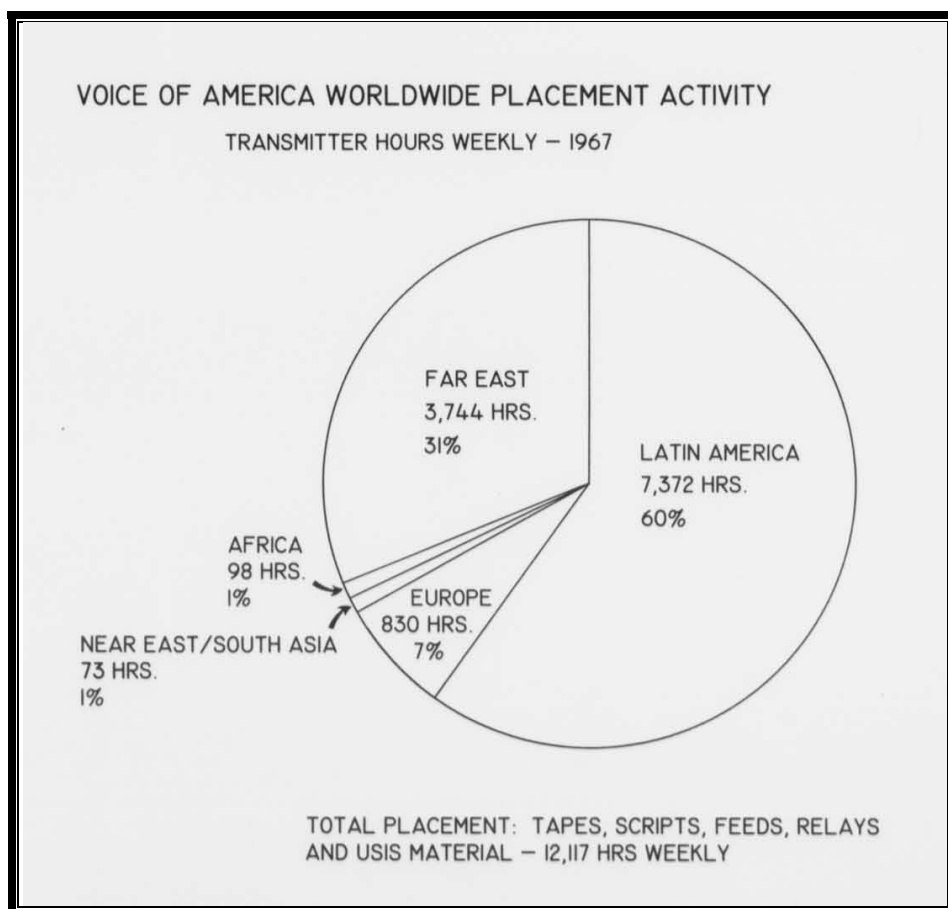


# Records of the U.S. Information Agency

## Part 1: Cold War Era Special Reports, Series B, 1964–1982



Cover: Pie chart depicts Voice of America weekly transmission hours worldwide in 1967, with number of hours and percentages by world region (Reel 5, Frame 0014).

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

## **Part 1: Cold War Era Special Reports, Series B: 1964–1982**

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. USIA operated under that name until April 1978, when Congress approved President Jimmy Carter's plan to consolidate the agency's functions with those of the State Department's Bureau of Educational and Cultural Affairs. The new agency became known as the International Communication Agency (USICA). (For more information about the history of the agency, see Reel 21, Frames 0893–0935.) The agency once again became known as USIA in August 1982.

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>

UPA 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, comprises "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 B: 1964–1982*. This period covers the presidential administrations of Lyndon B. Johnson, Richard M. Nixon, Gerald R. Ford, Jimmy Carter, and the first two years of the Ronald Reagan presidency. The collection contains free-standing reports, some of them published, including studies, polls, and interviews, as well as occasional reports sent as memos from one government employee or contractor to another. The collection also contains telegrams and newspaper clippings.

The authors of memo-reports in this collection include Stanton H. Burnett, USICA director of research, appearing as principal correspondent of memo-reports from the years 1979–1980; Leo P. Crespi, director of USIA's program of opinion surveys; W. Peter Janicki, social science analyst in the Office of Research and Assessment; James Mocerri, chief of the USIA Research Service, appearing as principal correspondent of memo-reports from the years 1971–1982; and John E. Reinhardt, USICA director appearing as principal correspondent of memo-reports dated 1977–1980.

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 provides the backdrop for many of these documents. One of USIA's concerns in this collection was to promote the U.S. position in the world vis-à-vis that of the Soviet Union (USSR) and the People's Republic of China (PRC, aka Communist China). To this end, the agency undertook many polls to ascertain how the United States fared in world public opinion relative to the two Communist powers. These polls include "Soviets Edge Ahead of U.S. in Indian Esteem" (Reel 2, Frame 0278); "Comparative Standing of U.S.-USSR-PRC in Japanese Public Opinion Prior to Moscow Visit [of Richard M. Nixon]" (Reel 12, Frame 0258); "Trends and Structure of Foreign Attitudes toward the U.S. and the USSR" (Reel 14, Frame 0441); "Expectations of U.S., USSR and China World Power in 1977" (Reel 18, Frame 0057).

## **Broadcasting**

The main “weapon” in USIA’s cold war arsenal was its radio programming, notably the Voice of America (VOA). In a 1968 report to the Bureau of the Budget, the agency pointed out that “Radio activities consume 25 to 35 percent of the total USIA program each year” (Reel 5, Frame 0005) (see the related pie chart on the cover of this guide).

USIA went to considerable lengths to estimate the extent of foreign radio listening in general and to analyze the effectiveness of VOA broadcasting in particular. Nearly 100 documents (approximately one-eighth of the documents in this collection) pertain to foreign radio audiences and/or VOA listening around the world. These include “VOA Listeners in Ankara and Istanbul” (Reel 1, Frame 0043); “Highlights of VOA Listening in the USSR, 1964” (Reel 2, Frame 0394); “Summary of Survey on Radio Listening by Dakar Women” (Reel 4, Frame 0177); “Radio Listening in Bangkok” (Reel 9, Frame 0636); and “A Factor Analysis of International Broadcast Listening Patterns in Colombia and Mexico” (Reel 15, Frame 0902).

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 or audience mail. Such documents include “The Development of a System for Answering and Analyzing VOA Audience Mail” (Reel 2, Frame 0593); “Agency Research Support for IPS [International Press Service] Efforts to Reach and Influence Foreign Audiences” (Reel 13, Frame, 0276); “Assessment of the Radio Liberty Report on its Audience in the USSR” (Reel 15, Frame 0462); and “The Application of Social Science Methodologies to USIA Audience Identification: Report of Research in Brazil” (Reel 18, Frame 0176).

For those interested in survey methodology, the collection contains three documents containing guidelines for reporting survey results: “A Caution on the Use of the Concept of Ambivalence in Survey Reportage” (Reel 21, Frame 0218); “Some Semantic Guidelines to Better Survey Reportage” (Reel 21, Frame 0622); and “Exorcising the Absolute Fallacy in Survey Reportage” (Reel 22, Frame 0681). The International Communication Agency’s Office of Research recommends, for example,

The best course...in avoiding the use of absolute expressions and, more generally in adding flavor and digestibility to survey figures, is to utilize such expressions of proportion as “the large majority believe...”, “only a small minority hold...”, “most Americans are of the opinion...” and the like. These are the kind of approximate terms of proportion that are widely used in ordinary discourse and which people would seem to find easiest to assimilate in survey exposition. (Reel 21, Frame 0627)

The collection also contains documents on the use of contests and mail surveys to obtain a picture of one’s audience: “The Use of Contests and Mail Surveys in Voice of America Audience Research” (Reel 1, Frame 0001) and “VOA Transistor Contests” (Reel 10, Frame 0376).

## **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. Related documents include “Visitor Reactions to the Medicine U.S.A. Exhibit, USIS in Cairo, November 15–December 15, 1964” (Reel 2, Frame 0042); “Evaluation of the Film ‘Women Who Care’” (Reel 3, Frame 0687); “Exposure to Agency Films and Movie Attendance among the General Population in Thessaloniki” (Reel 5, Frame 0938); “Patron Use of Libraries at Two USIS-Congo Posts “ (Reel 4, Frame 0509); “Preliminary Findings from the Study of the Film Series Horizontes” (Reel 10, Frame 0014); and “Priority Audience Exposure to USIS Centers in Libraries in Lome [Togo], Niamey [Niger], and Ouagadougou [Burkina Faso]” (Reel 15, Frame 0051).

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 students and so-called influentials or government, university, media, and business elites. These documents include “Political and Psychological Attitudes of Brazilian University Students” (Reel 1, Frame 0428); “Achievement Motivation and Print Media Consumption of Asian Elites” (Reel 11, Frame 0250); “The American Image among British Influentials”



(Reel 15, Frame 0273); “The Attitudes of Iranian Students. The Perspective of the Past” (Reel 20, Frame 0066); “Attitudes of West German Influentials on Bilateral Relations and Security Issues” (Reel 21, Frame 0971); and “Portuguese Elites: A Western-Oriented Majority” (Reel 22, Frame 0765).

In addition to general public attitudes, USIA gauged public reactions to specific international events, such as the Iran hostage crisis and the Soviet invasion of Afghanistan, both beginning in 1979. In this collection, researchers can read about the “Australian Poll on President Carter’s handling of Iran” (Reel 19, Frame 0675), for example; “French Public Distrusts Soviet Motives in Afghanistan but Opposes Sanctions” (Reel 20, Frame 0921); and “West European Public Opinion on Responses to Iran and Afghanistan” (Reel 21, Frame 0248).

This collection contains nineteen documents pertaining to the Vietnam War and efforts to gauge international public opinion of the U.S. role. Reel 3, for example, begins with a lengthy analysis of world opinion on the Vietnam War and U.S. policy in Vietnam. The analysis includes the following recommendations for U.S. policy actions:

1. greater persistence in identifying the US as the seeker of peace;
2. more actions to multilateralize the efforts to resist aggression;
3. more public and diplomatic action by Asians in support of the effort. (Reel 3, Frame 0005)

The collection also contains “Current Views on U.S.-North Vietnam Paris Talks” (Reel 4, Frame 0594); “Surveying Vietnamese Peasant Attitudes in Wartime: The Pacification Attitude Analysis System (PAAS)” (Reel 9, Frame 0029); and “Trend in British Reaction to U.S. Vietnam Policies” (Reel 14, Frame 0438).

### **Propaganda**

Thirty-one documents in this collection specifically cover Communist propaganda, mostly from the Soviet Union but also from the PRC, Viet Cong, and Cuba. In an analysis of Soviet propaganda about its military forces in Afghanistan, the USICA determined:

The Afghanistan crisis generated a wave of condemnation of Soviet action in press and official circles throughout the area [of East Asia] and reinforced long-standing distrust of Soviet geopolitical machinations. U.S. punitive countermeasures—particularly the grain embargo and the Olympic boycott[—]were widely perceived as empty gestures, calling into serious question U.S. resoluteness in meeting the Soviet challenge head-on with convincing force. (Reel 21, Frame 0338).

The collection also contains two series of reports on propaganda—“Current Developments in Communist Propaganda” (1969) on Reel 6 and “Soviet Propaganda Alert re. Project Truth” (1981–1982) on Reels 21 and 22—as well as three documents on Communist propaganda leveled specifically against the USIA (Reel 9, Frames 0822, 0827, and 0841).

### **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 B: 1964–1982*, 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 cover the major international events of the period from a unique angle. In addition, they shed light on the values and preferences of rural and urban residents, students, and elites in Asia, Africa, Europe, the Middle East, and Latin America.

Users of this collection will also be interested in the other USIA-related publications by UPA: *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports, Series A: 1953–1963; 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 *Lyndon B. Johnson National Security Files, 1963–1969*, the *Richard M. Nixon National Security Files, 1969–1974*, and the *Gerald R. Ford National Security Files, 1974–1977*. Also of interest might be the *Confidential U.S. State Department Central Files* that cover the period 1963–1969.

#### 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**

UPA 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 the Reel Index.

Foreign relations  
Government information and information services  
U.S. Information Agency  
U.S. Information Service  
U.S. International Communication Agency



# ABBREVIATIONS

The following abbreviations appear in this guide.

<b>ASEAN</b>	Association of Southeast Asian Nations
<b>BBC</b>	British Broadcasting Corporation
<b>CIA</b>	Central Intelligence Agency
<b>CORDS</b>	Civil Operations and Rural Development Support
<b>EDUSA</b>	Education USA in the USSR
<b>FRG</b>	Federal Republic of Germany (West Germany)
<b>ICA</b>	International Communication Agency
<b>IOR</b>	Office of Research and Assessment (USIA)
<b>IPS</b>	International Press Service (USIA)
<b>LRTNF</b>	Long-range theater nuclear forces
<b>NATO</b>	North Atlantic Treaty Organization
<b>PRC</b>	People's Republic of China (Communist China)
<b>RFE</b>	Radio Free Europe
<b>RIAS</b>	Radio in the American Sector
<b>SALT</b>	Strategic Arms Limitations Talks
<b>TASS</b>	Telegraph Agency of the Soviet Union
<b>TV</b>	Television
<b>UAR</b>	United Arab Republic
<b>UK</b>	United Kingdom
<b>UN</b>	United Nations
<b>UPI</b>	United Press International
<b>USIA</b>	U.S. Information Agency
<b>USICA</b>	U.S. International Communication Agency
<b>USIS</b>	U.S. Information Service
<b>USSR</b>	Union of Soviet Socialist Republics
<b>VTR</b>	Videotape recording
<b>VOA</b>	Voice of America



# REEL INDEX

The following index is a listing of the folders that compose *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports, Series B: 1964–1982*. The four-digit number on the far left is the frame number at which a particular file folder begins. This is followed by the file title. Substantive issues are highlighted under the appropriate category. Within each category, substantive issues are listed in the order in which they appear on the film, and each is listed only once per folder. For a listing of *Subject Terms* that apply to the entire collection and do not appear in this index, please consult the Collection-Level Terms in the front of this guide.

## Reel 1

*Frame No.*

### 1964 Studies (Numbers 1–31)

- 0001 S-1-64 The Use of Contests and Mail Surveys in Voice of America Audience Research**  
*Descriptive Title:* Voice of America worldwide audience research, February 1964  
*Subject Terms:* Postal service; Surveys and questionnaires; Voice of America; Social science research  
*Dates:* February 1964
- 0006 S-2-64 Preliminary Demographic Data from World-Wide English Transistor Radio Contest**  
*Descriptive Title:* Worldwide radio audience demographic data, February 1964  
*Subject Terms:* Statistical data: population; Radio; Occupations  
*Principal Correspondents:* Loomis, Henry  
*Dates:* February 1964
- 0024 S-3-64 America's Human Rights Image Abroad**  
*Descriptive Title:* U.S. human rights image abroad, February 1964  
*Subject Terms:* Foreign opinion of the U.S.; Human rights; Black Americans; Racial discrimination  
*Dates:* February 1964
- 0043 S-4-64 VOA Listeners in Ankara and Istanbul**  
*Descriptive Title:* Voice of America listeners in Ankara and Istanbul, Turkey, April 1964  
*Subject Terms:* Voice of America; Radio  
*Geographic Place Names:* Ankara, Turkey; Istanbul, Turkey  
*Dates:* April 1964
- 0047 S-5-64 Overseas Image of U.S. Chemical-Biological Weapons**  
*Descriptive Title:* West European opinion of U.S. chemical and biological weapons, April 1964  
*Subject Terms:* Foreign opinion of the U.S.; Chemical and biological warfare  
*Geographic Place Names:* Germany, Federal Republic of; Berlin, Germany; France  
*Principal Correspondents:* Wechsler, Irving  
*Dates:* April 1964
- 0050 S-6-64 Near East, South Asia Image of U.S. Chemical-Biological Weapons**  
*Descriptive Title:* Middle Eastern opinion of U.S. chemical and biological weapons, April 1964

Frame No.

- Subject Terms:* Foreign opinion of the U.S.; Chemical and biological warfare  
*Geographic Place Names:* Middle East  
*Dates:* April 1964
- 0053 S-7-64 Briefing on Research and Reference Service**  
*Descriptive Title:* USIA research and intelligence service history, May 1964  
*Subject Terms:* Research; Intelligence services; History  
*Persons as Subjects:* Allen, George; Murrow, Edward R.  
*Principal Correspondents:* Stephens, Oren  
*Dates:* May 1964
- 0061 S-8-64 Foreign Radio Listening in Three Iranian Cities**  
*Descriptive Title:* Iranian radio listening, April 1964  
*Subject Terms:* Radio; Urban areas; Voice of America; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Tehran, Iran; Tabriz, Iran; Shiraz, Iran  
*Organization Names:* BBC; Radio Moscow; Radio Karachi; All India Radio  
*Dates:* April 1964
- 0078 S-9-64 Overseas Image of U.S. Chemical-Biological Weapons**  
*Descriptive Title:* U.S. chemical and biological weapons images in Communist propaganda, June 1964  
*Subject Terms:* Foreign opinion of the U.S.; Chemical and biological warfare; Propaganda  
*Geographic Place Names:* Vietnam; Korea; Cuba  
*Dates:* June 1964
- 0083 S-10-64 Peking's Geneva Anniversary Propaganda Repeats Warnings on Vietnam**  
*Descriptive Title:* Communist Chinese propaganda on U.S. role in Vietnam, July 1964  
*Subject Terms:* Geneva Conference on Indochina; Propaganda  
*Geographic Place Names:* China, People's Republic of; Vietnam  
*Dates:* July 1964
- 0088 S-11-64 Chemical-Biological Weapons**  
*Descriptive Title:* Soviet propaganda on U.S. chemical and biological weapons, August 1964  
*Subject Terms:* Foreign opinion of the U.S.; Chemical and biological warfare; Propaganda  
*Geographic Place Names:* USSR; Cambodia; Vietnam  
*Dates:* August 1964
- 0091 S-12-64 A Summary of "The Attitudes, Hopes and Fears of Nigerians"**  
*Descriptive Title:* Nigerian opinion of the U.S. and USSR, 1964  
*Subject Terms:* Public opinion; Research; Foreign opinion of the U.S.  
*Geographic Place Names:* Nigeria; USSR  
*Persons as Subjects:* Free, Lloyd  
*Dates:* 1964
- 0095 S-13-64 A Note on Awareness of World Affairs in the Developing Countries**  
*Descriptive Title:* Developing country educated elites' opinions on world affairs, 1964  
*Subject Terms:* Developing countries; Public opinion; Surveys and questionnaires  
*Dates:* 1964
- 0103 S-14-64 Some Indications of Potential Movements toward the Left**  
*Descriptive Title:* Worldwide leftist tendencies and opinion of the U.S. and USSR, 1964  
*Subject Terms:* Surveys and questionnaires; Socialism; Foreign opinion of the U.S.; Business; Labor  
*Geographic Place Names:* USSR  
*Dates:* 1964
- 0114 S-15-64 The Developing Countries: A Miscellany of Values, Concerns and Desires**  
*Descriptive Title:* Developing country attitudes on national and international issues, 1964



Frame No.

- Subject Terms:* Developing countries; Public opinion polls; Economic development; Government efficiency; Political parties  
*Dates:* 1964
- 0143 S-16-64 Preliminary Results of Spanish to Latin American Transistor Contest**  
*Descriptive Title:* Latin American transistor radio contest, December 1964  
*Subject Terms:* Radio; Statistical data: population  
*Geographic Place Names:* Latin America  
*Principal Correspondents:* Loomis, Henry  
*Dates:* December 1964
- 0148 S-17-64 Attitudes toward Socialism, Capitalism and Communism**  
*Descriptive Title:* Definitions of “socialism,” “capitalism,” and “communism,” 1964  
*Subject Terms:* Public opinion; Socialism; Competition; Communism and communist parties  
*Dates:* 1964
- 0159 S-18-64 Survey of Radio Listening in South Africa, November–December 1963**  
*Descriptive Title:* South African radio listening, including impact of President John F. Kennedy’s death and funeral, November–December 1963  
*Subject Terms:* Surveys and questionnaires; Radio; Statistical data: population; Languages and linguistics; Death and dying  
*Geographic Place Names:* South Africa  
*Persons as Subjects:* Kennedy, John F.  
*Content Notes:* Findings tabulated by day, time, program, and language  
*Dates:* November–December 1963
- 0220 S-19-64 British Opinion on Internal and International Issues**  
*Descriptive Title:* British opinion on national and international issues, including Lyndon B. Johnson’s election, December 1964  
*Subject Terms:* Public opinion polls; Presidential elections; United Nations; Political parties; Nuclear weapons; Economic policy  
*Geographic Place Names:* UK; China, People’s Republic of  
*Persons as Subjects:* Johnson, Lyndon B.  
*Dates:* December 1964
- 0246 S-20-64 Some Statistical Data about Radio and TV Audiences in the Socialist Republic of Croatia**  
*Descriptive Title:* Croatian radio and television audiences, October 1964  
*Subject Terms:* Radio; Television; Statistical data: population  
*Geographic Place Names:* Croatia, Socialist Republic of  
*Dates:* October 1964
- 0253 S-21-64 An Inventory of World Opinion**  
*Descriptive Title:* Worldwide opinion on national and international issues, especially international agencies and U.S. Vietnam policy, 1964  
*Subject Terms:* Public opinion polls; United Nations; Sovereignty; Officials  
*Geographic Place Names:* Western Europe; Vietnam  
*Dates:* 1964
- 0289 S-22-64 IOP Analysis of First IRS World Survey**  
*Descriptive Title:* Worldwide opinion of the U.S. and USSR, February 1964  
*Subject Terms:* Public opinion polls; Cold War; Nuclear weapons; Military forces assessments; Arms control and disarmament; Science and technology; Space programs  
*Geographic Place Names:* USSR  
*Principal Correspondents:* Sorensen, Thomas C.  
*Dates:* February 1964
- 0302 S-23-64 The Overseas Chinese in the Philippines: A Communications Fact Book**  
*Descriptive Title:* Overseas Chinese in the Philippines, May–August 1964

Frame No.

- Subject Terms:* Minority groups; History; Statistical data: population; Economic development; Immigration; Languages and linguistics; Education; Newspapers; Communications  
*Geographic Place Names:* Philippines  
*Content Notes:* Appendixes begin on Frame 0341 and contain twenty tables of statistics  
*Dates:* May–August 1964
- 0381 S-24–64 Survey in Eastern Nigeria (REPORT NOT INCLUDED)**  
*Descriptive Title:* East Nigerian radio listening, November 1964  
*Subject Terms:* Surveys and questionnaires; Radio  
*Geographic Place Names:* East Nigeria  
*Content Notes:* Cover letter only  
*Dates:* November 1964
- 0383 S-25–64 Summary of Significant Latin American Attitudes and Media Opinions, 1964**  
*Descriptive Title:* Latin American opinions on the U.S. and USSR, 1964  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Latin America; USSR  
*Dates:* 1964
- 0389 S-26–64 Attitudes toward De Gaulle and Gaullist Policies**  
*Descriptive Title:* West European and Sub-Sahara African attitudes on Charles de Gaulle and his policies, March 1964  
*Subject Terms:* Public opinion polls; Foreign students  
*Geographic Place Names:* France; Germany, Federal Republic of; UK; Africa  
*Persons as Subjects:* de Gaulle, Charles  
*Dates:* March 1964
- 0399 S-27–64 Survey of Source, Nature and Extent of Communist Propaganda Activities in Colombia**  
*Descriptive Title:* Communist propaganda in Colombia, April 1964  
*Subject Terms:* Communism and communist parties; Propaganda; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Colombia  
*Dates:* April 1964
- 0415 S-28–64 Communist Propaganda in Venezuela**  
*Descriptive Title:* Communist propaganda in Venezuela, 1964  
*Subject Terms:* Communism and communist parties; Propaganda; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Venezuela  
*Dates:* 1964
- 0428 S-29–64 Political and Psychological Attitudes of Brazilian University Students**  
*Descriptive Title:* Brazilian university student attitudes, November 1964  
*Subject Terms:* Public opinion polls; Colleges and universities; Students  
*Geographic Place Names:* Brazil  
*Principal Correspondents:* Wedge, Bryant M.  
*Dates:* November 1964
- 0436 S-30–64 Media Usage by Latin American University Students**  
*Descriptive Title:* Latin American university student use of media, 1964  
*Subject Terms:* Public opinion polls; Colleges and universities; Students; Newspapers; Periodicals; Radio  
*Geographic Place Names:* Venezuela; Peru; Mexico; Chile  
*Dates:* 1964
- 0453 S-31–64 Opinion Polling in Communist Countries**  
*Descriptive Title:* Opinion polling in Communist countries, February 1964  
*Subject Terms:* Public opinion polls; Communism and communist parties

Frame No.

*Geographic Place Names:* Poland; Yugoslavia  
*Dates:* February 1964

### 1965 Studies (Numbers 1–3)

- 0458 S-1–65 Preliminary Results of South Asian Transistor Contest**  
*Descriptive Title:* South Asian transistor radio contest, January 1965  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* India; Pakistan  
*Dates:* January 1965
- 0461 S-2–65 The Development and Demonstration of a System for Analysis of Voice of America Forum Mail**  
*Descriptive Title:* Voice of America forum mail analysis, February 1965  
*Subject Terms:* Voice of America; Letter writing; Computers; Languages and linguistics; Occupations; Social science research; Statistical data: population; Bibliographies  
*Organization Names:* IBM  
*Content Notes:* Contains final report statistical tables (Frames 0567–0674); bibliography (Frame 0678)  
*Dates:* February 1965
- 0736 S-3–65 Problems in Dialogue: Brazilian University Students and the United States**  
*Descriptive Title:* Brazilian university student opinions of the U.S., March 1965  
*Subject Terms:* Colleges and universities; Students; Social and family life; Public opinion polls; History; Geography; Economic development; Law; Socialism; Land reform; Languages and linguistics; Foreign assistance; Exchange of persons programs; Foreign opinion of the U.S.  
*Geographic Place Names:* Brazil  
*Persons as Subjects:* Vargas, Getulio  
*Content Notes:* Chapter I, Introduction: Youth and Change in Brazil (Frame 0744); Chapter II, The Brazilian Context (Frame 0788); Chapter III, The Psycho-Social Position of University Students (Frame 0832); Chapter IV, Student Political Positions (Frame 0877); Chapter V, Student Opinions (Frame 0944); Chapter VI, Views of the United States (Frame 0967); Chapter VII, Improving the Dialogue (Frame 1010); Summary and Conclusion, Problems in Dialogue: Brazilian University Students and the United States (Frame 1058)  
*Dates:* March 1965

## Reel 2

### 1965 Studies (Numbers 4–30)

- 0001 S-4–65 A Content Analysis of Daily Newspapers in Four Latin American Cities**  
*Descriptive Title:* Latin American opinion of the U.S. and USSR, including the Alliance for Progress and Cuba policy, April 1965  
*Subject Terms:* Urban areas; Newspapers; Foreign opinion of the U.S.; Social science research; Alliance for Progress; United Nations  
*Geographic Place Names:* Buenos Aires, Argentina; USSR; Rio de Janeiro, Brazil; Caracas, Venezuela; Mexico City, Mexico; Cuba  
*Persons as Subjects:* Castro, Fidel  
*Dates:* April 1965
- 0042 S-5–65 Visitor Reactions to the Medicine U.S.A. Exhibit, USIS in Cairo, November 15–December 15, 1964**  
*Descriptive Title:* “Medicine USA” exhibit in Cairo, UAR, and visitor reactions, September 1965

Frame No.

- Subject Terms:* Medicine; Exhibitions and trade fairs; Surveys and questionnaires; Occupations;  
Statistical data: population  
*Geographic Place Names:* Cairo, UAR  
*Dates:* September 1965
- 0063 S-6-65 Phase II of Survey of Medicine-USA Exhibit**  
*Descriptive Title:* "Medicine USA" exhibit in Cairo, UAR, and visitor reactions, including impact of exhibit on survey audiences, November 1965  
*Subject Terms:* Medicine; Exhibitions and trade fairs; Surveys and questionnaires; Occupations;  
Statistical data: population; Social science research  
*Geographic Place Names:* Cairo, UAR  
*Dates:* November 1965
- 0091 S-7-65 Public Opinion and Press Opinion in Four Latin American Cities**  
*Descriptive Title:* Latin American public and press opinion on the U.S.-USSR comparison, including the Alliance for Progress and Cuba policy, August 1965  
*Subject Terms:* Public opinion polls; Urban areas; Newspapers; Foreign opinion of the U.S.;  
Social science research; Alliance for Progress  
*Geographic Place Names:* Buenos Aires, Argentina; USSR; Mexico City, Mexico; Rio de Janeiro, Brazil, Caracas; Venezuela; Cuba  
*Persons as Subjects:* Castro, Fidel  
*Dates:* August 1965
- 0149 S-8-65 The Changing Structure of Indian International Images: A Decade Trend Study, 1955-65**  
*Descriptive Title:* Indian urban public opinion of the U.S., USSR, and other countries during the decade 1955-1965, July 1965  
*Subject Terms:* Public opinion polls; United Nations; Urban areas; Statistical data: population;  
Occupations; Foreign opinion of the U.S.; Neutrality; United Nations  
*Geographic Place Names:* Calcutta, India; Bombay, India; Madras, India; Delhi, India; USSR;  
UK; UAR; Japan; Germany, Federal Republic of; Indonesia; China, People's Republic of  
*Organization Names:* Indian Institute of Public Opinion  
*Dates:* July 1965
- 0210 S-9-65 Public Opinion in Western Europe**  
*Descriptive Title:* West European public opinion of the U.S. role in Vietnam, April 1965  
*Subject Terms:* Public opinion polls; Vietnam War; Neutrality  
*Geographic Place Names:* UK; Germany, Federal Republic of; France; Vietnam  
*Persons as Subjects:* Johnson, Lyndon B.  
*Dates:* April 1965
- 0218 S-10-65 American Technical and Professional Books in the United Arab Republic: A Survey of Problems and Potentials**  
*Descriptive Title:* U.S. book trade with the UAR, 1965  
*Subject Terms:* Books and bookselling; Surveys and questionnaires; Balance of payments;  
Languages and linguistics; Textbooks; Foreign trade; Colleges and universities; Retail trade  
*Geographic Place Names:* UAR  
*Dates:* 1965
- 0265 S-11-65 The U.S. is No Ogre to Nigerians**  
*Descriptive Title:* Nigerian public opinion of the U.S., USSR, and Communist China, August 1965  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Nigeria; USSR; China, People's Republic of  
*Dates:* August 1965

Frame No.

- 0271 S-12-65 Africans in Nairobi Express Mixed Views on United States**  
*Descriptive Title:* Kenyan public opinion of the U.S., USSR, and Communist China, August 1965  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Nairobi, Kenya; USSR; China, People's Republic of  
*Dates:* August 1965
- 0278 S-13-65 Soviets Edge Ahead of U.S. in Indian Esteem**  
*Descriptive Title:* Indian public opinion of the U.S. and USSR, August 1965  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Delhi, India; USSR  
*Dates:* August 1965
- 0281 S-14-65 Attitudes of Lagos, Nairobi, and Dakar Residents toward U.S. Race Relations**  
*Descriptive Title:* Urban African opinion of U.S. race relations, September 1965  
*Subject Terms:* Public opinion polls; Race relations; Black Americans; Civil rights  
*Geographic Place Names:* Lagos, Nigeria; Nairobi, Kenya; Dakar, Senegal  
*Dates:* September 1965
- 0286 S-15-65 A Record of Chinese Communist Subversion in Africa**  
*Descriptive Title:* Chinese Communist subversion in Africa, 1965  
*Subject Terms:* Subversive activities; Communism and communist parties; History; Chronologies  
*Geographic Place Names:* China, People's Republic of; Africa; Burundi  
*Content Notes:* Contains appendix, "Peking's Diplomatic Mission in Burundi" (Frame 0299)  
*Dates:* 1965
- 0303 S-16-65 World Surveys 1964 and 1965 in Lagos, Nigeria: A Comparison of Results**  
*Descriptive Title:* Nigerian public opinion of the U.S., USSR, and Communist China, July 1965  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Lagos, Nigeria; USSR; China, People's Republic of  
*Dates:* July 1965
- 0306 S-17-65 Uruguayans Unaware of Project Camelot**  
*Descriptive Title:* Uruguayan opinion of Project Camelot in Chile, October 1965  
*Subject Terms:* Foreign opinion of the U.S.; Social science research  
*Geographic Place Names:* Uruguay  
*Dates:* October 1965
- 0309 S-18-65 Latin American Response to Senator Robert Kennedy's Recent Trip**  
*Descriptive Title:* Latin American opinion of Robert F. Kennedy's trip, December 1965  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Travel  
*Persons as Subjects:* Kennedy, Robert F.  
*Dates:* December 1965
- 0320 S-19-65 French Public Opinion Still Sees Soviet Union Ahead of U.S. in Space, in Survey Conducted before Current Gemini VII Flight, but Margin Has Been Falling...**  
*Descriptive Title:* French and West European public opinion of the U.S. and USSR space programs, December 1965  
*Subject Terms:* Public opinion polls; Cold War; Space programs  
*Geographic Place Names:* France; USSR; UK; Germany, Federal Republic of, Italy; Sweden  
*Dates:* December 1965
- 0328 S-20-65 [Untitled paper concerning USIA persuasion and purveyance of information, December 1965]**  
*Descriptive Title:* USIA persuasion and purveyance of information, December 1965  
*Subject Terms:* Social science research; Propaganda  
*Dates:* December 1965

Frame No.

- 0347 S-21-65 Some Latin American Attitudes toward Certain Anti-Castro Measures**  
*Descriptive Title:* Latin American urban opinion of anti-Castro policy, 1965  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Buenos Aires, Argentina; Mexico City, Mexico; Montevideo, Uruguay; Santiago, Chile; Cuba  
*Persons as Subjects:* Castro, Fidel  
*Organization Names:* Organization of American States  
*Dates:* 1965
- 0352 S-22-65 IRS Comments on the North African Student Survey**  
*Descriptive Title:* North African student opinions of the U.S. and USSR, February 1965  
*Subject Terms:* Foreign students; Surveys and questionnaires  
*Geographic Place Names:* North Africa; France; Tunisia; USSR  
*Persons as Subjects:* de Gaulle, Charles  
*Dates:* February 1965
- 0356 S-23-65 British Public Opinion Sees U.S. Ahead of USSR in Space for First Time**  
*Descriptive Title:* British public opinion of the U.S. and USSR space programs; September 1965  
*Subject Terms:* Public opinion polls; Cold War; Space programs  
*Geographic Place Names:* USSR; UK  
*Dates:* September 1965
- 0360 S-24-65 U.S. Leadership in Space No Longer Credited by British Public Opinion**  
*Descriptive Title:* British public opinion on the U.S.-USSR space race, December 1965  
*Subject Terms:* Public opinion polls; Cold War; Space programs  
*Geographic Place Names:* UK; USSR  
*Dates:* December 1965
- 0363 S-25-65 Some Highlights on Saigonese Public Opinion**  
*Descriptive Title:* Saigon public opinion of the U.S. and Viet Cong, July 1965  
*Subject Terms:* Public opinion polls; Students; Communism and communist parties; Buddhism  
*Geographic Place Names:* Saigon, Republic of Vietnam  
*Dates:* July 1965
- 0370 S-26-65 Post-Jamming Listening to Western Radio in Hungary**  
*Descriptive Title:* Western radio listening in Hungary, February 1965  
*Subject Terms:* Radio; Surveys and questionnaires; Radio Free Europe; Voice of America  
*Geographic Place Names:* Hungary  
*Organization Names:* BBC  
*Dates:* February 1965
- 0376 S-27-65 Western Radio Listening in Poland During 1964**  
*Descriptive Title:* Western radio listening in Poland during 1964  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America; Radio Free Europe  
*Organization Names:* BBC  
*Dates:* 1964
- 0385 S-28-65 Post-Jamming Listening to Western Radio in Rumania**  
*Descriptive Title:* Western radio listening in Romania, February 1965  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America; Radio Free Europe  
*Geographic Place Names:* Romania  
*Organization Names:* BBC  
*Dates:* February 1965
- 0394 S-29-65 Highlights of VOA Listening in the USSR, 1964**  
*Descriptive Title:* Voice of America listening in the USSR, 1964  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America  
*Geographic Place Names:* USSR  
*Dates:* 1964

- 0398 S-30-65 Research at American Exhibits in the USSR and Eastern Europe**  
*Descriptive Title:* Research at American exhibits in the USSR and Eastern Europe, January 1965  
*Subject Terms:* Research; Exhibitions and trade fairs  
*Geographic Place Names:* USSR; Eastern Europe  
*Dates:* January 1965

**1966 Studies (Numbers 1-14)**

- 0401 S-1-66 Youth and Communism**  
*Descriptive Title:* Communist activities directed at Latin American youth, January 1966  
*Subject Terms:* Communism and communist parties; Youth; Colleges and universities; Students  
*Geographic Place Names:* Latin America  
*Dates:* January 1966
- 0413 S-2-66 French Respect for U.S. Leadership and Policies Declines**  
*Descriptive Title:* French opinion of the U.S. and USSR, 1966  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* France; USSR  
*Persons as Subjects:* Johnson, Lyndon B.; de Gaulle, Charles  
*Dates:* 1966
- 0427 S-3-66 Racial Issues in the U.S.: Some Policy and Program Indications of Research**  
*Descriptive Title:* Worldwide opinion of race relations in the U.S., March 1966  
*Subject Terms:* Public opinion; Race relations; Black Americans; Civil rights  
*Dates:* March 1966
- 0434 S-4-66 Special Analytical Study on the Wireless File**  
*Descriptive Title:* USIA information transmission overseas, May 1966  
*Subject Terms:* Wireless telegraphy; Social science research; Mass media; Budget of the U.S.; Wages and salaries; Voice of America; Bibliographies  
*Federal Departments and Agencies:* Bureau of Budget  
*Content Notes:* Contains lists of background materials and wireless file surveys and reports  
*Dates:* May 1966
- 0500 S-5-66 Special Analytical Study on Research**  
*Descriptive Title:* USIA research unit analysis, May 1966  
*Subject Terms:* Research; Budget of the U.S.; Communications; Consumers; Public opinion; History; Federal employees  
*Organization Names:* Bureau of Budget  
*Content Notes:* Contains tables of field research officers (Frame 0565) and professional employees (Frame 0570)  
*Dates:* May 1966
- 0574 S-6-66 The Standing of the U.S. in Philippine (Manila) Public Opinion, 1965**  
*Descriptive Title:* Philippine opinion of the U.S., USSR, and Communist China, 1965  
*Subject Terms:* Public opinion polls; Cold War; Vietnam War; Space programs  
*Geographic Place Names:* Manila, Philippines; USSR; China, People's Republic of  
*Dates:* 1965
- 0587 S-7-66 No Substantial Change in British Opinion on Vietnam Following U.S. Bombings**  
*Descriptive Title:* British public opinion of the Vietnam conflict, August 1966  
*Subject Terms:* Public opinion polls; Black Americans; Vietnam War  
*Geographic Place Names:* UK; Vietnam, Republic of  
*Content Notes:* S-2-68, Reactions to U.S. Race Relations and General Opinion of the U.S. (April 12, 1968), is misfiled twice at Frames 0588 and 0590  
*Dates:* August 1966

- 0593 S-8-66 The Development of a System for Answering and Analyzing VOA Audience Mail**  
*Descriptive Title:* Voice of America audience mail analysis system, February 1967  
*Subject Terms:* Voice of America; Letter writing; Federal employees; Computers; Languages and linguistics; Government reorganization; Bibliographies  
*Persons as Subjects:* Thomson, Joan S.  
*Content Notes:* Includes sample reply forms by program  
*Dates:* February 1967
- 0687 S-9-66 Special Study of the Voice of America**  
*Descriptive Title:* Voice of America study to expand and modernize equipment and facilities overseas, September 1966  
*Subject Terms:* Voice of America; Budget of the U.S.; Electronics equipment and industry; Languages and linguistics  
*Organization Names:* VOA Tangier  
*Content Notes:* Contains current and proposed VOA program schedule by language (Frame 0752) and recommendations by region: Far East (Frame 0757); Middle East and South Asia (Frame 0787); Latin America (Frame 0800); Africa (Frame 0815); West Europe (Frame 0834); Soviet Union (Frame 0843); East Europe (Frame 0848)  
*Dates:* September 1966
- 0853 S-10-66 Analytical Study of Project Kingfish**  
*Descriptive Title:* Project Kingfish, a USIA-underwritten commercial weekly newsreel, November–December 1966  
*Subject Terms:* Motion pictures; Cost-benefit analysis; Statistics; History; Languages and linguistics; Consumers  
*Content Notes:* Contains Summary Report (Frame 0854), with tabulated project statistics by country (Frame 0871); and Comprehensive Report (Frame 0874)  
*Dates:* November–December 1966
- 0944 S-11-66 Current Japanese Opinion of the U.S. and the Conflict in Vietnam**  
*Descriptive Title:* Japanese public opinion of U.S. involvement in Vietnam, April 1966  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* Japan  
*Dates:* April 1966
- 0947 S-12-66 Current Trends in French Attitudes toward the U.S.**  
*Descriptive Title:* French public opinion of the U.S. and USSR, April 1966  
*Subject Terms:* Public opinion  
*Geographic Place Names:* France; USSR  
*Persons as Subjects:* de Gaulle, Charles  
*Dates:* April 1966
- 0956 S-13-66 Commencement Speakers and Tropics for Possible Agency Coverage**  
*Descriptive Title:* U.S. college and university commencement speakers, July 1966  
*Subject Terms:* Colleges and universities; Speeches and addresses  
*Dates:* July 1966
- 0971 S-14-66 Potential Audiences for VOA Broadcasts**  
*Descriptive Title:* Voice of America audience estimates, July 1966  
*Subject Terms:* Voice of America; Consumers; Languages and linguistics; Statistics  
*Dates:* July 1966



## Reel 3

### 1966 Studies (Numbers 15–26)

- 0001 S-15–66 Vietnam and World Opinion: Analysis and Recommendations**  
*Descriptive Title:* U.S. Vietnam policies and world opinion, August 1966  
*Subject Terms:* Vietnam War; Foreign opinion of the U.S.; Newspapers  
*Geographic Place Names:* Vietnam, Republic of; Belgium; Netherlands; Norway; Austria; Germany, Federal Republic of; Berlin, Germany; Canada; Venezuela; Uruguay; Upper Volta; Sudan; India; UAR; Czechoslovakia  
*Dates:* August 1966
- 0127 S-16–66 VOA Audience Estimate: Tables**  
*Descriptive Title:* Voice of America audience estimates, 1966  
*Subject Terms:* Voice of America; Consumers; Statistical data: population; Radio; Languages and linguistics  
*Geographic Place Names:* Africa; Europe; Asia; Latin America; Middle East; South Asia; Eastern Europe  
*Content Notes:* Contains audience data by country and region: Africa (Frame 0130); Europe (Frame 0134); Far East (Frame 0136); Latin America (Frame 0138); Middle East/South Asia (Frame 0141); Communist East Europe and Asia (Frame 0143)  
*Dates:* 1966
- 0152 S-17–66 Opinions of USIS Target Groups and Other Literates in Delhi, India**  
*Descriptive Title:* Indian opinion of the U.S. and USSR, 1966  
*Subject Terms:* Public opinion polls; Educational attainment  
*Geographic Place Names:* Delhi, India; USSR  
*Organization Names:* American Reporter (USIA periodical)  
*Dates:* 1966
- 0163 S-18–66 Draft Report on Bi-national Centers**  
*Descriptive Title:* USIA binational cultural centers in Latin America, May 1966  
*Subject Terms:* Cultural relations; Languages and linguistics; Libraries; Federal employees; Exhibitions and trade fairs  
*Geographic Place Names:* Latin America  
*Dates:* May 1966
- 0186 S-19–66 Selected Editorial Comment on U.S. “Openness” in Space Activities**  
*Descriptive Title:* Foreign opinion of U.S. space program, May 1966  
*Subject Terms:* Foreign opinion of the U.S.; Space programs; Newspapers  
*Dates:* May 1966
- 0193 S-20–66 Australians Divided on Merits of Space Exploration**  
*Descriptive Title:* Australian opinion of space exploration, August 1966  
*Subject Terms:* Public opinion polls; Space programs  
*Geographic Place Names:* Australia  
*Dates:* August 1966
- 0195 S-21–66 Radio Listening and Effectiveness in Poland: VOA, RFE and BBC**  
*Descriptive Title:* Western radio listening in Eastern Europe, 1966  
*Subject Terms:* Surveys and questionnaires; Voice of America; Radio Free Europe  
*Geographic Place Names:* Poland; Czechoslovakia; Romania  
*Organization Names:* BBC  
*Dates:* 1966
- 0215 S-22–66 Reactions to USIS Libraries in Sub-Saharan Africa**  
*Descriptive Title:* African opinion of USIA libraries, 1966  
*Subject Terms:* Surveys and questionnaires; Libraries  
*Geographic Place Names:* Sub-Saharan Africa  
*Dates:* 1966

- 0219 S-23-66 Distribution of Radio Receivers, 1965**  
*Descriptive Title:* Radio receiver distribution worldwide, 1965  
*Subject Terms:* Radio; Electronics equipment and industry  
*Dates:* 1965
- 0222 S-24-66 Western Radio Listening in Hungary During 1965**  
*Descriptive Title:* Western radio listening in Hungary during 1965  
*Subject Terms:* Voice of America; Radio Free Europe; Statistical data: population  
*Geographic Place Names:* Hungary  
*Organization Names:* BBC  
*Dates:* 1965
- 0235 S-25-66 Western Radio Listening in Rumania during 1965**  
*Descriptive Title:* Western radio listening in Romania during 1965  
*Subject Terms:* Voice of America; Radio Free Europe; Statistical data: population  
*Geographic Place Names:* Romania  
*Organization Names:* BBC  
*Dates:* 1965
- 0242 S-26-66 Chile: Factors of Importance for a U.S. Information Program**  
*Descriptive Title:* Chilean basic political, economic, and social information, August 1966  
*Subject Terms:* Illiteracy; Democracy; Economic development; Bibliographies  
*Geographic Place Names:* Chile  
*Dates:* August 1966
- 1967 studies (Numbers 1-31)**
- 0251 S-1-67 English-Language Teaching at the Hellenic-American Union in Athens**  
*Descriptive Title:* English-language students at the Hellenic-American Union in Athens, Greece, January 1967  
*Subject Terms:* Surveys and questionnaires; Students; Languages and linguistics  
*Geographic Place Names:* Athens, Greece  
*Organization Names:* Hellenic-American Union  
*Dates:* January 1967
- 0256 S-2-67 USIA Survey Studies and Research Sensitivities in Foreign Areas**  
*Descriptive Title:* USIA research sensitivities, April 1967  
*Subject Terms:* Social science research  
*Dates:* April 1967
- 0260 S-3-67 Study of USIA Language Requirements and Resources**  
*Descriptive Title:* USIA overseas staff language qualifications, 1967  
*Subject Terms:* Federal employees; Foreign Service Act of 1946; Languages and linguistics  
*Content Notes:* Contains tabulation of language-essential positions by country (Frame 0291)  
*Dates:* 1967
- 0298 S-4-67 Quick Review of the Trade Fair Exhibits Program under USIA's Special International Exhibitions Program**  
*Descriptive Title:* USIA trade fair exhibits program, April 1967  
*Subject Terms:* Exhibitions and trade fairs; History; Propaganda; Consumers; Surveys and questionnaires; Government spending; Bibliographies  
*Federal Departments and Agencies:* Department of Commerce  
*Dates:* April 1967
- 0353 S-5-67 Public Opinion Digest: A Guide to Miscellaneous Opinion Survey Results from non-USIA sources, Vol. 1, No. 1**  
*Descriptive Title:* Non-USIA public opinion surveys, June 1967  
*Subject Terms:* Public opinion polls; European Economic Community; Nuclear weapons; Political parties; Vietnam War; Officials; Foreign assistance

Frame No.

- Geographic Place Names:* Denmark; France; China, People's Republic of; UK; Germany, Federal Republic of; Yugoslavia; Canada; Brazil; Uruguay; Australia; Greece; India  
*Persons as Subjects:* de Gaulle, Charles; Costa e Silva, Artur da  
*Organization Names:* NATO  
*Dates:* June 1967
- 0432 S-6-67 "The Big Lie": Case History of Charges of U.S. Involvement in Middle East Crisis**  
*Descriptive Title:* U.S.-UK role in the Six-Day War, June 1967  
*Subject Terms:* History; Six-Day War; Radio; Newspapers; Military assistance; Press; Colonialism and colonial affairs  
*Geographic Place Names:* Middle East; UK; Israel; UAR; USSR  
*Dates:* June 1967
- 0457 S-7-67 Voice of America and Radio Free Europe Broadcast Analysis (Bulgaria, Czechoslovakia, Hungary, Poland, Rumania)**  
*Descriptive Title:* Voice of America and Radio Free Europe audiences in Eastern Europe, comparative analysis, August 1967  
*Subject Terms:* Voice of America; Radio Free Europe; Social science research; Surveys and questionnaires; Statistical data: population; Occupations; Educational attainment  
*Geographic Place Names:* Bulgaria; Czechoslovakia; Hungary; Poland; Romania  
*Dates:* August 1967
- 0556 S-8-67 Public Opinion Digest: A Guide to Miscellaneous Opinion Survey Results from non-USIA sources, Vol. 1, No. 2**  
*Descriptive Title:* Non-USIA public opinion surveys, August 1967  
*Subject Terms:* Public opinion polls; Arab-Israeli conflict; Vietnam War  
*Geographic Place Names:* Europe; France; Latin America; Argentina; East Asia; Australia; Japan; Okinawa; Middle East  
*Dates:* August 1967
- 0583 S-9-67 Some Brief Comments and Recommendations re. USIA's Need for Attitude Research**  
*Descriptive Title:* USIA attitude measurement in effectiveness research, October 1967  
*Subject Terms:* Social science research; Public opinion  
*Dates:* October 1967
- 0586 S-10-67 Need for Attitude Measurement in Guidance Research**  
*Descriptive Title:* USIA attitude measurement in guidance research, October 1967  
*Subject Terms:* Social science research; Public opinion  
*Dates:* October 1967
- 0591 S-11-67 A Brief Outline of IOP/R's Research Rationale**  
*Descriptive Title:* USIA systematic approach to research, October 1967  
*Subject Terms:* Social science research  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* October 1967
- 0597 S-12-67 An Analysis of Agence France Presse's Africa File**  
*Descriptive Title:* Agence France Presse news to Africa, comparison with UPI, 1967  
*Subject Terms:* Foreign opinion of the U.S.; Mass media; Social science research  
*Geographic Place Names:* Africa; Vietnam  
*Organization Names:* Agence France Presse; United Press International  
*Dates:* 1967
- 0611 S-13-67 The Image of the United States in Foreign Secondary School Textbooks**  
*Descriptive Title:* U.S. images in foreign secondary school textbooks, 1967

Frame No.

- Subject Terms:* Foreign opinion of the U.S.; Elementary and secondary education; Textbooks; Surveys and questionnaires  
*Dates:* 1967
- 0633 S-14-67 Japanese Public Opinion: Background for the State Visit**  
*Descriptive Title:* Japanese opinion of the U.S. prior to Prime Minister Eisaku Sato's visit, November 1967  
*Subject Terms:* Foreign opinion of the U.S.; Nuclear weapons; Vietnam War; Public opinion polls; Military bases, posts, and reservations; National defense  
*Geographic Place Names:* Japan; Okinawa; China, People's Republic of  
*Persons as Subjects:* Sato, Eisaku  
*Dates:* November 1967
- 0660 S-15-67 Recent Radio Listenership Surveys in Ethiopia**  
*Descriptive Title:* Ethiopian radio listening, including Voice of America and BBC, November 1967  
*Subject Terms:* Radio; Surveys and questionnaires; Languages and linguistics; Students; Voice of America  
*Geographic Place Names:* Ethiopia  
*Organization Names:* BBC  
*Dates:* November 1967
- 0664 S-16-67 Review of the USIA Trade Fair Exhibits Program**  
*Descriptive Title:* USIA Trade Fair Exhibits Program, November 1967  
*Subject Terms:* Exhibitions and trade fairs; History; Consumers; Government spending  
*Dates:* November 1967
- 0682 S-17-67 Some Recent African Public Opinion Indications on Issues Affecting U.S.-African Relations**  
*Descriptive Title:* African public opinion trends, December 1967  
*Subject Terms:* Public opinion; Economic development  
*Geographic Place Names:* Africa  
*Dates:* December 1967
- 0687 S-18-67 Evaluation of the Film "Women Who Care"**  
*Descriptive Title:* USIA film on social welfare activities of American women, December 1967  
*Subject Terms:* Motion pictures; Women; Social work; Surveys and questionnaires  
*Dates:* December 1967
- 0694 S-19-67 The Image of America: Some Dimensions of International Perception as Revealed in USIA Survey Data from Western Europe and Japan**  
*Descriptive Title:* West European and Japanese images of the U.S., USSR, and Communist China, January 1967  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Bibliographies  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Japan; USSR; China, People's Republic of  
*Content Notes:* Contains bibliography (Frame 0726)  
*Dates:* January 1967
- 0728 S-20-67 Public Opinion Poll in January 8 "Jeune Afrique"**  
*Descriptive Title:* *Jeune Afrique* survey on socialism and capitalism in economic development, February 1967  
*Subject Terms:* Public opinion polls; Socialism; Competition; Economic development  
*Organization Names:* *Jeune Afrique* (periodical)  
*Dates:* February 1967
- 0731 S-21-67 French Study of Radio Listening in Cameroon**  
*Descriptive Title:* Radio listening in Cameroon, 1967  
*Subject Terms:* Radio; Surveys and questionnaires; Teachers

- Geographic Place Names:* Cameroon  
*Dates:* 1967
- 0741 S-22-67 Local Employee Opinions of Qualifications for USIS Officers**  
*Descriptive Title:* USIA officer qualifications, 1967  
*Subject Terms:* Surveys and questionnaires; Federal employees  
*Principal Correspondents:* Thompson, Wendel  
*Dates:* 1967
- 0749 S-23-67 Indian Reaction to the Arab-Israel War**  
*Descriptive Title:* Urban Indian reaction to the Six-Day War, 1967  
*Subject Terms:* Urban areas; Public opinion polls; Six-Day War  
*Geographic Place Names:* Bombay, India; Calcutta, India; Delhi, India; Madras, India  
*Dates:* 1967
- 0756 S-24-67 Representatives of the Radio Listening Habit Study in Four Indian Cities**  
*Descriptive Title:* Radio listening in four Indian cities, 1967  
*Subject Terms:* Urban areas; Radio; Surveys and questionnaires; Educational attainment; Social science research  
*Geographic Place Names:* India  
*Dates:* 1967
- 0760 S-25-67 The U.S. Exhibit at Expo-67**  
*Descriptive Title:* Expo-67 U.S. exhibit, December 1967  
*Subject Terms:* Exhibitions and trade fairs; Public opinion polls; Buildings; Social science research  
*Dates:* December 1967
- 0821 S-26-67 Public Opinion Digest: A Guide to Miscellaneous Foreign Opinion Survey Results from Non-USIA Sources, Vol. 1, No. 3**  
*Descriptive Title:* Non-USIA public opinion surveys, October 1967  
*Subject Terms:* Public opinion polls; Vietnam War; Race relations; Arab-Israeli conflict; Territorial claims; European Economic Community; Nuclear weapons; Sovereignty; Punta Del Este Conference; National defense  
*Geographic Place Names:* UK; Belgium; France; Germany, Federal Republic of; Italy; Sweden; China, People's Republic of; Argentina; Uruguay; Australia; Japan; India  
*Persons as Subjects:* Johnson, Lyndon B.  
*Dates:* October 1967
- 0878 S-27-67 Summary of Some World-Wide Research on Population and Family Planning Attitudes**  
*Descriptive Title:* Worldwide family planning research, 1967  
*Subject Terms:* Surveys and questionnaires; Family planning; Research  
*Geographic Place Names:* Latin America; Asia; Middle East; Africa; Western Europe  
*Dates:* 1967
- 0890 S-28-67 What Effect Can Information Activities Have on Modernization—Some Scholarly Findings and Recommendations**  
*Descriptive Title:* Mass media role in modernization, 1967  
*Subject Terms:* Developing countries; Mass media  
*Persons as Subjects:* Schramm, Wilber; Pye, Lucian; Lerner, Daniel  
*Dates:* 1967
- 0902 S-29-67 Identification of USIS Sponsorship: Does It Help or Hinder Film Effectiveness**  
*Descriptive Title:* USIA film effectiveness in the Philippines, May 1967  
*Subject Terms:* Motion pictures; Surveys and questionnaires; Military assistance; Economic development  
*Geographic Place Names:* Philippines

Frame No.

*Content Notes:* Concerning the USIA films White Gold of Basilan and Profiles of Power  
*Dates:* May 1967

**0908 S-30-67 Media Usage of a Rural Ugandan Elite**

*Descriptive Title:* Ugandan elites' use of media, August 1967

*Subject Terms:* Mass media; Rural conditions; Urban areas; Newspapers; Radio; Surveys and questionnaires; Students; History; Educational attainment; Economic development

*Geographic Place Names:* Uganda

*Persons as Subjects:* Oberschall, Anthony

*Dates:* August 1967

**0956 S-31-67 VOA Analysis on Costa Rica**

*Descriptive Title:* Voice of America audience in Costa Rica, including program preferences, March 1967

*Subject Terms:* Voice of America; Surveys and questionnaires; Statistical data: population

*Geographic Place Names:* Costa Rica

*Content Notes:* Contains map of Costa Rica (Frame 0962)

*Dates:* March 1967

## Reel 4

### 1967 Studies (Number 32)

**0001 S-32-67 Preliminary Report: Survey of African Students in France**

*Descriptive Title:* African students' attitudes and media habits, August 1967

*Subject Terms:* Foreign students; Public opinion polls; Mass media; Economic development

*Geographic Place Names:* France; China, People's Republic of

*Dates:* August 1967

### 1968 Studies (Numbers 1-47)

**0013 S-1-68 Some Indications of Israeli Public Opinion on Issues Affecting U.S.-Israeli Relations**

*Descriptive Title:* Israeli public opinion on U.S. policy in the Middle East and Vietnam, January 1968

*Subject Terms:* Public opinion polls; Statistical data: population; Six-Day War; Vietnam War

*Geographic Place Names:* Israel

*Persons as Subjects:* Johnson, Lyndon B.

*Dates:* January 1968

**0021 S-2-68 Recent Indications of British Public Opinion on Issues Affecting Anglo-American Relations**

*Descriptive Title:* British public opinion on issues affecting Anglo-American relations, January 1968

*Subject Terms:* Public opinion polls; Government spending; European Economic Community; Vietnam War; Six-Day War

*Geographic Place Names:* UK

*Persons as Subjects:* Johnson, Lyndon B.

*Organization Names:* NATO

*Dates:* January 1968

**0056 S-3-68 BBC Listening in East Europe**

*Descriptive Title:* BBC listening in Eastern Europe, January 1968

*Subject Terms:* Surveys and questionnaires; Radio

*Geographic Place Names:* Czechoslovakia; Hungary; Poland; Romania

*Organization Names:* BBC

*Dates:* January 1968

- 0081 S-4-68 Study of USIA Book Publishing Programs**  
*Descriptive Title:* USIA book publishing programs, January 1968  
*Subject Terms:* Books and bookselling; Publishers and publishing; Statistical data; communications and transportation; Government spending; Languages and linguistics; Retail trade; Bibliographies  
*Geographic Place Names:* Latin America; Africa  
*Content Notes:* Contains list of best sellers (Frame 0174)  
*Dates:* January 1968
- 0177 S-5-68 Summary of Survey on Radio Listening by Dakar Women**  
*Descriptive Title:* Radio listening by Senegalese women, January 1968  
*Subject Terms:* Surveys and questionnaires; Women; Radio  
*Geographic Place Names:* Dakar, Senegal  
*Dates:* January 1968
- 0179 S-6-68 Review of "Industrial Design: USA"**  
*Descriptive Title:* U.S. industrial design traveling exhibit in USSR, January 1968  
*Subject Terms:* Exhibitions and trade fairs; Industry; Consumers  
*Geographic Place Names:* USSR  
*Dates:* January 1968
- 0182 S-7-68 Review of "Hand Tools—USA" Exhibit**  
*Descriptive Title:* U.S. hand tools traveling exhibit in USSR, January 1968  
*Subject Terms:* Exhibitions and trade fairs; Tools  
*Geographic Place Names:* USSR  
*Dates:* January 1968
- 0185 S-8-68 Viet-Cong Propaganda Efforts, July-December 1967**  
*Descriptive Title:* Viet Cong propaganda, February 1968  
*Subject Terms:* Communism and communist parties; Propaganda; Political parties; Elections; Bibliographies  
*Geographic Place Names:* Vietnam, Republic of  
*Organization Names:* National Liberation Front  
*Dates:* February 1968
- 0202 S-9-68 Worldwide English Audience and Language Preferences**  
*Descriptive Title:* Radio audience language preferences, October 1968  
*Subject Terms:* Languages and linguistics; Radio; Voice of America  
*Principal Correspondents:* Martin, L. J.  
*Dates:* October 1968
- 0205 S-10-68 Some Indications of Public Opinion in Selected Latin American Countries on Issues Affecting U.S.-Latin Relations**  
*Descriptive Title:* Latin American public opinion of U.S. policy, March 1968  
*Subject Terms:* Public opinion polls; Economic policy; Alliance for Progress; Punta Del Este Conference; Vietnam War; Foreign assistance; Colleges and universities; Students; Officials; Travel  
*Geographic Place Names:* Argentina; Brazil; Venezuela; Chile; Peru; Colombia  
*Persons as Subjects:* Johnson, Lyndon B.; Kennedy, John F.  
*Dates:* March 1968
- 0268 S-11-68 The Impact of the Agency Film—A Voice in the City**  
*Descriptive Title:* USIA film on labor-management relations, March 1968  
*Subject Terms:* Motion pictures; Surveys and questionnaires; Labor-management relations  
*Dates:* March 1968
- 0276 S-12-68 Radio Listening Habits and Comprehension Problems in Rural Francophone Africa**  
*Descriptive Title:* Western radio listening in Francophone Africa, March 1968  
*Subject Terms:* Radio; Voice of America

- Geographic Place Names:* Upper Volta; Cameroon  
*Organization Names:* BBC  
*Dates:* March 1968
- 0279 S-13-68 USIS Montevideo Student Survey on Effectiveness of the Post's Monthly Periodical "Commentario"**  
*Descriptive Title:* USIA periodical, *Commentario*, effectiveness among Uruguayan students, March 1968  
*Subject Terms:* Periodicals; Students; Surveys and questionnaires  
*Geographic Place Names:* Montevideo, Uruguay  
*Organization Names:* *Commentario* (periodical)  
*Principal Correspondents:* Diggle, Arthur V.  
*Dates:* March 1968
- 0292 S-14-68 Some Indications of Foreign Public Opinion about the UN**  
*Descriptive Title:* Foreign public opinion on the UN, March 1968  
*Subject Terms:* Public opinion polls; United Nations  
*Geographic Place Names:* UK; China, People's Republic of; France; Australia; Uruguay; Kenya; Western Europe; Latin America; Asia; Middle East; Africa  
*Dates:* March 1968
- 0314 S-15-68 Foreign Government Information Activities**  
*Descriptive Title:* Foreign government information activities, March 1968  
*Subject Terms:* Surveys and questionnaires; Government spending; Television; Radio; Mass media; Cultural relations; Publishers and publishing; Exhibitions and trade fairs  
*Dates:* March 1968
- 0323 S-16-68 The Psychological Environment for U.S. Bases Abroad**  
*Descriptive Title:* Foreign public opinion on U.S. bases, March 1968  
*Subject Terms:* Public opinion polls; Military bases, posts, and reservations; Space programs; Nuclear weapons; Arms control and disarmament  
*Geographic Place Names:* UK; Germany, Federal Republic of; France; Italy; Latin America; Middle East; Asia; Africa  
*Organization Names:* NATO  
*Dates:* March 1968
- 0343 S-17-68 An Annotated Listing of the African Press**  
*Descriptive Title:* African press listing, March 1968  
*Subject Terms:* Press; Languages and linguistics; Newspapers; Periodicals  
*Geographic Place Names:* Africa; France; UK; Algeria; Angola; Cameroon; Congo-Brazzaville; Congo-Kinshasa; Ethiopia; Ghana; Kenya; Libya; Malagasy Republic; Mauritius; Morocco; Mozambique; Nigeria; South Africa; Southern Rhodesia; Sudan; Tanzania; Tunisia; Uganda; Zambia  
*Dates:* March 1968
- 0493 S-18-68 Argentine Opinion on the Vietnam War**  
*Descriptive Title:* Argentine public opinion on the Vietnam War, April 1968  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* Argentina  
*Dates:* April 1968
- 0501 S-19-68 Is There a Generation Gap in Western Europe?**  
*Descriptive Title:* West European attitudes toward the U.S., comparing youth (under 25) with citizens aged 25 and older, April 1968  
*Subject Terms:* Students; Surveys and questionnaires; Vietnam War; Public opinion polls  
*Geographic Place Names:* Germany, Federal Republic of; France; UK; Italy  
*Organization Names:* Der Spiegel (periodical); NATO  
*Dates:* April 1968



- 0508 S-20-68 Reactions of U.S. Race Relations and General Opinion of the U.S.**  
[Empty folder]
- 0509 S-21-68 Patron Use of Libraries at Two USIS-Congo Posts**  
*Descriptive Title:* Congolese use of USIA libraries, May 1968  
*Subject Terms:* Libraries; Surveys and questionnaires; Elementary and secondary education; Students; Reading; Statistical data: population  
*Geographic Place Names:* Luluabourg, Congo (Kananga, Democratic Republic of the Congo); Bukavu, Democratic Republic of the Congo  
*Dates:* May 1968
- 0520 S-22-68 Preliminary Views on U.S.-North Vietnam Paris Talks**  
*Descriptive Title:* Foreign opinion on the U.S.-North Vietnam Paris talks, May 1968  
*Subject Terms:* Foreign opinion of the U.S.; Vietnam War; Negotiations  
*Geographic Place Names:* Vietnam, Democratic Republic of  
*Dates:* May 1968
- 0525 S-23-68 Reader's Reactions to the USIS Cotonou News Bulletin**  
*Descriptive Title:* West African reactions to USIA news bulletin, May 1968  
*Subject Terms:* Surveys and questionnaires; Vietnam War; Voice of America; Reading; Statistical data: population  
*Geographic Place Names:* Dahomey (Benin)  
*Dates:* May 1968
- 0535 S-24-68 Study Made Available to USIA on Attitudes of Tunisian and Moroccan University Students**  
*Descriptive Title:* Tunisian and Moroccan university student political attitudes, June 1968  
*Subject Terms:* Colleges and universities; Students; Surveys and questionnaires; Languages and linguistics; Membership organizations; Economic policy; Social science research  
*Geographic Place Names:* Tunisia; Morocco  
*Dates:* June 1968
- 0559 S-25-68 French Postwar Attitudes Toward the US**  
*Descriptive Title:* Post-WW II French opinion of the U.S., June 1968  
*Subject Terms:* Public opinion polls; Vietnam War; Economic policy; Mass media; Newspapers; Race relations; Poverty  
*Geographic Place Names:* France  
*Dates:* June 1968
- 0564 S-26-68 Data on African Attitudes**  
*Descriptive Title:* African university student opinion of the U.S., July 1968  
*Subject Terms:* Foreign students; Public opinion; Race relations  
*Geographic Place Names:* Africa; Nigeria  
*Dates:* July 1968
- 0572 S-27-68 Impressions of Political Attitudes in Poland**  
*Descriptive Title:* Polish opinion of the U.S. and USSR, July 1968  
*Subject Terms:* Foreign opinion of the U.S.; Assassination; Vietnam War; Youth; Mass media  
*Geographic Place Names:* Poland; USSR  
*Persons as Subjects:* Kennedy, Robert F.  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* July 1968
- 0588 S-28-68 Reaction Test on Food Film**  
*Descriptive Title:* Foreign student reactions to a USIA film on food supply, July 1968  
*Subject Terms:* Foreign students; Motion pictures; Food supply; Surveys and questionnaires; Agricultural innovations  
*Content Notes:* A Few Notes on Our Food Problem  
*Dates:* July 1968

- 0594 S-29-68 Current Views on U.S.-North Vietnam Paris Talks**  
*Descriptive Title:* Foreign opinion on the U.S.-North Vietnam Paris talks, July 1968  
*Subject Terms:* Foreign opinion of the U.S.; Vietnam War; Negotiations  
*Geographic Place Names:* Vietnam, Democratic Republic of  
*Dates:* July 1968
- 0604 S-30-68 USIA Motion Picture/TV Survey**  
*Descriptive Title:* USIA motion picture and television activity abroad, July 1968  
*Subject Terms:* Motion pictures; Television; Government spending; Social science research  
*Geographic Place Names:* Africa; Asia; Latin America; Middle East; Western Europe  
*Federal Departments and Agencies:* International Motion Picture and Television Service  
*Dates:* July 1968
- 0669 S-31-68 Survey Research in the Developing Countries**  
*Descriptive Title:* Survey research in developing countries, July 1968  
*Subject Terms:* Surveys and questionnaires; Developing countries; Social science research; History  
*Federal Departments and Agencies:* Department of State  
*Dates:* July 1968
- 0697 S-32-68 The Vietnamese Alliance of National, Democratic and Peace Forces: Media and Opinion Leadership Comment**  
*Descriptive Title:* Vietnamese Alliance of National, Democratic and Peace Forces media coverage, August 1968  
*Subject Terms:* Vietnam War; Insurgency; Mass media  
*Organization Names:* Vietnamese Alliance of National, Democratic and Peace Forces  
*Dates:* August 1968
- 0701 S-33-68 Reaction to U.S. Peace Moves in Vietnam**  
*Descriptive Title:* Indian reactions to U.S. peace moves in Vietnam, August 1968  
*Subject Terms:* Vietnam War; Peace movements; Public opinion polls; Statistical data: population  
*Geographic Place Names:* India; China, People's Republic of  
*Persons as Subjects:* Johnson, Lyndon B.  
*Dates:* August 1968
- 0709 S-34-68 Some Data on the Composition and Geographical Distribution of Polish Intelligentsia**  
*Descriptive Title:* Polish intelligentsia statistics, August 1968  
*Subject Terms:* Higher education; Occupations; Statistical data: population; Urban areas; Colleges and universities; Students; Clergy  
*Geographic Place Names:* Poland  
*Persons as Subjects:* Szczepanski, Jan  
*Dates:* August 1968
- 0726 S-35-68 Worldwide English Broadcasting Study**  
*Descriptive Title:* Voice of America Worldwide English broadcasting, August 1968  
*Subject Terms:* Voice of America; Languages and linguistics; Government spending  
*Geographic Place Names:* Africa; Western Europe; Eastern Europe; Asia; Australia; Latin America; Middle East  
*Dates:* August 1968
- 0743 S-36-68 Some Recent West German Public Opinion Indications on Issues Relating to German-American Relations**  
*Descriptive Title:* West German opinion on issues affecting U.S. relations, September 1968  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Vietnam War; Sovereignty; European Economic Community; Students; Public demonstrations  
*Geographic Place Names:* Germany, Federal Republic of; Eastern Europe  
*Dates:* September 1968

- 0767 S-37-68 VOA Listening in East Europe**  
*Descriptive Title:* Voice of America listening in Eastern Europe, 1968  
*Subject Terms:* Voice of America; Surveys and questionnaires  
*Geographic Place Names:* Czechoslovakia; Hungary; Poland; Romania  
*Dates:* 1968
- 0770 S-38-68 A Guide to Communication Research Findings**  
*Descriptive Title:* Communications research guide, September 1968  
*Subject Terms:* Communications; Research; Mass media; Bibliographies  
*Persons as Subjects:* Klapper, Joseph T.; Bogart, Leo; Davison, W. Phillips  
*Content Notes:* Chapter I: The Communicator (Frame 0778); Chapter II: The Message (Frame 0787); Chapter III: The Audience (Frame 0804); Chapter IV: The Medium (Frame 0822); Chapter V: The Effects (Frame 0839); Chapter VI: Cross-Cultural Communication (Frame 0853); Bibliography (Frame 0870)  
*Dates:* September 1968
- 0878 S-39-68 Africa: Programming Implications of Research**  
*Descriptive Title:* USIA research implications for Africa programming, October 1968  
*Subject Terms:* Research; Economic development; Race relations; Radio; Languages and linguistics; Television; Exchange of persons programs  
*Geographic Place Names:* Africa  
*Dates:* October 1968
- 0882 S-40-68 Book Readership in Urban Greece**  
*Descriptive Title:* Book readership in urban Greece, October 1968  
*Subject Terms:* Books and bookselling; Reading; Urban areas  
*Geographic Place Names:* Greece  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* October 1968
- 0885 S-41-68 Summary of Paper by the Former Indian Principal Information Officer Comparing U.S. and Soviet Information Programs in India**  
*Descriptive Title:* U.S. and USSR information programs in India, comparison, October 1968  
*Subject Terms:* Research; Propaganda; Motion pictures; Press; Publishers and publishing  
*Geographic Place Names:* India; USSR  
*Persons as Subjects:* Nair, Laj  
*Dates:* October 1968
- 0890 S-42-68 Listening to RIAS in West Berlin and West Germany**  
*Descriptive Title:* Radio listening in West Berlin and West Germany, November 1968  
*Subject Terms:* Radio; Surveys and questionnaires  
*Geographic Place Names:* Berlin, Germany; Germany, Federal Republic of  
*Organization Names:* Radio in the American Sector; BBC; Radio Moscow  
*Dates:* November 1968
- 0894 S-43-68 VOA Listening in Belgium, France and the Netherlands**  
*Descriptive Title:* Voice of America and BBC listening in Belgium, France, and the Netherlands, November 1968  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Belgium; France; Netherlands  
*Organization Names:* BBC  
*Dates:* November 1968
- 0898 S-44-68 Data on African Reading Ability and Reading Comprehension**  
*Descriptive Title:* Ugandan student reading ability and comprehension, December 1968  
*Subject Terms:* Reading; Students; Educational tests  
*Geographic Place Names:* Uganda  
*Dates:* December 1968

Frame No.

- 0905 S-45-68 Opinion Poll in Ankara (Turkey)**  
*Descriptive Title:* Ankara, Turkey, public opinion on issues affecting U.S. relations, 1968  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* Ankara, Turkey; Cyprus  
*Organization Names:* NATO  
*Dates:* 1968
- 0909 S-46-68 VOA Listening Among Accra, Ghana Target Audiences**  
*Descriptive Title:* Voice of America listening in Accra, Ghana, February 1968  
*Subject Terms:* Voice of America; Surveys and questionnaires  
*Geographic Place Names:* Accra, Ghana  
*Dates:* February 1968
- 0912 S-47-68 The Worldwide English Audience in East Europe**  
*Descriptive Title:* Voice of America Worldwide English audience in Eastern Europe, October 1968  
*Subject Terms:* Voice of America; Surveys and questionnaires  
*Geographic Place Names:* Czechoslovakia; Romania; Poland; Hungary  
*Dates:* October 1968

## Reel 5

### 1968 Studies (Numbers 48-62)

- 0001 S-48-68 Effectiveness and Efficiency of Agency Radio Broadcasting to Latin America**  
*Descriptive Title:* Voice of America broadcasting costs and audiences in Latin America, September 1968  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America; Languages and linguistics; Government spending; Music; Motion pictures; Television; Social science research; Statistical data: population  
*Geographic Place Names:* Mexico; Venezuela; Colombia  
*Organization Names:* BBC  
*Content Notes:* Extensive appendixes contain tabulations of broadcasting costs and audiences by country, including comparisons with BBC  
*Dates:* September 1968
- 0169 S-49-68 Attitudes and Media Habits among Arabs in Israel**  
*Descriptive Title:* Opinions and media habits of Arabs living in Israel, October 1968  
*Subject Terms:* Public opinion polls; Mass media; Minority groups  
*Geographic Place Names:* Israel  
*Dates:* October 1968
- 0171 S-50-68 Listening to Deutsche Welle in Argentina**  
*Descriptive Title:* Radio listening in Argentina, 1968  
*Subject Terms:* Surveys and questionnaires; Radio; Voice of America  
*Geographic Place Names:* Argentina  
*Organization Names:* Deutsche Welle; BBC  
*Dates:* 1968
- 0182 S-51-68 Recent Research on VOA Listening**  
*Descriptive Title:* Voice of America listening worldwide, April 1968  
*Subject Terms:* Voice of America; Surveys and questionnaires; Statistical data: population  
*Geographic Place Names:* Africa; Asia; Latin America; Middle East; Western Europe  
*Dates:* April 1968
- 0198 S-52-68 VOA English and Vernacular Language Audiences in India**  
*Descriptive Title:* Voice of America listening in India, June 1968

Frame No.

- Subject Terms:* Voice of America; Languages and linguistics; Surveys and questionnaires;  
Statistical data: population  
*Geographic Place Names:* India  
*Organization Names:* American Reporter (USIA periodical); Span (periodical)  
*Dates:* June 1968
- 0206 S-53-68 International Production and Export of Short Wave Receivers**  
*Descriptive Title:* International production and export of short-wave receivers, July 1968  
*Subject Terms:* Radio; Electronics equipment and industry; Developing countries  
*Geographic Place Names:* India; Brazil; Japan; Germany, Federal Republic of; Netherlands;  
France; UK  
*Dates:* July 1968
- 0213 S-54-68 Recent Research on VOA Listening**  
*Descriptive Title:* Voice of America English and vernacular audiences, October 1968  
*Subject Terms:* Voice of America; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Latin America; Western Europe; Africa; Middle East; Asia  
*Content Notes:* Contains VOA audience data by country and language  
*Dates:* October 1968
- 0252 S-55-68 An Approach Toward the Study of Influential Elites**  
*Descriptive Title:* Influential elites research, November 1968  
*Subject Terms:* Social science research  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* November 1968
- 0258 S-56-68 Interview with Japanese Man and Woman**  
*Descriptive Title:* Japanese opinions on cultural differences with U.S., January 1968  
*Subject Terms:* Culture; Exhibitions and trade fairs  
*Geographic Place Names:* Japan  
*Dates:* January 1968
- 0261 S-57-68 Osaka Exhibition Depth Interview Study**  
*Descriptive Title:* Japanese attitudes toward the U.S., April 1968  
*Subject Terms:* Exhibitions and trade fairs; Social science research; Languages and linguistics;  
Foreign opinion of the U.S.; Science and technology; Arts and the humanities;  
Transportation; Minority groups; Social and family life; Business; Industry; Education;  
Students; Statistical data: population; Occupations; Educational attainment; Surveys and  
questionnaires  
*Geographic Place Names:* Japan; New York, New York  
*Content Notes:* Contains excerpts from individual interviews throughout; Tables and  
Methodological Appendix (Frame 0343); Tables for Background Variables (Frame 0442);  
Methodological Appendix (Frame 0454); Questionnaire (Frame 0459)  
*Dates:* April 1968
- 0463 S-58-68 A Brazilian Government Commissioned Poll of Voters' Opinion of the Costa e Silva Administration**  
*Descriptive Title:* Brazilian public opinion of the Costa e Silva government, May 1968  
*Subject Terms:* Public opinion polls; Economic development; Cost of living; Wages and  
salaries; Constitutions (other than U.S.); Civil-military relations  
*Geographic Place Names:* Brazil  
*Persons as Subjects:* Costa e Silva, Artur da  
*Dates:* May 1968
- 0473 S-59-68 NATO and the Atlantic Community as Seen by West European Media**  
*Descriptive Title:* West European media coverage of NATO after the Soviet invasion of  
Czechoslovakia, December 1968  
*Subject Terms:* Press; International military forces; Military intervention; National defense;  
Presidential elections

*Geographic Place Names:* Czechoslovakia; USSR; UK; France; Germany, Federal Republic of  
*Persons as Subjects:* Nixon, Richard M.; de Gaulle, Charles  
*Organization Names:* NATO  
*Dates:* December 1968

**0480 S-60-68 NATO: The Climate of Opinion Abroad**

*Descriptive Title:* West European opinion of NATO after the Soviet invasion of Czechoslovakia, December 1968

*Subject Terms:* National defense; International military forces; Military intervention; Public opinion polls; Press; Sovereignty

*Geographic Place Names:* Czechoslovakia; USSR; UK; Denmark; Italy; Germany, Federal Republic of; France; Netherlands; Belgium; Norway

*Persons as Subjects:* Nixon, Richard M.; de Gaulle, Charles

*Organization Names:* NATO

*Dates:* December 1968

**0509 S-61-68 Caribbean Area: A Communications Fact Book**

*Descriptive Title:* Newspapers, radio, and television in the Caribbean, 1968

*Subject Terms:* Newspapers; Languages and linguistics; Political parties; Voice of America; Radio; Television

*Geographic Place Names:* Caribbean area

*Organization Names:* BBC

*Dates:* 1968

**0563 S-62-68 Some Reactions of Soviet Educators to Life in America**

*Descriptive Title:* Soviet educators' reactions to the U.S., March 1968

*Subject Terms:* Education; Exhibitions and trade fairs; Automobiles and automobile industry; Retail trade; Television; Hotels and motels; Motion pictures; Art; Books and bookselling; Teachers; Colleges and universities

*Geographic Place Names:* USSR

*Dates:* March 1968

**1969 Studies (Numbers 1-23)**

**0576 S-1-69 Overall Film Objectives and Intended Audience Impressions for the Documentary Film "FOMENTO" (Private Foreign Investment in Latin America)**

*Descriptive Title:* USIA film about the need for private foreign investments in South American developing countries, January 1969

*Subject Terms:* Motion pictures; Developing countries; Foreign investments

*Geographic Place Names:* South America

*Principal Correspondents:* Krell, Gerald

*Dates:* January 1969

**0581 S-2-69 New Data on Listening to VOA Programs in Kenya**

*Descriptive Title:* Voice of America listening in Kenya, February 1969

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

*Geographic Place Names:* Kenya

*Organization Names:* BBC

*Dates:* February 1969

**0587 S-3-69 Preliminary Findings on VOA Listening from the Indian Media Habits Study**

*Descriptive Title:* Voice of America listening in India, February 1969

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

*Geographic Place Names:* India

*Organization Names:* BBC; Radio Moscow

*Dates:* February 1969

- 0594 S-4-69 Comparison of CPPM Estimates and VOA Study Findings**  
*Descriptive Title:* VOA listening in Latin America, including audience estimates by occupation, February 1969  
*Subject Terms:* Voice of America; Languages and linguistics; Occupations  
*Geographic Place Names:* Colombia; Venezuela  
*Dates:* February 1969
- 0599 S-5-69 Knowledge of English and French among Athenians**  
*Descriptive Title:* Foreign language ability of Athenians, March 1969  
*Subject Terms:* Surveys and questionnaires; Languages and linguistics; Educational attainment  
*Geographic Place Names:* Athens, Greece  
*Dates:* March 1969
- 0604 S-6-69 VOA Listening in Sweden**  
*Descriptive Title:* Foreign radio listening in Sweden, March 1969  
*Subject Terms:* Surveys and questionnaires; Radio; Voice of America  
*Organization Names:* BBC; Radio Luxembourg  
*Dates:* March 1969
- 0608 S-7-69 "Hill Tribes," the Target Audience (Thailand)**  
*Descriptive Title:* Radio ownership and listening among the "hill tribes" of Thailand, March 1969  
*Subject Terms:* Social science research; Radio; Electronics equipment and industry; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Thailand  
*Dates:* March 1969
- 0626 S-8-69 Television and the Less Developed Nations**  
*Descriptive Title:* Television in developing countries, March 1969  
*Subject Terms:* Television; Developing countries; Electronics equipment and industry; Technological innovations; Telecommunication; Communications satellites; Bibliographies  
*Geographic Place Names:* American Samoa; Colombia; Jamaica; El Salvador  
*Persons as Subjects:* Lasswell, Harold  
*Content Notes:* Contains study bibliography (Frame 0688)  
*Dates:* March 1969
- 0701 S-9-69 Exposure and Cost Data for Korean Target Groups**  
*Descriptive Title:* South Korean exposure to USIA materials, March 1969  
*Subject Terms:* Surveys and questionnaires; Television; Government spending; Voice of America; Occupations; Motion pictures; Periodicals; Books and bookselling  
*Geographic Place Names:* Korea, Republic of  
*Dates:* March 1969
- 0711 S-10-69 Content Analysis of "World Today"**  
*Descriptive Title:* *World Today* (periodical) content, March 1969  
*Subject Terms:* Periodicals; Arts and the humanities; Culture; Science and technology  
*Organization Names:* *World Today* (periodical)  
*Dates:* March 1969
- 0721 S-11-69 A Note on Canadian Attitudes Relating to U.S.-Canadian Relations**  
*Descriptive Title:* Canadian opinion of U.S. relations, March 1969  
*Subject Terms:* Public opinion polls; Economic policy; Foreign investments; Youth  
*Geographic Place Names:* Canada  
*Dates:* March 1969
- 0737 S-12-69 Guatemalan City Opinion Survey**  
*Descriptive Title:* Guatemalan opinions on economic issues, 1969  
*Subject Terms:* Public opinion polls; Social and family life; Personal and family income; Foreign investments; Economic development; Government and business

Frame No.

- Geographic Place Names:* Guatemala City, Guatemala  
*Content Notes:* Contains Spanish-language tabulations of survey results  
*Dates:* 1969
- 0817 S-13-69 VOA Listenership in Turkey**  
*Descriptive Title:* Voice of America listening in Turkey, April 1969  
*Subject Terms:* Voice of America  
*Geographic Place Names:* Istanbul, Turkey; Ankara, Turkey  
*Organization Names:* BBC  
*Dates:* April 1969
- 0820 S-14-69 Radio Listening in Northeast Thailand**  
*Descriptive Title:* Radio listening and television viewing habits in northeast Thailand, April 1969  
*Subject Terms:* Surveys and questionnaires; Radio; Television  
*Geographic Place Names:* Thailand  
*Dates:* April 1969
- 0825 S-15-69 Magazine Readership by Hong Kong Chinese Univ. Students**  
*Descriptive Title:* Magazine readership of Hong Kong Chinese University students, April 1969  
*Subject Terms:* Surveys and questionnaires; Periodicals; Colleges and universities; Students  
*Organization Names:* Hong Kong Chinese University; *World Today* (periodical); *Reader's Digest*  
*Dates:* April 1969
- 0830 S-16-69 Current Climate of Foreign Opinion on Vietnam**  
*Descriptive Title:* Foreign public and media opinion on Vietnam, April 1969  
*Subject Terms:* Public opinion polls; Mass media; Vietnam War; Propaganda  
*Geographic Place Names:* Sweden; Western Europe; East Asia; Africa; Middle East; Latin America; UK; Germany, Federal Republic of; France; Italy; Japan; Malaysia; Philippines; India; Israel  
*Principal Correspondents:* Ryan, Hewson A.  
*Dates:* April 1969
- 0888 S-17-69 Readership of Selected USIS Periodicals in East Asia and Pacific**  
*Descriptive Title:* USIA periodical readership in East Asia, May 1969  
*Subject Terms:* Surveys and questionnaires; Periodicals; Languages and linguistics; Government spending; Statistical data: population  
*Geographic Place Names:* Japan; Philippines; Taiwan; Thailand  
*Organization Names:* *American Journal*; *World Today* (periodical); *Student Review*; *Exchange* (periodical); *American Labor Review*  
*Dates:* May 1969
- 0906 S-18-69 Analysis of Letters: Swahili Service "Luck Bag" Contest**  
*Descriptive Title:* Voice of America Swahili service listeners, May 1969  
*Subject Terms:* Letter writing; Voice of America; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Tanzania; Kenya  
*Dates:* May 1969
- 0910 S-19-69 Isolation and Public Opinion in Rural Northeast Brazil**  
*Descriptive Title:* Brazilian public opinion, by urban and rural area, 1969  
*Subject Terms:* Radio; Periodicals; Public opinion polls; Urban areas; Coastal zone; Rural conditions; Mass media  
*Geographic Place Names:* Brazil  
*Persons as Subjects:* Juliao, Francisco; Castro, Fidel  
*Content Notes:* Reproduction of article by Jonathan P. Lane in *The Public Opinion Quarterly*, vol. 33, no. 1 (Spring 1969): pp. 55-68  
*Dates:* 1969



Frame No.

- 0925 S-20-69 VOA Swahili Broadcasting**  
*Descriptive Title:* Voice of America Swahili broadcasting, June 1969  
*Subject Terms:* Surveys and questionnaires; Voice of America; Languages and linguistics; Occupations  
*Geographic Place Names:* Kenya; Uganda; Tanzania  
*Organization Names:* BBC; Voice of Germany; Radio Moscow; Radio Peking  
*Principal Correspondents:* Benson, Raymond E.  
*Dates:* June 1969
- 0938 S-21-69 Exposure to Agency Films and Movie Attendance among the General Population in Thessaloniki**  
*Descriptive Title:* USIA film attendance in Greece, June 1969  
*Subject Terms:* Surveys and questionnaires; Motion pictures; Apollo Program; Statistical data: population  
*Geographic Place Names:* Thessaloniki, Greece  
*Dates:* June 1969
- 0943 S-22-69 A Study of Readership USIS Nicosia Publications (Cyprus)**  
*Descriptive Title:* USIA periodical reading in Cyprus, June 1969  
*Subject Terms:* Surveys and questionnaires; Periodicals; Reading; Statistical data: population; Occupations; Educational attainment  
*Geographic Place Names:* Nicosia, Cyprus  
*Organization Names:* *American Viewpoint; Perspectives USA*  
*Dates:* June 1969
- 0993 S-23-69 Communist Media Intensifies Campaign Against CBW (Chemical and Biological Warfare)**  
*Descriptive Title:* Communist media campaign against chemical and biological weapons, August 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Chemical and biological warfare  
*Geographic Place Names:* China, People's Republic of  
*Dates:* August 1969

## Reel 6

### 1969 Studies (Numbers 24-40)

- 0001 S-24-69 Information Needed by VOA Language Priority Task Force**  
*Descriptive Title:* Radio listening in Africa, August 1969  
*Subject Terms:* Radio; Languages and linguistics; Statistical data: population; Electronics equipment and industry; Voice of America  
*Geographic Place Names:* Africa  
*Principal Correspondents:* Spencer, C. S., Jr.  
*Dates:* August 1969
- 0030 S-25-69 Results of Opinion Survey on IPS Activities**  
*Descriptive Title:* USIA and commercial wireless service comparison, September 1969  
*Subject Terms:* Surveys and questionnaires; Mass media  
*Organization Names:* International Press Service (USIA)  
*Dates:* September 1969
- 0059 S-26-69 Communist Propaganda Treatment of CBW Issues**  
*Descriptive Title:* Communist propaganda on U.S. chemical and biological warfare, October 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Chemical and biological warfare; Vietnam War

Frame No.

- Geographic Place Names:* USSR  
*Dates:* October 1969
- 0068 S-27-69 [No report in file]**
- 0070 S-28-69 Survey of Radio Listening in Southern Rhodesia**  
*Descriptive Title:* Radio listening in Southern Rhodesia, 1968-1969  
*Subject Terms:* Surveys and questionnaires; Radio  
*Geographic Place Names:* Southern Rhodesia  
*Organization Names:* Rhodesian Broadcasting Corporation  
*Dates:* 1968-1969
- 0073 S-29-69 Current Political Opinions in India**  
*Descriptive Title:* Indian public opinion of the U.S. and USSR, October 1969  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Vietnam War  
*Geographic Place Names:* India; USSR  
*Dates:* October 1969
- 0076 S-30-69 Book Production in the Soviet Union—1969**  
*Descriptive Title:* USSR book production, December 1969  
*Subject Terms:* Books and bookselling; Languages and linguistics  
*Geographic Place Names:* USSR  
*Dates:* December 1969
- 0085 S-31-69 Foreign Cultural Operations of Communist and Selected Non-Communist Nations**  
*Descriptive Title:* Cultural programs of select countries, December 1969  
*Subject Terms:* Cultural relations; Languages and linguistics; Libraries; Communism and communist parties  
*Geographic Place Names:* France; UK; Germany, Federal Republic of  
*Organization Names:* Alliance Francaise; British Council; Goethe Institute  
*Dates:* December 1969
- 0093 S-32-69 Current Political Opinions in France**  
*Descriptive Title:* Foreign opinion of the U.S. and USSR, November 1969  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Vietnam War; Arab-Israeli conflict  
*Geographic Place Names:* France; USSR; China, People's Republic of; UK; India; Israel; Italy; Japan; Philippines; Sweden; Germany, Federal Republic of  
*Dates:* November 1969
- 0106 S-33-69 Current Developments in Communist Propaganda (June 2, 1969)**  
*Descriptive Title:* Communist propaganda on the Vietnam War and Western alliances, June 2, 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Vietnam War  
*Geographic Place Names:* Vietnam, South  
*Organization Names:* Southeast Asian Treaty Organization; Central Treaty Organization; Pravda; NATO  
*Dates:* June 2, 1969
- 0112 S-34-69 Current Developments in Communist Propaganda (June 10, 1969)**  
*Descriptive Title:* Communist propaganda on the World Conference of Communist Parties and U.S. POWs, June 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Conferences; Vietnam War; Prisoners of war  
*Dates:* June 1969
- 0121 S-35-69 Current Developments in Communist Propaganda (June 17, 1969)**  
*Descriptive Title:* Communist propaganda on the "Provisional Revolutionary Government" of South Vietnam and World Conference of Communist Parties, June 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Conferences

Frame No.

- Geographic Place Names:* Vietnam, South  
*Dates:* June 1969
- 0128 S-36-69 Current Developments in Communist Propaganda (June 24, 1969)**  
*Descriptive Title:* Communist propaganda on Vietnam peace talks and World Conference of Communist Parties, June 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Vietnam War; Negotiations; Conferences  
*Dates:* June 1969
- 0134 S-37-69 Current Developments in Communist Propaganda (July 29, 1969)**  
*Descriptive Title:* Communist propaganda on the Vietnam War and Apollo 11, July 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Vietnam War; Apollo Program  
*Geographic Place Names:* Vietnam, South  
*Dates:* July 1969
- 0141 S-38-69 Japanese Opinion on the Nixon-Sato Joint Communique (Okinawa)**  
*Descriptive Title:* Japanese public opinion about the Richard M. Nixon-Eisaku Sato joint communiqué on Okinawa reversion, 1969  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; Okinawa  
*Persons as Subjects:* Nixon, Richard M.; Sato, Eisaku  
*Dates:* 1969
- 0143 S-39-69 Some Facts on Respect for the U.S. Overseas**  
*Descriptive Title:* Foreign respect for the U.S., December 1969  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Western Europe; Japan; Philippines  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* December 1969
- 0153 S-40-69 Selected Bibliography of Communication Studies, Part I—Attitude Change**  
*Descriptive Title:* Annotated bibliography of journal articles, dissertations, and monographs about communications research, focusing on attitude change, 1954-1968  
*Subject Terms:* Bibliographies; Communications; Periodicals; Social science research; Public opinion; Psychological research; Students; Surveys and questionnaires; Smoking  
*Dates:* 1954-1968
- 0782 S-40(2)-69 Selected Bibliography of Communication Studies, Part II—Social Consequences**  
*Descriptive Title:* Annotated bibliography of journal articles, dissertations, and monographs about communications research, focusing on social consequences, especially television viewing, 1954-1968  
*Subject Terms:* Bibliographies; Communications; Periodicals; Social science research; Television; Children; Social and family life; Surveys and questionnaires; Periodicals; Radio; Newspapers; Reading; Educational broadcasting; Books and bookselling; Religion-based activities; Motion pictures; Violence; Crime and criminals; Juvenile delinquency; Students; Teachers; Elections  
*Dates:* 1954-1968

## Reel 7

### 1969 Studies (Numbers 40(2)-43)

- 0002 S-40(2)-69 Selected Bibliography of Communication Studies, Part II—Social Consequences cont.**  
*Descriptive Title:* Annotated bibliography of journal articles, dissertations, and monographs about communications research, focusing on social consequences, including the role of rumor in news diffusion, 1954–1968  
*Subject Terms:* Bibliographies; Communications; Social science research; Radio; Public opinion; Assassination; Television; Newspapers; Periodicals; Teachers; Press; Motion pictures; Race relations; Elections; Minority groups; Black Americans; Presidency of the U.S.; Religious faith; Violence; Literature; Children; Reading; Social and family life; Rural conditions; Journalism; Educational broadcasting; Advertising; Consumers  
*Persons as Subjects:* Kennedy, John F.  
*Dates:* 1954–1968
- 0321 S-40(3)-69 Selected Bibliography of Communication Studies, Part III--International Consequences**  
*Descriptive Title:* Annotated bibliography of journal articles, dissertations, and monographs about communications research, focusing on international consequences, 1954–1968  
*Subject Terms:* Bibliographies; Communications; Social science research; Public opinion; Students; Mass media; Motion pictures; Television; Radio; Periodicals; Newspapers; Farms and farmers; Rural conditions; Elections; Political parties; Press; Foreign relations; Communism and communist parties; Propaganda; Foreign opinion of the U.S.; Advertising  
*Geographic Place Names:* Japan; India; France; Germany, Federal Republic of; Belgium; Poland; Canada; UK; Colombia; China, People's Republic of; USSR; Mexico; Norway; Turkey  
*Dates:* 1954–1968
- 0742 S-40(4)-69 Selected Bibliography of Communication Studies, Part IV—Indices**  
*Descriptive Title:* Annotated bibliography of journal articles, dissertations, and monographs about communications research, indexes to Parts I–III, 1954–1968  
*Subject Terms:* Bibliographies; Communications; Public opinion; Social science research; Psychological research  
*Content Notes:* Index of Part I—Attitude Change (Frame 0743); Index of Part II—Social Consequences (Frame 0759); Index of Part III—International Consequences (Frame 0780)  
*Dates:* 1954–1968
- 0797 S-41–69 Summary of EDUSA Reports**  
*Descriptive Title:* Urban Soviet opinion of the traveling exhibit Education USA in the USSR (EDUSA), December 1969  
*Subject Terms:* Public opinion; Foreign opinion of the U.S.; Education; Voice of America; Exhibitions and trade fairs  
*Geographic Place Names:* Leningrad, USSR; Kiev, USSR; Moscow, USSR  
*Dates:* December 1969
- 0811 S-42–69 Languages Spoken Around the World and Number of Speakers**  
*Descriptive Title:* Worldwide languages and number of speakers, August 1969  
*Subject Terms:* Languages and linguistics; Bibliographies  
*Geographic Place Names:* Africa; Middle East; South Asia; East Asia; Pacific region; Eastern Europe; USSR; Western Europe; Canada; Latin America  
*Dates:* August 1969

Frame No.

**0836 S-43–69 Patterns of Elite Formation and Distribution in Kenya, Senegal, Tanzania and Zambia**

*Descriptive Title:* African elites, formation and distribution, 1968–1969

*Subject Terms:* Social science research; Officials; Federal employees; Military officers; Colleges and universities; Students; Labor unions; Business; Mass media; Statistical data: population; Educational attainment; Wages and salaries; Urban areas; Rural conditions; Personal and family income; Occupations; Social and family life; Clergy; Bibliographies; Minority groups; Journalism

*Geographic Place Names:* Kenya; Senegal; Tanzania; Zambia

*Content Notes:* Larger study, from October 1968, reproduced in full (beginning on Frame 0887 and continuing on Reel 8): Chapter I: Traditional Leadership (Frame 0898 ); Chapter II: Ethnicity and Elite Status (Frame 0905); Chapter III: Education as an Index of Elite Status 23 (Frame 0929); Chapter IV: The Church Elite (Frame 0947 ); Chapter V: The Economic Elite (Frame 0971); Chapter VI: The Professional Elite (Frame 0989)

*Dates:* 1968–1969

## Reel 8

### 1969 Studies (Numbers 43–60)

**0001 S-43–69 Patterns of Elite Formation and Distribution in Kenya, Senegal, Tanzania and Zambia cont.**

*Descriptive Title:* African elites, formation and distribution, October 1968

*Subject Terms:* Labor unions; Federal employees; Bibliographies; Membership organizations; Political parties; Occupations; Educational attainment; Statistical data: population; Business; Urban areas; Surveys and questionnaires; Elementary and secondary education

*Geographic Place Names:* Kenya; Senegal; Tanzania; Zambia

*Content Notes:* (Continued from Reel 7) Chapter VII: Trade Union Leaders (Frame 0003); Chapter VIII: The Changing Nature of the Political Elite in Independent Africa (Frame 0020); Conclusion (Frame 0038); Appendix I--Background Information on the East African Elite Survey: Kenya and Tanzania (Frame 0050); Appendix II--The Kenya Elite Survey (Frame 0054); Appendix III--The Tanzania Elite Survey (Frame 0072); Appendix IV--Population Data (Frame 0092)

*Dates:* October 1968

**0113 S-44–69 Post Opinions on IPS Activities**

*Descriptive Title:* USIA field officers' opinions of government information usefulness, December 1969

*Subject Terms:* Surveys and questionnaires; Federal employees; Periodicals; Photography; Mass media

*Geographic Place Names:* Latin America; Middle East; Africa; East Asia; Europe

*Organization Names:* Dialogue (periodical); Problems of Communism (periodical)

*Federal Departments and Agencies:* International Press Service (USIA)

*Dates:* December 1969

**0213 S-45–69 Political Orientation and Extent of Agreement with U.S. Policies among University Graduates in Venezuela**

*Descriptive Title:* Venezuelan university graduates' political orientation and opinion on U.S. policy, using the Political Spectrum Scale, 1969

*Subject Terms:* Colleges and universities; Students; Social science research; Surveys and questionnaires; Foreign opinion of the U.S.; Competition; Communism and communist parties; Socialism; Economic policy; Alliance for Progress

*Geographic Place Names:* Venezuela; Cuba

Frame No.

- Persons as Subjects:* Castro, Fidel  
*Dates:* 1969
- 0230 S-46-69 Worldwide VOA Listening in English and Vernacular**  
*Descriptive Title:* Voice of America listening worldwide, 1969  
*Subject Terms:* Voice of America; Languages and linguistics  
*Geographic Place Names:* Latin America; Western Europe; Eastern Europe; Africa; Middle East; South Asia; East Asia; Pacific region  
*Dates:* 1969
- 0238 S-47-69 Some Foreign Attitudes Relating to Youth and Youth Issues**  
*Descriptive Title:* Foreign opinions on youth, 1969  
*Subject Terms:* Public opinion polls; Youth; Foreign opinion of the U.S.; Statistical data: population  
*Geographic Place Names:* Germany, Federal Republic of; UK; Manila, Philippines; Italy; France; Israel; Japan; Bangkok, Thailand; Sweden  
*Dates:* 1969
- 0280 S-48-69 IOP Model Country Study**  
*Descriptive Title:* Filipino power structure and strategic elites, 1968-1969  
*Subject Terms:* Social science research; Catholic Church; Teachers; Students; Officials; Surveys and questionnaires; Colleges and universities; Urban areas; Social and family life; Rural conditions; Wealth; Educational attainment; Business; Mass media; Federal employees; Land ownership and rights; Economic development; Women; Labor unions; Military officers; Writers and writing; Radio; Newspapers; Periodicals; Foreign opinion of the U.S.; Security  
*Geographic Place Names:* Philippines  
*Content Notes:* Part I (Frame 0281); Part II: Implications for the Post (Frame 0429); Part III (Frame 0458)  
*Dates:* 1968-1969
- 0470 S-49-69 VOA Listening in Urban Yugoslavia**  
*Descriptive Title:* Voice of America listening in urban Yugoslavia, July 1969  
*Subject Terms:* Voice of America; Urban areas; Languages and linguistics; Letter writing  
*Geographic Place Names:* Yugoslavia  
*Organization Names:* Zagreb Marketing Research Institute  
*Federal Departments and Agencies:* International Broadcasting Service  
*Content Notes:* July 1969  
*Dates:* Missing data
- 0475 S-50-69 Current Political Opinions in Sweden**  
*Descriptive Title:* Swedish public opinion of the U.S. and USSR, October 1969  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Sweden; USSR  
*Dates:* October 1969
- 0477 S-51-69 Swedes Receptive to President Nixon's Vietnam Aims**  
*Descriptive Title:* Swedish support of President Richard M. Nixon's Vietnam aims, November 1969  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* Sweden  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* November 1969
- 0479 S-52-69 VOA Listeners in Nigeria**  
*Descriptive Title:* Voice of America listeners in Nigeria, 1969  
*Subject Terms:* Voice of America; Surveys and questionnaires; Statistical data: population; Newspapers; Electronics equipment and industry  
*Geographic Place Names:* Lagos, Nigeria

Frame No.

- Organization Names:* BBC; Radio Ghana  
*Dates:* 1969
- 0514 S-53-69 Book Reading Habits of Target Audiences in Cameroon**  
*Descriptive Title:* Cameroon book reading habits, September 1969  
*Subject Terms:* Books and bookselling; Teachers; Students; Officials  
*Geographic Place Names:* Cameroon  
*Dates:* September 1969
- 0516 S-54-69 USIA and Television in the 1970s**  
*Descriptive Title:* USIA television expansion recommendations, September 1969  
*Subject Terms:* Television; Electronics equipment and industry; Communications satellites; Voice of America; Personnel management and training  
*Organization Names:* Encyclopedia Britannica Educational Corporation; COMSAT  
*Principal Correspondents:* Lewis, Mark B.  
*Dates:* September 1969
- 0625 S-55-69 "Access-to-America" Study of Japanese Opinion Leaders**  
*Descriptive Title:* Japanese opinion leaders' access to information about the U.S., 1969  
*Subject Terms:* Surveys and questionnaires; Mass media; Teachers; Libraries; Books and bookselling; Periodicals  
*Geographic Place Names:* Japan  
*Dates:* 1969
- 0663 S-56-69 VOA Listenership in Urban Indonesia: Surabaya and Bandung**  
*Descriptive Title:* Voice of America listening in urban Indonesia, 1969  
*Subject Terms:* Voice of America; Urban areas; Languages and linguistics  
*Geographic Place Names:* Surabaya, Indonesia; Bandung, Indonesia  
*Dates:* 1969
- 0666 S-57-69 Ladder Book Study: Japan, Thailand and the Philippines**  
*Descriptive Title:* "Ladder Book" effectiveness in English-language instruction, 1969  
*Subject Terms:* Books and bookselling; Surveys and questionnaires; Languages and linguistics; Teachers  
*Geographic Place Names:* Japan; Thailand; Philippines  
*Dates:* 1969
- 0675 S-58-69 President Nixon in Foreign Eyes**  
*Descriptive Title:* President Richard M. Nixon images and expectations overseas, February 1969  
*Subject Terms:* Foreign opinion of the U.S.; Vietnam War; Communism and communist parties; Propaganda  
*Geographic Place Names:* Europe; East Asia; Middle East; South Asia; Latin America; Africa  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* February 1969
- 0703 S-59-69 A Comparative Analysis Between Household Heads Who Have Radios, Television Sets, Gramophones, and Telephones in Their Homes and All Household Heads in Three Locations of the Western Area of Sierra Leone**  
*Descriptive Title:* Sierra Leone household ownership of communication equipment, June 1969  
*Subject Terms:* Surveys and questionnaires; Families; Electronics equipment and industry; Radio; Television; Music; Telephone and telephone industry; Statistical data: population  
*Geographic Place Names:* Sierra Leone  
*Content Notes:* Contains June 1968 study, including tabulations of results (Frame 0707)  
*Dates:* June 1969
- 0757 S-60-69 African Elites and Western Culture**  
*Descriptive Title:* African elites and Western culture book review, July 1969  
*Subject Terms:* Social science research; Foreign students; Culture; Social and family life  
*Geographic Place Names:* Africa; France

*Persons as Subjects:* N'Diaye, Jean-Pierre

*Dates:* July 1969

**1970 Studies (Numbers 1–13)**

- 0767 S-1-70 Attitudes Toward Key Political Concepts in East Europe**  
*Descriptive Title:* East European attitudes toward “communism,” “socialism,” “Peoples democracy,” “imperialism,” “capitalism,” and “Western democracy,” January 1970  
*Subject Terms:* Surveys and questionnaires; Communism and communist parties; Socialism; Democracy; Colonialism and colonial affairs; Competition  
*Geographic Place Names:* Eastern Europe  
*Dates:* January 1970
- 0771 S-2-70 USIA and Population Matters Abroad**  
*Descriptive Title:* USIA role in slowing population growth in developing countries, February 1970  
*Subject Terms:* Family planning; Developing countries; Social and family life; Religious faith  
*Dates:* February 1970
- 0797 S-3-70 Reactions to the Nixon Doctrine**  
*Descriptive Title:* Urban Asian opinion on the Nixon Doctrine of reduced U.S. involvement in Asia, July 1970  
*Subject Terms:* Public opinion polls; Insurgency; Security  
*Geographic Place Names:* Seoul, Republic of Korea; Tokyo, Japan; Manila, Philippines; Bangkok, Thailand; Sydney, Australia  
*Dates:* July 1970
- 0811 S-4-70 USIS Center Attendance among the Target Audience in India**  
*Descriptive Title:* USIA cultural center attendance in India, April 1970  
*Subject Terms:* Surveys and questionnaires; Urban areas; Cultural relations  
*Geographic Place Names:* India  
*Dates:* April 1970
- 0814 S-5-70 Literate Israeli Opinion toward the United States**  
*Descriptive Title:* Israeli opinion of the U.S. and USSR, 1970  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* Israel; USSR  
*Dates:* 1970
- 0817 S-6-70 Highlights of Attitude and Media Habits Survey among USIS Targets in Israel**  
*Descriptive Title:* Israeli media habits and opinion of the U.S. and USSR, April 1970  
*Subject Terms:* Mass media; Foreign opinion of the U.S.  
*Geographic Place Names:* Israel; USSR  
*Dates:* April 1970
- 0825 S-7-70 Exposure to Radio and Television in Six Jordanian Cities**  
*Descriptive Title:* Radio listening and television viewing in Jordan, April 1970  
*Subject Terms:* Radio; Television; Urban areas  
*Geographic Place Names:* Jordan  
*Dates:* April 1970
- 0829 S-8-70 Highlights of the Senegal Target Group Media Survey**  
*Descriptive Title:* Senegalese media usage, May 1970  
*Subject Terms:* Surveys and questionnaires; Radio; Voice of America; Newspapers; Libraries  
*Geographic Place Names:* Senegal  
*Dates:* May 1970
- 0838 S-9-70 The Political Emergence of Sabras in Israel**  
*Descriptive Title:* Sabras emergence as Israeli political force, June 1970



Frame No.

- Subject Terms:* Citizenship; Statistical data: population; Educational attainment; Religious faith; Social and family life; Political parties; Bibliographies  
*Geographic Place Names:* Israel  
*Dates:* June 1970
- 0853 S-10-70 Handbook of Program Research for USIS Posts in Africa**  
*Descriptive Title:* USIA handbook for field research in Africa, June 1970  
*Subject Terms:* Surveys and questionnaires; Languages and linguistics; Government spending; Social science research; Libraries; Periodicals  
*Geographic Place Names:* Africa  
*Dates:* June 1970
- 0898 S-11-70 Results of 1970 VOA Cambodian-Language Transistor Contest**  
*Descriptive Title:* Voice of America listening in Cambodia, July 1970  
*Subject Terms:* Voice of America; Languages and linguistics; Radio; Electronics equipment and industry; Statistical data: population  
*Geographic Place Names:* Cambodia  
*Dates:* July 1970
- 0904 S-12-70 Foreign Attitudes on the Vietnam Conflict**  
*Descriptive Title:* Foreign opinion of the Vietnam War, including U.S. troop withdrawal and Paris peace talks, July 1970  
*Subject Terms:* Public opinion polls; Vietnam War; Foreign opinion of the U.S.; Military personnel; Conferences; Negotiations  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Sweden; Israel; Japan; Bangkok, Thailand; Manila, Philippines  
*Dates:* July 1970
- 0939 S-13-70 Recommendations for Foreign Public Opinion Research in Support of USIA's Advisory Mission**  
*Descriptive Title:* USIA public opinion research recommendations, August 1970  
*Subject Terms:* Public opinion; Social science research; Psychological research; Foreign opinion of the U.S.; Surveys and questionnaires; Federal employees  
*Organization Names:* Arthur D. Little Company  
*Dates:* August 1970

## Reel 9

### 1970 Studies (Numbers 14-50)

- 0001 S-14-70 Some Recommendations Relating to Possible Use of National Opinion Estimates in USIA Research**  
*Descriptive Title:* USIA public opinion research recommendations, focusing on establishment of national opinion estimates, August 1970  
*Subject Terms:* Public opinion; Social science research; Foreign opinion of the U.S.; Surveys and questionnaires  
*Organization Names:* Arthur D. Little Company  
*Dates:* August 1970
- 0027 S-15-70 [No report in file]**
- 0029 S-16-70 Surveying Vietnamese Peasant Attitudes in Wartime: The Pacification Attitude Analysis System (PAAS)**  
*Descriptive Title:* Vietnamese peasant wartime opinions, using the Pacification Attitude Analysis System, September 1970  
*Subject Terms:* Vietnam War; Rural conditions; Public opinion; Social science research; Surveys and questionnaires; Families

- Geographic Place Names:* Vietnam, Republic of  
*Dates:* September 1970
- 0068 S-17-70 Propaganda Activities of the Soviet Union, Communist China, and Cuba, 1969**  
*Descriptive Title:* Propaganda from the Soviet Union, Communist China, and Cuba, 1969  
*Subject Terms:* Communism and communist parties; Propaganda; Motion pictures; Newspapers; Periodicals; Languages and linguistics; Books and bookselling; Exhibitions and trade fairs; Press; Radio; Officials; Travel; Cultural relations; Libraries; Foreign students; Sports and athletics; Arts and the humanities; Foreign assistance  
*Geographic Place Names:* USSR; China, People's Republic of; Cuba; Latin America; Africa; East Asia; Pacific region; Middle East; South Asia; Western Europe  
*Dates:* 1969
- 0461 S-18-70 VOA Listening in Czechoslovakia, 1970**  
*Descriptive Title:* Western radio station listening in Czechoslovakia, Hungary, and Poland, 1970  
*Subject Terms:* Voice of America; Surveys and questionnaires; Radio Free Europe; Languages and linguistics; Statistical data: population; Television  
*Geographic Place Names:* Czechoslovakia; Austria; Hungary; Poland  
*Organization Names:* BBC; Radio Austria  
*Dates:* 1970
- 0515 S-19-70 Non-Communist International Broadcasting**  
*Descriptive Title:* Non-Communist radio broadcasting worldwide, 1970  
*Subject Terms:* Radio; Languages and linguistics; Propaganda  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Australia; Japan; UAR  
*Organization Names:* BBC; Deutsche Welle; Deutschlandfunk; Radio Australia; Radio Japan  
*Dates:* 1970
- 0568 S-20-70 European Troop Level Survey Results**  
*Descriptive Title:* West European opinion of U.S. troop levels in Europe, April 1970  
*Subject Terms:* Public opinion polls; Armed services; Military personnel  
*Geographic Place Names:* Western Europe  
*Dates:* April 1970
- 0578 S-21-70 IOR Position Paper on the ADL [Arthur D. Little] Report**  
*Descriptive Title:* USIA management systems recommendations, June 1970  
*Subject Terms:* Management; Information services and systems  
*Persons as Subjects:* Nixon, Richard M.  
*Organization Names:* Arthur D. Little Company  
*Dates:* June 1970
- 0588 S-22-70 Comments on Arthur D. Little Report**  
*Descriptive Title:* USIA management systems recommendations, June 1970  
*Subject Terms:* Management; Information services and systems; Public opinion; Social science research; Government spending  
*Organization Names:* Arthur D. Little Company  
*Dates:* June 1970
- 0608 S-23-70 The Nixon Doctrine and "United States Foreign Policy for the 1970s: A New Strategy for Peace"**  
*Descriptive Title:* Nixon Doctrine—Peace through Partnership—as the new U.S. foreign policy, July 1970  
*Subject Terms:* Negotiations  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* July 1970
- 0621 S-24-70 Foreign Media Reaction to Environmental Issues in the U.S.**  
*Descriptive Title:* Foreign media reaction to environmental issues in the U.S., March 1970

Frame No.

- Subject Terms:* Mass media; Environmental pollution and control; Foreign opinion of the U.S.  
*Dates:* March 1970
- 0632 S-25-70 British Gallup Poll on Vietnam**  
*Descriptive Title:* British public opinion on the Vietnam peace talks, October 1970  
*Subject Terms:* Public opinion polls; Vietnam War; Negotiations; Political parties  
*Geographic Place Names:* UK; Vietnam, Democratic Republic of  
*Dates:* October 1970
- 0636 S-26-70 Radio Listening in Bangkok**  
*Descriptive Title:* Radio listening in Bangkok, Thailand, 1970  
*Subject Terms:* Radio; Electronics equipment and industry; Statistical data: population  
*Geographic Place Names:* Bangkok, Thailand  
*Dates:* 1970
- 0659 S-27-70 USIA Research in Calendar 1970**  
*Descriptive Title:* USIA research annotated bibliography, 1970  
*Subject Terms:* Social science research; Bibliographies; Public opinion; Mass media; Voice of America; Languages and linguistics; Foreign opinion of the U.S.; Armed services  
*Geographic Place Names:* Africa; East Asia; Pacific region; Latin America; Middle East; South Asia; Western Europe; USSR; Eastern Europe  
*Content Notes:* Contains index to 1970 USIA research reports (Frame 0739)  
*Dates:* 1970
- 0757 S-28-70 The Impact of Apollo 13 on U.S. Space Standing in Great Britain**  
*Descriptive Title:* Apollo 13 impact on U.S. space standing in Great Britain, 1970  
*Subject Terms:* Apollo Program; Public opinion polls  
*Geographic Place Names:* UK  
*Dates:* 1970
- 0759 S-29-70 [No report in file]**
- 0761 S-30-70 Current Soviet Propaganda to the Middle East**  
*Descriptive Title:* Soviet propaganda to the Middle East, including coverage of Soviet and NATO fleets in the Mediterranean, September 1970  
*Subject Terms:* Propaganda; Military assistance; Foreign navies; Naval maneuvers; Arab-Israeli conflict; Treaties and conventions  
*Geographic Place Names:* USSR; Middle East; Israel; Germany, Federal Republic of  
*Persons as Subjects:* Nixon, Richard M.  
*Organization Names:* Radio Moscow; NATO  
*Dates:* September 1970
- 0776 S-31-70 Public Opinion Poll Reporting from the USIS India**  
*Descriptive Title:* Urban Indian public opinion of the U.S. and USSR, November 1970  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Urban areas; Social science research; Educational attainment  
*Geographic Place Names:* Delhi, India; Bombay, India; Madras, India; Calcutta, India; USSR  
*Organization Names:* Indian Institute of Public Opinion  
*Dates:* November 1970
- 0784 S-32-70 Some Observations about the CORDS Approach to Sample Surveys of Opinion Relating to Pacification in Vietnam during the Autumn of 1969**  
*Descriptive Title:* Vietnamese pacification program opinion surveys, November 1970  
*Subject Terms:* Surveys and questionnaires; Vietnam War; Social science research  
*Dates:* November 1970
- 0787 S-33-70 Survey of Selected African Grantees**  
*Descriptive Title:* Opinions of selected African student, educator, and travel grantees, November 1970  
*Subject Terms:* Surveys and questionnaires; Foreign opinion of the U.S.; Exchange of persons programs

Frame No.

- Geographic Place Names:* Africa  
*Dates:* November 1970
- 0791 S-34-70 USIA and Population Matters Abroad**  
*Descriptive Title:* USIA role in family planning in developing countries, February 1970  
*Subject Terms:* Family planning; Developing countries; Public opinion; Social and family life; Religious faith  
*Dates:* February 1970
- 0817 S-35-70 Some West European Issues and Attitudes**  
*Descriptive Title:* West European opinion of NATO, security, and the U.S., March 1970  
*Subject Terms:* Security; Foreign opinion of the U.S.  
*Geographic Place Names:* Western Europe  
*Organization Names:* NATO  
*Dates:* March 1970
- 0822 S-36-70 Communist Propaganda Brief: Attacks on the USIA**  
*Descriptive Title:* Communist propaganda attacks on USIA, including alleged CIA use of USIA offices in India, June 1970  
*Subject Terms:* Communism and communist parties; Propaganda; Libraries; Periodicals  
*Geographic Place Names:* India  
*Federal Departments and Agencies:* CIA  
*Dates:* June 1970
- 0827 S-37-70 Communist Propaganda Brief: Attacks on the USIA**  
*Descriptive Title:* Communist propaganda attacks on USIA, including alleged espionage and subversion center of Simon Wiesenthal, August 1970  
*Subject Terms:* Communism and communist parties; Propaganda; Public opinion polls; Intelligence services; Rationing; Labor unions  
*Geographic Place Names:* Cambodia; Vienna, Austria; Israel; USSR; Cuba; Latin America; Africa  
*Persons as Subjects:* Wiesenthal, Simon  
*Organization Names:* Palestine-AMT  
*Federal Departments and Agencies:* CIA  
*Dates:* August 1970
- 0841 S-38-70 Communist Propaganda Brief: Attacks on the USIA**  
*Descriptive Title:* Communist propaganda attacks on USIA, including alleged apologia in the magazine *America* for student unrest, September 1970  
*Subject Terms:* Communism and communist parties; Propaganda; Voice of America; Periodicals; Student unrest; Radio Free Europe/Radio Liberty; Cultural relations  
*Organization Names:* *America*; Deutsche Welle  
*Federal Departments and Agencies:* CIA  
*Dates:* September 1970
- 0856 S-39-70 Foreign Media Reaction to Vice President Agnew's Asian Tour**  
*Descriptive Title:* Foreign media reaction to Vice President Spiro T. Agnew's Asian trip, 1970  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Travel  
*Geographic Place Names:* Asia  
*Persons as Subjects:* Agnew, Spiro T.  
*Dates:* 1970
- 0867 S-40-70 Some Highlights in Manila Opinion of the United States Following U.S. Entry into Cambodia**  
*Descriptive Title:* Manila, Philippines, opinion of U.S. troop entry into Cambodia, 1970  
*Subject Terms:* Foreign opinion of the U.S.; Armed services; Military intervention  
*Geographic Place Names:* Manila, Philippines; Cambodia  
*Dates:* 1970

- 0871 S-41-70 Some Highlights in Japanese Opinion of the United States Following U.S. Entry into Cambodia**  
*Descriptive Title:* Japanese opinion of U.S. troop entry into Cambodia, July 1970  
*Subject Terms:* Foreign opinion of the U.S.; Armed services; Military intervention  
*Geographic Place Names:* Japan; Cambodia  
*Dates:* July 1970
- 0875 S-42-70 Statistic for Analyzing Some "Image" Items**  
*Descriptive Title:* Statistical analysis of image questionnaires, September 1970  
*Subject Terms:* Statistics; Surveys and questionnaires; Social science research  
*Dates:* September 1970
- 0878 S-43-70 Lebanese General Population, Media Habits, Rider Survey**  
*Descriptive Title:* Voice of America listening in Beirut, Lebanon, October 1970  
*Subject Terms:* Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Beirut, Lebanon  
*Dates:* October 1970
- 0883 S-44-70 Public Opinion Polls on West German and Japanese Reaction to U.S. Military Operations in Cambodia**  
*Descriptive Title:* Japanese and West German opinion of U.S. military operations in Cambodia, 1970  
*Subject Terms:* Public opinion polls; Urban areas; Military intervention  
*Geographic Place Names:* Germany, Federal Republic of; Japan; Cambodia  
*Dates:* 1970
- 0886 S-45-70 East Asian Policy in the Seventies**  
*Descriptive Title:* Japanese opinion of U.S. Asia policy, including Nixon Doctrine, January 1970  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Security  
*Geographic Place Names:* Japan  
*Dates:* January 1970
- 0896 S-46-70 Climate of Opinion in the Far East**  
*Descriptive Title:* Far Eastern opinion of the U.S. and USSR, 1970  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Vietnam War  
*Geographic Place Names:* Far East; Japan; USSR; China, People's Republic of  
*Dates:* 1970
- 0906 S-47-70 Athenian's View of the '60s and '70s**  
*Descriptive Title:* Athenians' views of the U.S., 1970  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Athens, Greece  
*Dates:* 1970
- 0908 S-48-70 Research Bearing on Senator Javits' Comments**  
*Descriptive Title:* West European opposition to U.S. troop reductions, July 1970  
*Subject Terms:* Public opinion polls; Military personnel; Security  
*Persons as Subjects:* Javits, Jacob  
*Dates:* July 1970
- 0910 S-49-70 Some Highlights in Indian Opinion of the United States following U.S. Entry into Cambodia**  
*Descriptive Title:* Indian opinion of the U.S. after the Cambodia incursion, 1970  
*Subject Terms:* Foreign opinion of the U.S.; Military intervention; Urban areas  
*Geographic Place Names:* New Delhi, India; Bombay, India; Cambodia  
*Dates:* 1970
- 0914 S-50-70 Reactions of Visitors to the U.S. Pavilion at Expo '70**  
*Descriptive Title:* Visitor reactions to the U.S. and USSR pavilions at Expo '70, December 1970

Frame No.

*Subject Terms:* Surveys and questionnaires; Exhibitions and trade fairs; Foreign opinion of the U.S.; Buildings; Space programs; Science and technology; Motion pictures; Music; Photography; Propaganda  
*Geographic Place Names:* Japan; USSR  
*Content Notes:* Contains images of the U.S. pavilion (Frame 0984)  
*Dates:* December 1970

## Reel 10

### 1970 Studies (Numbers 51–55)

- 0001 S-51–70 Program Implications of the Ethiopian Media Survey**  
*Descriptive Title:* Ethiopian media habits, 1970  
*Subject Terms:* Surveys and questionnaires; Voice of America; Languages and linguistics; Television; Newspapers; Periodicals  
*Geographic Place Names:* Ethiopia  
*Dates:* 1970
- 0010 S-52–70 Implications of Senegalese Media Habits Survey**  
*Descriptive Title:* Senegalese media habits, 1970  
*Subject Terms:* Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Senegal  
*Dates:* 1970
- 0014 S-53–70 Preliminary Findings from the Study of the Film Series *Horizontes***  
*Descriptive Title:* Equador reactions to the USIA film series Horizontes, June 1970  
*Subject Terms:* Surveys and questionnaires; Motion pictures  
*Geographic Place Names:* Quito, Equador  
*Dates:* June 1970
- 0016 S-54–70 Preliminary Findings from the Survey of Three Radio Program Serials**  
*Descriptive Title:* Latin American listening to three Spanish-language radio serials, June 1970  
*Subject Terms:* Surveys and questionnaires; Radio; Statistical data: population  
*Geographic Place Names:* Guayaquil, Equador; Panama City, Panama  
*Dates:* June 1970
- 0021 S-55–70 Measuring the Effectiveness of USIA: Comments Prepared for the Arthur D. Little Conference in Cambridge, Massachusetts, May 15, 1970**  
*Descriptive Title:* USIA effectiveness measurement, 1970  
*Subject Terms:* Conferences; Social science research  
*Organization Names:* Arthur D. Little Company  
*Dates:* 1970

### 1971 Studies (Numbers 1–49)

- 0032 S-1–71 Soviet and East European Clandestine Broadcasting**  
*Descriptive Title:* Soviet and East European clandestine broadcasting, March 1971  
*Subject Terms:* Radio; Communism and communist parties  
*Geographic Place Names:* USSR; Eastern Europe  
*Dates:* March 1971
- 0038 S-2–71 Soviet Gray Broadcasting: “Radio Peace and Progress”**  
*Descriptive Title:* Soviet concealed broadcasting, March 1971  
*Subject Terms:* Radio; Languages and linguistics  
*Organization Names:* Radio Peace and Progress  
*Dates:* March 1971
- 0041 S-3–71 Foreign Public Opinion on Issues Relating to Population Control**  
*Descriptive Title:* Foreign public opinion on population control, March 1971  
*Subject Terms:* Public opinion polls; Family planning; Children; Statistical data: population

Frame No.

- Geographic Place Names:* Japan; UK; France; Germany, Federal Republic of; Italy; Sweden; Manila, Philippines; Bangkok, Thailand; Indonesia  
*Persons as Subjects:* Crespi, Leo P.  
*Dates:* March 1971
- 0071 S-4-71 Athenian Attitudes toward the United Nations**  
*Descriptive Title:* West European attitudes toward the UN, 1971  
*Subject Terms:* Public opinion polls; United Nations  
*Geographic Place Names:* Greece; Sweden; UK; Netherlands; Spain  
*Dates:* 1971
- 0073 S-5-71 Some Attitude Trends toward Population Control in Western Europe**  
*Descriptive Title:* West European opinion on population control, April 1971  
*Subject Terms:* Public opinion polls; Population size; Family planning  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Sweden  
*Dates:* April 1971
- 0087 S-6-71 Preferred Radio Listening Times in Latin America**  
*Descriptive Title:* Latin American radio listening, 1971  
*Subject Terms:* Radio  
*Geographic Place Names:* Latin America  
*Dates:* 1971
- 0092 S-7-71 Some Major Adverse Trends in British Public Opinion Bearing on the Need for a USIS Presence**  
*Descriptive Title:* Foreign opinion of the U.S., May 1971  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Arts and the humanities; Race relations  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Sweden  
*Dates:* May 1971
- 0106 S-8-71 West European Opinion on U.S. Force Levels**  
*Descriptive Title:* West European opinion on U.S. force levels, May 1971  
*Subject Terms:* Public opinion polls; Military personnel; Security; Press  
*Geographic Place Names:* UK; Germany, Federal Republic of; France; Italy; Belgium; Denmark  
*Persons as Subjects:* Mansfield, Mike  
*Dates:* May 1971
- 0113 S-9-71 America's Cultural Image**  
*Descriptive Title:* U.S. cultural image abroad, May 1971  
*Subject Terms:* Foreign opinion of the U.S.; Culture; Public opinion polls; Educational attainment  
*Geographic Place Names:* Manila, Philippines; Japan; Italy; Sweden; Germany, Federal Republic of; UK; France; Bangkok, Thailand; Djakarta, Indonesia  
*Dates:* May 1971
- 0131 S-10-71 Estimating VOA Listening in the USSR**  
*Descriptive Title:* Voice of America listening in the USSR, June 1971  
*Subject Terms:* Voice of America; Electronics equipment and industry  
*Geographic Place Names:* USSR  
*Principal Correspondents:* Smith, Paul, Jr.  
*Dates:* June 1971
- 0136 S-11-71 The Relationship between Television Viewing and Listening to Foreign Radio Broadcasts and VOA—An Explanation of Some Previous Agency Research**  
*Descriptive Title:* Television viewing and foreign radio listening as USIA research topics, June 1971  
*Subject Terms:* Television; Radio; Voice of America; Electronics equipment and industry  
*Geographic Place Names:* Venezuela; Brazil; Japan; Kenya; Argentina; Ethiopia  
*Dates:* June 1971

- 0157 S-12-71 Utilization of USIS Geneva's *Daily Bulletin***  
*Descriptive Title:* USIA Geneva's *Daily Bulletin* audience, June 1971  
*Subject Terms:* Surveys and questionnaires; Periodicals  
*Geographic Place Names:* Geneva, Switzerland  
*Organization Names:* *Daily Bulletin*  
*Dates:* June 1971
- 0164 S-13-71 Slovenian Audiences for International Broadcasting: A Yugoslav View**  
*Descriptive Title:* Slovenian listening to foreign broadcasts, July 1971  
*Subject Terms:* Public opinion polls; Voice of America; Statistical data: population; Occupations  
*Geographic Place Names:* Slovenia  
*Principal Correspondents:* Smith, Paul, Jr.  
*Dates:* July 1971
- 0171 S-14-71 Relationship of Space Standing with Other Opinion**  
*Descriptive Title:* Space standing and military strength of the U.S. and USSR, July 1971  
*Subject Terms:* Public opinion polls; Space programs; Apollo program; Armed services; Foreign military forces  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Tokyo, Japan; Manila, Philippines; Caracas, Venezuela; USSR  
*Dates:* July 1971
- 0186 S-15-71 Function of USIS Libraries Overseas: An Analysis**  
*Descriptive Title:* USIA libraries abroad, September 1971  
*Subject Terms:* Libraries; Languages and linguistics; Books and bookselling; Periodicals; Democracy; Cultural relations; Science and technology  
*Dates:* September 1971
- 0254 S-16-71 Some Highlights Relating to VOA Listening from Radio Liberty Survey of Soviet Respondents**  
*Descriptive Title:* Voice of America listening in the USSR, September 1971  
*Subject Terms:* Voice of America; Radio Free Europe/Radio Liberty; Surveys and questionnaires  
*Geographic Place Names:* USSR  
*Dates:* September 1971
- 0258 S-17-71 Interim Report on Foreign Radio Listening Behavior of Soviet People**  
*Descriptive Title:* Foreign Radio listening in the USSR, September 1971  
*Subject Terms:* Radio Free Europe/Radio Liberty; Voice of America  
*Geographic Place Names:* USSR  
*Organization Names:* BBC; Deutsche Welle  
*Dates:* September 1971
- 0265 S-18-71 Technical Guidelines to Better Survey Reporting**  
*Descriptive Title:* Survey reporting guidelines, September 1971  
*Subject Terms:* Surveys and questionnaires; Social science research; Public opinion polls; Officials; Travel; United Nations  
*Geographic Place Names:* China, People's Republic of; Japan  
*Persons as Subjects:* Nixon, Richard M.  
*Content Notes:* Contains five versions of the same report  
*Dates:* September 1971
- 0290 S-19-71 Evaluation of a Radio Free Europe Report—Polish Expectations, Hopes, and Fears Concerning East-West Relations in the 1970s**  
*Descriptive Title:* Radio Free Europe report limitations, covering foreign radio listening in Poland, October 1971  
*Subject Terms:* Social science research; Radio Free Europe  
*Geographic Place Names:* Poland



- Principal Correspondents:* Crespi, Leo P.  
*Dates:* October 1971
- 0298 S-20-71 Some Thoughts on the Complementary as well as Distinct Contributions of Open and Closed Questions to USIA Survey Research**  
*Descriptive Title:* USIA survey research methods, November 1971  
*Subject Terms:* Surveys and questionnaires; Social science research  
*Dates:* November 1971
- 0304 S-21-71 Voice of America Audience Estimate, 1971**  
*Descriptive Title:* Voice of America audience estimates, tabulated by broadcast language, 1971  
*Subject Terms:* Voice of America; Languages and linguistics  
*Dates:* Missing data
- 0312 S-22-71 Stanton Presentation—December 6, 1971**  
*Descriptive Title:* Frank Stanton remarks to USIA on need for systematic audience feedback, December 1971–January 1972  
*Subject Terms:* Mass media; Social science research; Public opinion; Voice of America; Public opinion polls; Foreign opinion of the U.S.; Languages and linguistics; Periodicals  
*Persons as Subjects:* Stanton, Frank  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* December 1971–January 1972
- 0376 S-23-71 VOA Transistor Contests**  
*Descriptive Title:* Voice of America transistor contests as research tools, December 1971  
*Subject Terms:* Voice of America; Electronics equipment and industry; Social science research  
*Principal Correspondents:* Mocerri, James  
*Dates:* December 1971
- 0383 S-24-71 Public Opinion in Great Britain, France and West Germany on Spanish NATO Membership**  
*Descriptive Title:* West European opinion on Spain as NATO member, 1971  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Spain  
*Organization Names:* NATO  
*Dates:* 1971
- 0386 S-25-71 Public Affairs Officer Ratings of Multi-Country Media Products in 1971**  
*Descriptive Title:* USIA officer ratings of the agency's media products, 1971  
*Subject Terms:* Federal employees; Mass media; Government spending; Motion pictures; Television; Press; Government documents; Periodicals; Books and bookselling; Exhibitions and trade fairs; Radio; Languages and linguistics  
*Geographic Place Names:* Latin America; Western Europe; Africa; Middle East; USSR; Eastern Europe; East Asia; Pacific region  
*Dates:* 1971
- 0443 S-26-71 Report on Information in IOR Files Pertaining to International Exchange of Persons Programs**  
*Descriptive Title:* International exchange of persons programs, 1971  
*Subject Terms:* Exchange of persons programs; Surveys and questionnaires; Business; Teachers; Journalism; Students; Federal employees; Clergy; Foreign opinion of the U.S.  
*Geographic Place Names:* Philippines; Africa; Japan; Brazil  
*Dates:* 1971
- 0467 S-27-71 Some Indications of Spanish Public Opinion on Issues Relating to the U.S. and Western Europe**  
*Descriptive Title:* Spanish opinion of U.S. military installations, 1971  
*Subject Terms:* Public opinion polls; Military bases, posts, and reservations  
*Geographic Place Names:* Spain; Western Europe; USSR  
*Dates:* 1971

- 0471 S-28-71 Age-Occupation Breakdown of Greek Transistor Contestants**  
*Descriptive Title:* Greek transistor radio contest contestants, April 1971  
*Subject Terms:* Radio; Electronics equipment and industry; Statistical data: population  
*Geographic Place Names:* Greece  
*Dates:* April 1971
- 0474 S-29-71 The USIA Western European Macro-Survey: A Tool for Cross-Time/Cross-National Comparative Research**  
*Descriptive Title:* USIA West European macro survey, March 1971  
*Subject Terms:* Social science research; Security; Public opinion polls  
*Geographic Place Names:* Western Europe; USSR; UK; France; Germany, Federal Republic of; Italy; China, People's Republic of  
*Persons as Subjects:* Przeworski, Adam; Teune, Henry  
*Organization Names:* Roper Center for Public Opinion Research; The Logic of Comparative Social Inquiry  
*Dates:* March 1971
- 0543 S-30-71 Media Habits of Taiwan Elites**  
*Descriptive Title:* Media habits of Taiwan elites, 1971  
*Subject Terms:* Television; Newspapers; Radio; Periodicals; Languages and linguistics; Motion pictures  
*Geographic Place Names:* Taiwan  
*Dates:* 1971
- 0566 S-31-71 Korean Participants Assess the International Visitor Program**  
*Descriptive Title:* International Visitor Program, Korean assessment, September 1971  
*Subject Terms:* Surveys and questionnaires; Exchange of persons programs; Foreign opinion of the U.S.; Social science research; Occupations; Statistical data: population  
*Geographic Place Names:* Korea, Republic of  
*Dates:* September 1971
- 0608 S-32-71 Summary of Round Table on Public Opinion and the Population Crisis**  
*Descriptive Title:* Population growth and pollution, May 1971  
*Subject Terms:* Population size; Environmental pollution and control  
*Dates:* May 1971
- 0611 S-33-71 USIA Research in Calendar 1971**  
*Descriptive Title:* USIA research in calendar year 1971, with annotated bibliography of reports organized by study type and geographic region  
*Subject Terms:* Social science research; Communism and communist parties; Propaganda; Public opinion polls; Mass media; Bibliographies; Foreign opinion of the U.S.; Radio; Voice of America; Urban areas; Economic policy  
*Geographic Place Names:* Latin America; USSR; Eastern Europe; China, People's Republic of; East Asia; Middle East; South Asia; Western Europe; Africa; Japan; Israel  
*Content Notes:* Section I: Titles of Research Reports Issued in 1971 (Frame 0617); Section II: Annotated Bibliography of 1971 Research Reports (Frame 0635); Section III: Reports Declassified in Calendar 1971, mostly relating to Vietnam (Frame 0721); Section IV: Depositories of Unclassified Reports (Frame 0723); Section V: Index (Frame 0728)  
*Dates:* 1971
- 0787 S-34-71 Interpretive Summary of the Results of the PAO Survey (Business Cooperation Survey)**  
*Descriptive Title:* USIA activities involving U.S. business, February 1971  
*Subject Terms:* Surveys and questionnaires; Business  
*Dates:* February 1971
- 0796 S-35-71 Voice of America Audiences in Africa**  
*Descriptive Title:* Voice of America audience in Africa, March 1971  
*Subject Terms:* Voice of America; Surveys and questionnaires

Frame No.

- Geographic Place Names:* Africa  
*Dates:* March 1971
- 0799 S-36-71 Trend in Public Opinion on Admission of Communist China to the UN**  
*Descriptive Title:* Public opinion on Communist China's admission to the UN, May 1971  
*Subject Terms:* Public opinion polls; United Nations  
*Geographic Place Names:* China, People's Republic of  
*Dates:* May 1971
- 0802 S-37-71 East Asian Attitudes toward Communist China**  
*Descriptive Title:* East Asian attitudes toward Communist China, 1968-1971  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; Philippines; Thailand; Indonesia; China, People's Republic of  
*Dates:* 1968-1971
- 0813 S-38-71 Some Recent Opinions of Communist China in Israel, Greece and India**  
*Descriptive Title:* Israeli, Greek, and Indian attitudes toward Communist China, May 1971  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Israel; Greece; India; China, People's Republic of  
*Dates:* May 1971
- 0825 S-39-71 Relationship between U.S. Space Standing and U.S. Military Standing in Foreign Public Opinion**  
*Descriptive Title:* U.S. space standing and military strength, October 1971  
*Subject Terms:* Space programs; Military forces assessments; Social science research; Apollo Program; Public opinion polls  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Tokyo, Japan; Manila, Philippines; Caracas, Venezuela; USSR  
*Dates:* October 1971
- 0841 S-40-71 Foreign Public Opinion on Recent U.S. Policies—Some Countries of Special Interest**  
*Descriptive Title:* Foreign public opinion of U.S. policies, November 1971  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Japan; Israel; India  
*Dates:* November 1971
- 0845 S-41-71 U.S. Standing in West Germany**  
*Descriptive Title:* West German attitudes toward the U.S., 1971  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* 1971
- 0850 S-42-71 Listening to Western Radio in East Europe**  
*Descriptive Title:* Western radio listening in Eastern Europe, 1968-1971  
*Subject Terms:* Surveys and questionnaires; Voice of America; Radio Free Europe  
*Geographic Place Names:* Bulgaria; Czechoslovakia; Hungary; Poland; Romania  
*Dates:* 1968-1971
- 0865 S-43-71 German Attitudes toward Current National and International Issues**  
*Descriptive Title:* West German attitudes toward NATO, European integration, foreign military forces, and U.S.-USSR standing, 1971  
*Subject Terms:* Public opinion polls; Foreign military forces; Nuclear weapons  
*Geographic Place Names:* Germany, Federal Republic of; Europe; USSR  
*Organization Names:* NATO  
*Dates:* 1971
- 0869 S-44-71 Summary of Reactions to the Nixon Doctrine**  
*Descriptive Title:* Urban Asian opinions on the Nixon Doctrine, May 1971

- Subject Terms:* Public opinion polls; Foreign assistance; Sovereignty; Surveys and questionnaires  
*Geographic Place Names:* Tokyo, Japan; Osaka, Japan; Manila, Philippines; Sydney, Australia; Adelaide, Australia; Brisbane, Australia; China, People's Republic of  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* May 1971
- 0884 S-45-71 Measuring World Opinion from 1750 Pennsylvania Avenue: The USIA Research Program**  
*Descriptive Title:* USIA research program, including depositories of declassified reports, 1971  
*Subject Terms:* Social science research; Public opinion polls; Government spending; Libraries  
*Dates:* 1971
- 0889 S-46-71 Athenian Outlook on International Developments during Coming Year**  
*Descriptive Title:* Athenian opinions on international developments, including power status of the U.S., USSR, and Communist China, 1971  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Athens, Greece; USSR; China, People's Republic of  
*Dates:* 1971
- 0891 S-47-71 Yugoslav Weekly Publishes Results of Foreign Policy Poll in the City of Belgrade**  
*Descriptive Title:* Yugoslav opinions on foreign policy issues, December 1971  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Belgrade, Yugoslavia  
*Principal Correspondents:* Smith, Paul, Jr.  
*Dates:* December 1971
- 0895 S-48-71 "Overlap" Between English and Swahili among BBC Listeners in Kenya and Tanzania, 1970**  
*Descriptive Title:* BBC listening in Kenya and Tanzania, 1970  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* Kenya; Tanzania  
*Organization Names:* BBC  
*Dates:* 1970
- 0898 S-49-71 Survey of Foreign Correspondents**  
*Descriptive Title:* Foreign correspondents' opinions on U.S. foreign policy and society, 1971  
*Subject Terms:* Surveys and questionnaires; Journalism; Foreign opinion of the U.S.  
*Dates:* 1971
- 1972 Studies (Numbers 1-7)**
- 0905 S-1-72 Research on International Broadcasting: Time for Innovation**  
*Descriptive Title:* Voice of America broadcasting, January 1972  
*Subject Terms:* Voice of America; Electronics equipment and industry; Social science research  
*Dates:* January 1972
- 0910 S-2-72 Proposal for a Strengthened Program of Foreign Public Opinion Surveys for Policy and Program Guidance**  
*Descriptive Title:* USIA foreign public opinion poll recommendations, January 1972  
*Subject Terms:* Public opinion polls; Social science research; Foreign opinion of the U.S.  
*Dates:* January 1972
- 0920 S-3-72 Significant Foreign Policy Themes in Chou En-Lai Foreign Press Interviews**  
*Descriptive Title:* Chou En-lai foreign press interview themes, including Communist China's nuclear capability, Cultural Revolution, and Richard M. Nixon trip, 1955-1971  
*Subject Terms:* Press; Nuclear weapons; Revolutions; Vietnam War; Officials; Travel; Sovereignty  
*Geographic Place Names:* China, People's Republic of; Taiwan; Japan

Frame No.

*Persons as Subjects:* Chou En-lai; Nixon, Richard M.

*Content Notes:* Contains list of interviews (Frame 0946)

*Dates:* 1955–1971

**0952 S-4-72 Worldwide Propaganda Operations of the People's Republic of China**

*Descriptive Title:* Communist China's worldwide propaganda operations, 1972

*Subject Terms:* Propaganda; Communism and communist parties; Radio; Books and bookselling; Periodicals; Diplomatic and consular service

*Geographic Place Names:* China, People's Republic of; Japan

*Organization Names:* New China News Agency

*Dates:* 1972

**0970 S-5-72 USIA Radio Research Program**

*Descriptive Title:* USIA radio research program, March 1972

*Subject Terms:* Radio; Social science research; Voice of America; Surveys and questionnaires; Languages and linguistics

*Dates:* March 1972

**0979 S-6-72 USIA Research Service: Organization and Functions**

*Descriptive Title:* USIA Research Service, March 1972

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

*Dates:* March 1972

**0992 S-7-72 A Note on U.S. Standing in Canadian Public Opinion with Evaluations of the China Visit**

*Descriptive Title:* Canadian opinions on the U.S. and Richard M. Nixon's visit to Communist China, 1972

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

*Geographic Place Names:* Canada; China, People's Republic of

*Dates:* 1972

## Reel 11

### 1972 Studies (Numbers 8–34)

**0001 S-8-72 Reading Interests of British Priority Audiences**

*Descriptive Title:* British readership for USIA publications, 1972

*Subject Terms:* Reading; Public opinion polls; Occupations; International relations; Science and technology; Environmental pollution and control; Culture; Education; Statistical data: population

*Geographic Place Names:* UK

*Organization Names:* Labor News; Science Horizons

*Dates:* 1972

**0039 S-9-72 Length of Broadcasting Segments Used by Four Major International Broadcasters**

*Descriptive Title:* Broadcast duration of Voice of America, BBC, USSR, and Communist China, May 1972

*Subject Terms:* Radio; Voice of America

*Geographic Place Names:* USSR; China, People's Republic of

*Organization Names:* BBC

*Principal Correspondents:* Janicki, W. Peter

*Dates:* May 1972

**0045 S-10-72 Briefing Information for President Nixon's Visit to the USSR, May 1972**

*Descriptive Title:* Soviet opinion of the U.S., May 1972

*Subject Terms:* Foreign opinion of the U.S.; Propaganda; Communism and communist parties; Exchange of persons programs

- Geographic Place Names:* USSR  
*Dates:* May 1972
- 0074 S-11-72 The Machinery of Soviet Propaganda**  
*Descriptive Title:* Soviet propaganda machinery, May 1972  
*Subject Terms:* Propaganda; Mass media; Exchange of persons programs  
*Geographic Place Names:* USSR  
*Dates:* May 1972
- 0093 S-12-72 Foreign Public Attitudes Related to President Nixon's China and USSR Visits**  
*Descriptive Title:* Foreign public opinion of the U.S., May 1972  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Travel  
*Geographic Place Names:* China, People's Republic of; USSR  
*Dates:* May 1972
- 0107 S-13-72 Readership Predictions: Three Cross-Cultural Tests**  
*Descriptive Title:* Readership prediction methodology, 1972  
*Subject Terms:* Reading; Social science research  
*Dates:* 1972
- 0126 S-14-72 Segmentation: A Different Way to Look at Audiences**  
*Descriptive Title:* Audience segmentation, 1972  
*Subject Terms:* Social science research; Reading; Surveys and questionnaires; Occupations  
*Geographic Place Names:* Bolivia  
*Dates:* 1972
- 0150 S-15-72 BBC Survey of Foreign Radio Listening in Turkey**  
*Descriptive Title:* Voice of America listening in Turkey, May 1972  
*Subject Terms:* Surveys and questionnaires; Urban areas; Rural conditions; Voice of America; Languages and linguistics; Statistical data: population  
*Geographic Place Names:* Turkey  
*Organization Names:* BBC  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* May 1972
- 0161 S-16-72 The Use of VTR in USIA Programming: Recommendations for an Experimental Period**  
*Descriptive Title:* USIA use of videotape recording, August 1972  
*Subject Terms:* Recording industry; Television; Electronics equipment and industry; Government spending  
*Dates:* August 1972
- 0250 S-17-72 Achievement Motivation and Print Media Consumption of Asian Elites**  
*Descriptive Title:* Magazine reading preferences of Asian elites and achievement motivation, March 1972  
*Subject Terms:* Reading; Social science research; Psychological research; Periodicals; Surveys and questionnaires  
*Geographic Place Names:* Malaysia; Japan  
*Principal Correspondents:* Armilla, Jose  
*Dates:* March 1972
- 0273 S-18-72 Foreign Public Opinion Following the President's Visit to the USSR**  
*Descriptive Title:* Foreign public opinion of President Richard M. Nixon's USSR trip and U.S.-USSR world standing, September 1972  
*Subject Terms:* Public opinion polls; Officials; Travel; Educational attainment; Arms control and disarmament; Foreign opinion of the U.S.; Vietnam War; Nuclear weapons  
*Geographic Place Names:* USSR; UK; Germany, Federal Republic of; France; Italy; Sweden; Japan; Australia; Manila, Philippines; China, People's Republic of  
*Dates:* September 1972

- 0325 S-19-72 VOA Languages and Technical Facilities: An Analysis of Broadcasting Requirements**  
*Descriptive Title:* Voice of America languages and technical facilities, including transmitters 1972  
*Subject Terms:* Voice of America; Languages and linguistics; Electronics equipment and industry  
*Content Notes:* Contains Annex-A: The Role of Radio in Crisis Situations (Frame 0365) and tables  
*Dates:* 1972
- 0437 S-20-72 Japanese Attitudes toward the U.S. and U.S. Foreign Policy**  
*Descriptive Title:* Japanese attitudes toward the U.S. and U.S. foreign policy, November 1972  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* Japan; China, People's Republic of  
*Dates:* November 1972
- 0449 S-21-72 External Information and Cultural Relations Programs: Cuba**  
*Descriptive Title:* Cuban propaganda and cultural relations programs, 1972  
*Subject Terms:* Radio; Cultural relations; Exchange of persons programs; Propaganda; Electronics equipment and industry; Press  
*Geographic Place Names:* Cuba  
*Organization Names:* Radio Habana; Prensa Latina (official Cuban news agency)  
*Dates:* 1972
- 0498 S-22-72 External Information and Cultural Relations Programs: France**  
*Descriptive Title:* French cultural and information programs, 1972  
*Subject Terms:* Cultural relations; Press; Government spending; Radio; Television; Motion pictures; Books and bookselling  
*Geographic Place Names:* France  
*Organization Names:* Agence France Presse  
*Content Notes:* Appendix D comprises worldwide listing of French Cultural Centers and Institutes (Frame 0584)  
*Dates:* 1972
- 0591 S-23-77 PAO Responses to the IOR-E Library Study, Western Europe**  
*Descriptive Title:* USIA field officer opinions on agency library operations, 1972  
*Subject Terms:* Federal employees; Libraries; Surveys and questionnaires; Government spending  
*Geographic Place Names:* Western Europe  
*Dates:* 1972
- 0631 S-24-72 Post Funding Recommendations for USIA Products**  
*Descriptive Title:* USIA post recommendations for media products, June 1972  
*Subject Terms:* Government spending; Mass media; Books and bookselling; Periodicals; Television; Motion pictures  
*Dates:* June 1972
- 0664 S-25-72 Some Recommendations for Next Steps in Our Attitude Survey Operations**  
*Descriptive Title:* USIA attitude survey recommendations, November 1972  
*Subject Terms:* Public opinion polls; Social science research  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* November 1972
- 0668 S-26-72 West European Views on Ecological Issues and the United States**  
*Descriptive Title:* West European opinions on environmental pollution, November 1972  
*Subject Terms:* Public opinion polls; Ecology; Environmental pollution and control  
*Geographic Place Names:* Western Europe  
*Principal Correspondents:* Mocerri, James  
*Dates:* November 1972

- 0672 S-27-72 Most Recent VOA Audience Estimates**  
*Descriptive Title:* Voice of America audience estimates, April 1972  
*Subject Terms:* Voice of America; Languages and linguistics; Surveys and questionnaires  
*Geographic Place Names:* Africa; East Asia; Pacific region; Western Europe; Eastern Europe; Latin America; Middle East; South Asia  
*Dates:* April 1972
- 0683 S-28-72 Relationships among Opinions about the United States and U.S. Foreign Policy. Great Britain and France**  
*Descriptive Title:* British and French public opinion of the U.S. and U.S. policy, 1972  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Social science research  
*Geographic Place Names:* UK; France  
*Dates:* 1972
- 0691 S-29-72 Measuring Reading Interests**  
*Descriptive Title:* Reading interests measurements, March 1972  
*Subject Terms:* Reading; Social science research  
*Principal Correspondents:* Janicki, W. Peter  
*Dates:* March 1972
- 0697 S-30-72 USIA Research in Calendar Year 1972**  
*Descriptive Title:* USIA research in calendar year 1972, with annotated bibliography of reports organized by study type and geographic region  
*Subject Terms:* Social science research; Psychological research; Bibliographies; Foreign opinion of the U.S.; Security; Communism and communist parties; Propaganda; Public opinion polls; Reading; Voice of America; Radio; Officials; Travel; Motion pictures; Languages and linguistics; Mass media; Exhibitions and trade fairs; Business; Colleges and universities; Libraries  
*Geographic Place Names:* Latin America; USSR; Eastern Europe; Western Europe; Africa; East Asia; Pacific region; Middle East; China, People's Republic of; Japan; Israel; France; UK; Germany, Federal Republic of  
*Content Notes:* I: Titles of Research Reports Issued in Calendar 1972 (Frame 0702); II: Annotated Bibliography of 1972 Research Reports (Frame 0727); III: Reports Declassified in Calendar 1972 (Frame 0862); IV: Depositories of Declassified Reports (Frame 0865); V: Index (Frame 0871)  
*Dates:* 1972
- 0965 S-31-72 British Public Opinion on Vietnam and a Presidential Visit to Ireland**  
*Descriptive Title:* British public opinion on the Vietnam War, 1972  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* UK  
*Dates:* 1972
- 0968 S-32-72 Public Opinion in Australia on U.S. Standing and the Forthcoming USSR Visit**  
*Descriptive Title:* Foreign public opinion of the U.S. and USSR presidential visit, 1972  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Travel  
*Geographic Place Names:* Australia; USSR; France; Germany, Federal Republic of; Israel; Japan; Kuala Lumpur, Malaysia; Manila, Philippines  
*Dates:* 1972
- 0980 S-33-72 Selected Measures of Asian Opinion Relevant to the Nixon Doctrine and U.S. Power in Asia**  
*Descriptive Title:* Asian public opinion of the Nixon Doctrine, 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Security  
*Geographic Place Names:* Japan; Australia; Manila, Philippines; Kuala Lumpur, Malaysia; USSR; China, People's Republic of  
*Dates:* 1972



Frame No.

- 0998 S-34-72 Preliminary Australian Reaction to President Nixon's Moscow Visit**  
*Descriptive Title:* Foreign public opinion of USSR presidential visit, 1972  
*Subject Terms:* Public opinion polls; Officials; Travel  
*Geographic Place Names:* Australia; Germany, Federal Republic of; Italy; Japan; Manila, Philippines; Sweden; UK  
*Dates:* 1972

## Reel 12

### 1972 Studies (Numbers 35-58)

- 0001 S-35-72 The French and the United States**  
*Descriptive Title:* French opinion of the U.S., including differences in attitudes between youth and adults, June-July 1972  
*Subject Terms:* Foreign opinion of the U.S.; Social science research; Travel; Mass media; Violence; Race relations; Culture; Military intervention; Youth; Aged and aging  
*Geographic Place Names:* France  
*Content Notes:* Qualitative study based on forty hour-long interviews  
*Dates:* June-July 1972
- 0155 S-36-72 British Poll on Mining of North Vietnam Waters**  
*Descriptive Title:* British public opinion of the U.S. and U.S. policy, May 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* UK  
*Dates:* May 1972
- 0157 S-37-72 Multivariate Analyses of World Survey IV Data (1969)**  
*Descriptive Title:* British and French opinion of the U.S. and U.S. foreign policy, 1969  
*Subject Terms:* Social science research; Foreign opinion of the U.S.  
*Geographic Place Names:* UK; France  
*Dates:* 1969
- 0180 S-38-72 Public Opinion Trends Affecting U.S. Foreign Policies**  
*Descriptive Title:* Foreign opinion of the U.S. and U.S. policies, September 1972  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Dates:* September 1972
- 0187 S-39-72 Japanese Poll on President Nixon's Meeting with Sato**  
*Descriptive Title:* Japanese opinion of the U.S. and U.S. foreign policy, 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Japan; Okinawa, Japan  
*Dates:* 1972
- 0191 S-40-72 Islamic Influence among Soviet Uzbek University Students**  
*Descriptive Title:* Islamic influence among Soviet Uzbek university students, December 1972  
*Subject Terms:* Islam; Colleges and universities; Students  
*Geographic Place Names:* Uzbekistan  
*Dates:* December 1972
- 0194 S-41-72 Persuasion of the Arabs: An Analysis of Soviet Propaganda Themes in the Arab East**  
*Descriptive Title:* Soviet propaganda in the Arab Middle East, March 1972  
*Subject Terms:* Propaganda; History; Bibliographies  
*Geographic Place Names:* USSR; Middle East; Israel  
*Content Notes:* Bibliography (Frame 0250)  
*Dates:* March 1972

- 0254 S-42-72 Urban Japanese Opinion on U.S. Mining of North Vietnam's Ports and Harbors**  
*Descriptive Title:* Urban Japanese opinions on the Vietnam War, May 1972  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* Japan  
*Dates:* May 1972
- 0256 S-43-72 Urban Japanese Opinion on the Reversion of Okinawa to Japan**  
*Descriptive Title:* Urban Japanese opinions on the reversion of Okinawa to Japan, May 1972  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; Okinawa, Japan  
*Dates:* May 1972
- 0258 S-44-72 Comparative Standing of U.S.-USSR-PRC in Japanese Public Opinion Prior to Moscow Visit**  
*Descriptive Title:* Japanese public opinion of the U.S., USSR, and Communist China, June 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Japan; USSR; China, People's Republic of  
*Dates:* June 1972
- 0261 S-45-72 Israeli Opinion Just Prior to Moscow Visit**  
*Descriptive Title:* Israeli opinion of the U.S., June 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Israel; USSR  
*Dates:* June 1972
- 0266 S-46-72 Israeli Opinion on the U.S. Elections and Regional Issues**  
*Descriptive Title:* Israeli opinion of President Richard M. Nixon, August 1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Israel  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* August 1972
- 0271 S-47-72 Japanese Public Opinion Related to U.S. Policy Interests in Asia**  
*Descriptive Title:* Japanese public opinion on international relations, August 1972  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan  
*Dates:* August 1972
- 0273 S-48-72 Military Bases and Security in Okinawan Public Opinion**  
*Descriptive Title:* Okinawan public opinion of U.S. military bases and security, August 1972  
*Subject Terms:* Public opinion polls; Military bases, posts, and reservations; Security  
*Geographic Place Names:* Okinawa, Japan  
*Dates:* August 1972
- 0276 S-49-72 Japanese Public Opinion on Normalizing Sino-Japanese Relations**  
*Descriptive Title:* Japanese public opinion on normalizing relations with Communist China, August 1972  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; China, People's Republic of  
*Dates:* August 1972
- 0282 S-50-72 Soviet View of "Ideological Struggle" after the Moscow Summit**  
*Descriptive Title:* Soviet view of ideological struggle, September 1972  
*Subject Terms:* Communism and communist parties  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Suslov, Mikhail A.  
*Dates:* September 1972
- 0288 S-51-72 Urban Japanese Opinion on the Nixon-Tanaka Talks**  
*Descriptive Title:* Japanese opinion of international relations, September 1972

- Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan  
*Dates:* September 1972
- 0293 S-52-72 Some Indications of Kuwaiti *Al-Majal* Readers' Views on the United States**  
*Descriptive Title:* Kuwaiti opinion of the U.S. and U.S. policy, October 1972  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Kuwait  
*Organization Names:* *Al-Majal* (periodical)  
*Dates:* October 1972
- 0297 S-53-72 Mass Media and Attitude Change**  
*Descriptive Title:* Mass media and attitude change, 1970 and 1972  
*Subject Terms:* Mass media; Public opinion; Social science research  
*Dates:* 1970 and 1972
- 0321 S-54-72 Israeli Opinion on the U.S. Elections and Other Issues**  
*Descriptive Title:* Israeli public opinion of the presidential elections, 1972  
*Subject Terms:* Public opinion polls; Presidential elections  
*Geographic Place Names:* Israel  
*Dates:* 1972
- 0324 S-55-72 Methodological Research**  
*Descriptive Title:* Public opinion survey analysis research, December 1972  
*Subject Terms:* Social science research; Public opinion polls  
*Dates:* December 1972
- 0328 S-56-72 Yugoslav Response to 2<sup>nd</sup> VOA Astronaut Booklet Giveaway Announcements**  
*Descriptive Title:* Yugoslav responses to 2<sup>nd</sup> Voice of America astronaut booklet giveaway announcement, May 1972  
*Subject Terms:* Voice of America; Apollo Program; Letter writing; Statistical data: population  
*Geographic Place Names:* Yugoslavia  
*Dates:* May 1972
- 0351 S-57-72 Belgrade Public Attitudes on Foreign Affairs**  
*Descriptive Title:* Belgrade public attitudes on foreign affairs, January 1972  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Belgrade, Yugoslavia  
*Dates:* January 1972
- 0357 S-58-72 Reactions to the Presidential Visits and U.S. Standing in Worldwide Public Opinion**  
*Descriptive Title:* Worldwide public opinion of the U.S., including presidential visits to the Soviet Union and Communist China, July 1972  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Travel; Public opinion polls  
*Geographic Place Names:* China, People's Republic of; USSR; Japan; Mexico City, Mexico  
*Dates:* July 1972
- 1973 Studies (Numbers 1-10)**
- 0394 S-1-73 Reactions of British Public to U.S. Foreign Policy**  
*Descriptive Title:* British public opinion of U.S. foreign policy, 1972-1973  
*Subject Terms:* Public opinion polls; Vietnam War  
*Geographic Place Names:* UK  
*Dates:* 1972-1973
- 0398 S-2-73 Measuring the Climate of Opinion Abroad**  
*Descriptive Title:* Foreign public opinion of U.S. trends, 1954-1972  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Dates:* 1954-1972

- 0403 S-3-73 Reading Interests and Media Habits of Current and Potential *Al Majal* Recipients in Kuwait and Lebanon: Preliminary Report**  
*Descriptive Title:* *Al Majal* reader interests and mass media habits, January 1973  
*Subject Terms:* Reading; Periodicals; Mass media; Languages and linguistics  
*Geographic Place Names:* Kuwait; Lebanon  
*Organization Names:* *Al Majal* (periodical)  
*Dates:* January 1973
- 0431 S-4-73 Agency Audiences and Media Content (Great Britain)**  
*Descriptive Title:* British USIA audience reaction to journal content, 1973  
*Subject Terms:* Surveys and questionnaires; Periodicals; Occupations  
*Geographic Place Names:* UK  
*Persons as Subjects:* Janicki, W. Peter; Stevenson, Robert  
*Dates:* 1973
- 0436 S-5-73 Experience in Increasing Return Rate for Mail Surveys in Agency Research**  
*Descriptive Title:* USIA mail surveys, January 1973  
*Subject Terms:* Postal service; Surveys and questionnaires; Social science research; Languages and linguistics; Voice of America  
*Dates:* January 1973
- 0467 S-6-73 Readership of *Trends* Magazine: Preliminary Report**  
*Descriptive Title:* USIA *Trends* magazine readership in Japan, February 1973  
*Subject Terms:* Reading; Periodicals; Surveys and questionnaires; Social science research  
*Geographic Place Names:* Japan  
*Organization Names:* *Trends* (periodical)  
*Dates:* February 1973
- 0508 S-7-73 German Public Opinion on U.S. Troop Withdrawal, Neutralism and the Essentiality of NATO**  
*Descriptive Title:* West German public opinion on U.S. troop withdrawal, neutralism, and NATO, 1973  
*Subject Terms:* Public opinion polls; Armed services; Security  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* 1973
- 0513 S-8-73 Evaluation of the Westphal Survey of the USIA**  
*Descriptive Title:* Congressional report on USIA activities, March 1973  
*Subject Terms:* Surveys and questionnaires  
*Persons as Subjects:* Westphal, Robert C. F.  
*Dates:* March 1973
- 0517 S-9-73 External Information and Cultural Relations Program: People's Republic of China**  
*Descriptive Title:* Communist Chinese worldwide propaganda efforts, March 1973  
*Subject Terms:* Cultural relations; Propaganda; Communism and communist parties; Radio; Languages and linguistics; Electronics equipment and industry; Television; Mass media; Books and bookselling; Periodicals; Newspapers; Motion pictures; Psychology; Exhibitions and trade fairs; Exchange of persons programs; Arts and the humanities; Membership organizations; Foreign students; Foreign trade; Foreign assistance; Tourist trade; Minority groups; Religions  
*Geographic Place Names:* China, People's Republic of; East Asia; Pacific region; South Asia; Middle East; Africa; Latin America; USSR; Eastern Europe  
*Persons as Subjects:* Mao Zedong  
*Organization Names:* People's Liberation Army; New China News Agency; China News Service

Frame No.

*Content Notes:* Includes flow chart of Chinese Communist Party Central Committee Propaganda Apparatus (Frame 0619)

*Dates:* March 1973

**0873 S-10-73 America's Economic Image in Foreign Public Opinion**

*Descriptive Title:* Foreign public opinion of U.S. economic strength, including Japan's economic standing in the U.S., April 1973

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

*Geographic Place Names:* Japan

*Content Notes:* Contains numerous tables and charts

*Dates:* April 1973

## Reel 13

### 1973 Studies (Numbers 11-27)

**0001 S-11-73 Current Survey of Italian Public Opinion**

*Descriptive Title:* Italian confidence in countries to deal wisely with world problems, April 1973

*Subject Terms:* Public opinion polls; International relations

*Geographic Place Names:* Italy

*Dates:* April 1973

**0004 S-12-73 External Information and Cultural Programs: Federal Republic Germany**

*Descriptive Title:* West German worldwide information and cultural programs, April 1973

*Subject Terms:* Cultural relations; Government spending; Radio; Television; Motion pictures; Press; Books and bookselling; Exhibitions and trade fairs; Exchange of persons programs; Periodicals

*Geographic Place Names:* Germany, Federal Republic of

*Organization Names:* Goethe Institute; Federal Press Office (Germany, Federal Republic of); Deutsche Welle

*Dates:* April 1973

**0110 S-13-73 External Information and Cultural Programs: USSR**

*Descriptive Title:* USSR worldwide propaganda efforts, April 1973

*Subject Terms:* Cultural relations; Communism and communist parties; Propaganda; Government spending; Radio; Electronics equipment and industry; Television; Press; Books and bookselling; Periodicals; Motion pictures; Exhibitions and trade fairs; Exchange of persons programs; Arts and the humanities; Membership organizations; Political parties; Religions; Bibliographies; Languages and linguistics

*Geographic Place Names:* USSR

*Content Notes:* Appendix C contains brief biographies of selected Soviet propaganda officials (Frame 0219); Appendix D presents Soviet-controlled international front organizations (Frame 0226); Bibliography (Frame 0237)

*Dates:* April 1973

**0271 S-14-73 Summary of Research Findings on Readership of Agency and Post Publications**

*Descriptive Title:* USIA publication readership habits, May 1973

*Subject Terms:* Reading; Periodicals

*Dates:* May 1973

**0276 S-15-73 Agency Research Support for IPS Efforts to Reach and Influence Foreign Audiences**

*Descriptive Title:* USIA foreign audiences and opinion of U.S. economic strength, May 1973

*Subject Terms:* Mass media; Consumers; Languages and linguistics; Foreign opinion of the U.S.; Economic policy

*Dates:* May 1973

- 0300 S-16-73 Flash Survey on U.S.-French Relations**  
*Descriptive Title:* French opinions on the U.S. and international relations, May 1973  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Security  
*Geographic Place Names:* France  
*Dates:* May 1973
- 0307 S-17-73 External Information and Cultural Programs: Japan**  
*Descriptive Title:* Japanese worldwide information and cultural programs, May 1973  
*Subject Terms:* Cultural relations; History; Economic policy; National defense; Foreign trade; Periodicals; Government spending; Radio; Television; Press; Books and bookselling; Exchange of persons programs; Motion pictures; Exhibitions and trade fairs; Bibliographies  
*Geographic Place Names:* Japan  
*Organization Names:* Japan Foundation; Japan External Trade Organization (JETRO); Japan Broadcasting Corporation (NHK)  
*Content Notes:* Contains Bibliographic Notes (Frame 0414) and organization charts  
*Dates:* May 1973
- 0442 S-18-73 External Information and Cultural Programs: The Arab Republic of Egypt**  
*Descriptive Title:* Egyptian worldwide information and cultural programs, May 1973  
*Subject Terms:* Cultural relations; Propaganda; Arab-Israeli conflict; Press; Government spending; Radio; Television; Books and bookselling; Newspapers; Periodicals; Motion pictures; Exhibitions and trade fairs; Exchange of persons programs; Colleges and universities; Tourist trade  
*Geographic Place Names:* Egypt  
*Organization Names:* Arab States Broadcasting Union (ASABU); Middle East News Agency (MENA); Arab League; Al-Azhar University  
*Dates:* May 1973
- 0602 S-19-73 Relevance of Opinion Survey Findings to the Agency's Mission**  
*Descriptive Title:* Foreign opinion of the U.S., including comparison of educated elite versus general public, June 1973  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* June 1973
- 0612 S-20-73 Agency Use of Surveys for Advising the Executive on the State of Foreign Public Opinion**  
*Descriptive Title:* USIA public opinion survey use for policy guidance and impact measurements, July 1973  
*Subject Terms:* Public opinion polls; Space programs  
*Geographic Place Names:* UK; USSR  
*Dates:* July 1973
- 0620 S-21-73 Japanese Public Opinion Relevant to U.S.-Japan Relations**  
*Descriptive Title:* Japanese public opinion on issues relevant to U.S.-Japan relations, July 1973  
*Subject Terms:* Public opinion polls; Foreign economic relations; Officials; Security; Foreign opinion of the U.S.  
*Geographic Place Names:* Japan; China, People's Republic of; USSR  
*Persons as Subjects:* Tanaka, Kakuei  
*Dates:* July 1973
- 0629 S-22-73 British Public Opinion on Watergate and Other Issues**  
*Descriptive Title:* British public opinion on Watergate and other issues, August 1973  
*Subject Terms:* Public opinion polls; Watergate Affair; Foreign opinion of the U.S.  
*Geographic Place Names:* UK  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* August 1973

- 0633 S-23-73 Public Opinions Trends Abroad Affecting U.S. Foreign Policies**  
*Descriptive Title:* Worldwide public opinion trends affecting U.S. foreign policy, August 1973  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Economic policy; Security  
*Dates:* August 1973
- 0640 S-24-73 Attitudes of Educated Zairians on Selected International Issues**  
*Descriptive Title:* Zairian attitudes, October 1973  
*Subject Terms:* Public opinion polls; Economic policy  
*Geographic Place Names:* Congo, Democratic Republic of the (formerly Zaire)  
*Dates:* October 1973
- 0643 S-25-73 USIS Japan as a Model for Post Operations: An Evaluation**  
*Descriptive Title:* USIA Japan as a model for post operations, notably its audience record system, American Centers, and the Japan Program Model, October 1973  
*Subject Terms:* Government spending; Buildings; Communications; Consumers; Statistical data: population; Social science research; Libraries  
*Geographic Place Names:* Japan  
*Organization Names:* Trends (periodical)  
*Dates:* October 1973
- 0729 S-26-73 The Agency's Library Program: A Review and Recommendation for Action**  
*Descriptive Title:* USIA libraries and a recommended library program plan, October 1973  
*Subject Terms:* Libraries; Government spending; Federal employees; Books and bookselling  
*Dates:* October 1973
- 0809 S-27-73 External Information and Cultural Programs: United Kingdom**  
*Descriptive Title:* British worldwide information and cultural programs, October 1973  
*Subject Terms:* Cultural relations; Television; Periodicals; Press; Government spending; Radio; Electronics equipment and industry; Cultural relations; Motion pictures; Exhibitions and trade fairs; Exchange of persons programs; Arts and the humanities; Languages and linguistics; Membership organizations; Books and bookselling; Colleges and universities  
*Geographic Place Names:* UK  
*Organization Names:* BBC; Foreign and Commonwealth Office (UK); British Council  
*Dates:* October 1973

## Reel 14

### 1973 Studies (Numbers 28-53)

- 0001 S-28-73 The Meaning and Measurement of Program Effectiveness in USIA**  
*Descriptive Title:* USIA program effectiveness measurement, December 1973  
*Subject Terms:* Social science research; Psychological research; Public opinion; Surveys and questionnaires; Exhibitions and trade fairs; Radio; Motion pictures; Reading; Periodicals; Exchange of persons programs; Black Americans; Race relations; Foreign opinion of the U.S.; Competition; Public opinion polls; Bibliographies  
*Geographic Place Names:* Germany, Federal Republic of; Colombia; Berlin, Germany; UK; India; Africa  
*Organization Names:* America House  
*Content Notes:* Contains lists of references for study (Frame 0070)  
*Dates:* December 1973
- 0072 S-29-73 The Role and Structure of Evaluation in USIA**  
*Descriptive Title:* USIA and the role of program evaluation, May 1973  
*Subject Terms:* Social science research  
*Principal Correspondents:* Roberts, Walter R.  
*Dates:* May 1973

- 0078 S-30-73 An Evaluation of Agency Research—Pistor Report**  
*Descriptive Title:* USIA and the role of research, May 1973  
*Subject Terms:* Social science research; Government spending; Federal employees; Mass media; Public opinion polls; Periodicals  
*Organization Names:* *Impact* (periodical)  
*Federal Departments and Agencies:* Office of Research and Assessment (USIA)  
*Dates:* May 1973
- 0108 S-31-73 An Evaluation of Agency Research—Minority Report**  
*Descriptive Title:* USIA and the role of research, minority report, May 1973  
*Subject Terms:* Social science research  
*Federal Departments and Agencies:* Office of Research and Assessment (USIA)  
*Dates:* May 1973
- 0112 S-32-73 Trends and Structure of Foreign Attitudes toward the U.S. Role in World Affairs**  
*Descriptive Title:* Foreign opinion of the U.S. role in world affairs, 1954–1969 trends, May 1973  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Japan; USSR  
*Dates:* May 1973
- 0127 S-33-73 An Inquiry into the Relative Accuracy of Two Questioning Systems**  
*Descriptive Title:* Research questioning technique, 1973  
*Subject Terms:* Social science research; Surveys and questionnaires; Voice of America  
*Dates:* 1973
- 0207 S-34-73 America's Economic Image**  
*Descriptive Title:* Foreign opinion of U.S. economic policy, February 1973  
*Subject Terms:* Foreign opinion of the U.S.; Economic policy; Foreign economic relations; Foreign trade; Foreign investments  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Japan; Manila, Philippines; Australia; Netherlands; Canada  
*Dates:* February 1973
- 0270 S-35-73 West Bank Arab Radio Listening Habits**  
*Descriptive Title:* West Bank Arab radio listening habits, April 1973  
*Subject Terms:* Radio; Voice of America; Languages and linguistics  
*Geographic Place Names:* West Bank  
*Organization Names:* BBC  
*Principal Correspondents:* Kushner, James  
*Dates:* April 1973
- 0274 S-36-73 "Topic" Readership Study (Senegal)**  
*Descriptive Title:* African readership of *Topic* magazine, June 1973  
*Subject Terms:* Reading; Periodicals  
*Geographic Place Names:* Senegal; Ghana  
*Organization Names:* *Topic* (periodical)  
*Dates:* June 1973
- 0282 S-37-73 Public Support for Tanaka Cabinet Drops to All-Time Low**  
*Descriptive Title:* Japanese popular support for Tanaka cabinet, 1973  
*Subject Terms:* Public opinion polls; Officials  
*Geographic Place Names:* Japan  
*Dates:* 1973
- 0284 S-38-73 Japanese Opinion on the Eve of the Tanaka Visit**  
*Descriptive Title:* Japanese public opinion of U.S.-Japan relations, July 1973  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan



- Principal Correspondents:* Mocerri, James  
*Dates:* July 1973
- 0286 S-39-73 The Image of America's Future in Foreign Public Opinion**  
*Descriptive Title:* Worldwide public opinion of the future and U.S. standing vis-à-vis the USSR, Communist China, and Japan, comparing responses of the general public and educated elites, July 1973  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Social science research; Educational attainment; Military forces assessments; Economic policy  
*Geographic Place Names:* Caracas, Venezuela; Mexico City, Mexico; Beirut, Lebanon; Nairobi, Kenya; France; Israel; Canada; Australia; UK; Kuala Lumpur, Malaysia; Manila, Philippines; Sweden; Italy; Germany, Federal Republic of; Japan; China, People's Republic of; USSR  
*Content Notes:* I. Is America Riding the Wave of the Future?(Frame 0287); II. America's Future Standing as the World's Strongest Power (Frame 0367)  
*Dates:* July 1973
- 0438 S-40-73 Trend in British Reaction to U.S. Vietnam Policies**  
*Descriptive Title:* British opinion of U.S. Vietnam policy and standing vis-à-vis the USSR and Communist China, 1973  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Vietnam War  
*Geographic Place Names:* UK; USSR; China, People's Republic of  
*Dates:* 1973
- 0441 S-41-73 Trends and Structure of Foreign Attitudes toward the U.S. and the USSR**  
*Descriptive Title:* Foreign public opinion of the U.S. and USSR, 1954-1969 trends, 1973  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military forces assessments; Science and technology; Space programs  
*Geographic Place Names:* USSR; UK; France; Germany, Federal Republic of; Italy; Japan  
*Dates:* 1973
- 0489 S-42-73 Soviet Propaganda Vulnerabilities**  
*Descriptive Title:* Soviet propaganda vulnerabilities, January 1973  
*Subject Terms:* Propaganda  
*Geographic Place Names:* USSR  
*Dates:* January 1973
- 0493 S-43-73 Earlier Soviet Positions on Freedom of Information**  
*Descriptive Title:* Soviet freedom-of-information views, February 1973  
*Subject Terms:* Freedom of information  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Lenin, Vladimir I.  
*Principal Correspondents:* Critchlow, James  
*Dates:* February 1973
- 0496 S-44-73 Evidence of Further Pressure on Yugoslav Media**  
*Descriptive Title:* Yugoslav media control, March 1973  
*Subject Terms:* Mass media  
*Geographic Place Names:* Yugoslavia  
*Persons as Subjects:* Tito, Josip Broz  
*Dates:* March 1973
- 0500 S-45-73 Survey of the Soviet Magazine USA (1972)**  
*Descriptive Title:* Soviet magazine USA, April 1973  
*Subject Terms:* Periodicals; Foreign opinion of the U.S.  
*Geographic Place Names:* USSR  
*Organization Names:* USA (periodical)  
*Principal Correspondents:* Ploss, Sydney  
*Dates:* April 1973

**0507 S-46-73 External Information and Cultural Relations Programs: People's Republic of China**

*Descriptive Title:* Foreign nation information and cultural relations programs, 1973

*Subject Terms:* Cultural relations; Propaganda

*Geographic Place Names:* China, People's Republic of; Cuba; Egypt; France; Germany, Federal Republic of; Japan; UK; USSR

*Dates:* 1973

**0528 S-47-73 Soviet View of "Ideological Struggle" After Summit II**

*Descriptive Title:* Soviet view of "ideological struggle" after Summit II, July 1973

*Subject Terms:* Propaganda; Freedom of information; Communism and communist parties

*Geographic Place Names:* USSR

*Persons as Subjects:* Brezhnev, Leonid I.; Suslov, Mikhail A.

*Principal Correspondents:* Ploss, Sydney

*Dates:* July 1973

**0531 S-48-73 Détente and the Ideological Struggle**

*Descriptive Title:* Soviet media coverage of the U.S. and other Western nations, 1973

*Subject Terms:* Mass media; Communism and communist parties; Foreign opinion of the U.S.; Propaganda

*Geographic Place Names:* USSR

*Dates:* 1973

**0538 S-49-73 Economic Outlook of University Educated Indians in Metropolitan Cities**

*Descriptive Title:* Urban Indian economic outlook, 1973

*Subject Terms:* Public opinion polls; Economic development

*Geographic Place Names:* India

*Dates:* 1973

**0540 S-50-73 Communication and Decision-Making in Yugoslavia and the United States**

*Descriptive Title:* Media sources and decision making in Yugoslavia and Seattle, Washington, March 1973

*Subject Terms:* Mass media; Social science research; Surveys and questionnaires; Educational attainment; Statistical data: population; Personal and family income; Bibliographies

*Geographic Place Names:* Belgrade, Yugoslavia; Ljubljana, Yugoslavia; Seattle, Washington

*Content Notes:* Final Report (Frame 0571); Chapter I: Introduction (Frame 0554); Chapter II: Conceptualization of the Research (Frame 0582); Chapter III: The Derivation of the Methodology (Frame 0596); Chapter IV: Sampling Design (Frame 0607); Chapter V: The Media Environment in the Three Cultures (Frame 0611); Chapter VI: The Array of the Data (Frame 0619); Chapter VII: Education as a Factor in Communication and Decision Making (Frame 0642); Chapter VIII: The Functions of Sex Role (Frame 0679); Chapter IX: The Sex Role as Influenced by Education (Frame 0715); Chapter X: Age Role as a Predictor of Communication and Decision Making (Frame 0731); Chapter XI: The Age Role Controlled for Education (Frame 0770); XII: Income as a Criterion of Communication and Decision Making (Frame 0792); Chapter XIII: Income Operating Independently of Education (Frame 0827); Chapter XIV: The Functions of Media Use for Problem-Solving (Frame 0848); Chapter XV: Number of Problems Related to Decision-Making and Communication (Frame 0864); Chapter XVI: Knowledge About Problem Attributes and Communication (Frame 0880); Chapter XVII: Number of Information Sources, Decision-Making, and Communication (Frame 0900); Appendix I: Questionnaire (Frame 0923); Appendix II: Instructions to Interviewers (Frame 0937); Bibliography (Frame 0947)

*Dates:* March 1973

**0950 S-51-73 Indian Reaction to International Participants in Asian Trade Fair**

*Descriptive Title:* Indian reactions to the 1972 Asian Trade Fair, 1973

Frame No.

*Subject Terms:* Public opinion polls; Exhibitions and trade fairs

*Geographic Place Names:* India

*Dates:* 1973

**0952 S-52-73 Interpretation of Most Recent Available Sounding of Urban Educated Indian Attitudes towards the U. S.**

*Descriptive Title:* Urban Indian opinion of the U.S., March 1973

*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Colleges and universities; Students

*Geographic Place Names:* India

*Dates:* March 1973

**0958 S-53-73 Opinions of U.S., PRC and USSR Policies in Caracas, Venezuela, between the President's China and USSR Visits**

*Descriptive Title:* Venezuelan opinions on the U.S., mainland China, and USSR foreign policies, April 1973

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

*Geographic Place Names:* Caracas, Venezuela; China, People's Republic of; USSR

*Dates:* April 1973

## Reel 15

### 1973 Studies (Numbers 54-60)

**0001 S-54-73 In-House Survey of Infomat Patrons at the Six American Centers**

*Descriptive Title:* Japanese patrons of multimedia American Centers, March 1973

*Subject Terms:* Surveys and questionnaires; Libraries; Statistical data: population

*Geographic Place Names:* Japan

*Dates:* March 1973

**0051 S-55-73 Priority Audience Exposure to USIS Centers in Libraries in Lome, Niamey, and Ouagadougou**

*Descriptive Title:* African patrons of American Cultural Centers, November 1973

*Subject Terms:* Cultural relations; Libraries

*Geographic Place Names:* Africa

*Dates:* November 1973

**0053 S-56-73 Attitudes Towards the U.S. and Other Major Countries Among University Educated Indians in Metropolitan Cities**

*Descriptive Title:* Urban Indian opinions of the U.S., USSR, and others nations, September 1973

*Subject Terms:* Public opinion polls; Educational attainment; Urban areas; Foreign opinion of the U.S.

*Geographic Place Names:* India

*Dates:* September 1973

**0069 S-57-73 Findings and Opinions from 14 Publications Studies**

*Descriptive Title:* Readership of USIA magazines, 1973

*Subject Terms:* Social science research; Reading; Periodicals

*Dates:* 1973

**0083 S-58-73 Images of Western News and "Embassy" Magazines Among Elites in Ghana and Senegal**

*Descriptive Title:* African readership of Western magazines, 1973

*Subject Terms:* Reading; Periodicals; Surveys and questionnaires; Social science research

*Geographic Place Names:* Ghana; Senegal

*Dates:* 1973

**0099 S-59-73 USIA Research in Calendar Year 1973**

*Descriptive Title:* USIA research in 1973, with annotated bibliography of reports organized by study type and geographic region

*Subject Terms:* Social science research; Public opinion polls; Mass media; Bibliographies; Communism and communist parties; Books and bookselling; Radio; Motion pictures; Television; Cultural relations; Propaganda; Voice of America; Periodicals; Exhibitions and trade fairs

*Geographic Place Names:* Western Europe; Africa; East Asia; Pacific region; Latin America; Middle East; South Asia; USSR; Eastern Europe; China, People's Republic of; Israel

*Content Notes:* I. Titles of Research Reports Issued in Calendar 1973 (Frame 0103); II. Annotated Bibliography of 1973 Research Reports (Frame 0117); parts III. Reports Declassified in Calendar 1973, IV. Depositories of Declassified Reports, and V. Index not included

*Dates:* 1973

**0176 S-60-73 VOA and BBC Audiences and Listener Motivations**

*Descriptive Title:* Voice of America and BBC audiences, July 1973

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

*Organization Names:* BBC

*Dates:* July 1973

**1974 Studies (Numbers 1-21)**

**0181 S-1-74 Japanese Public Opinion Relevant to U.S.-Japan Relations**

*Descriptive Title:* Japanese public opinions relevant to U.S.-Japan relations, covering domestic and international issues, April 1974

*Subject Terms:* Public opinion polls; Energy resources; Foreign opinion of the U.S.; Security

*Geographic Place Names:* Japan; USSR; China, People's Republic of

*Dates:* April 1974

**0193 S-2-74 An Interim Status Report on Agency Videotape Utilization**

*Descriptive Title:* USIA videotape usage, April 1974

*Subject Terms:* Recording industry; Electronics equipment and industry

*Dates:* April 1974

**0209 S-3-74 Marginality in Agency Operations**

*Descriptive Title:* USIA research report marginality, September 1974

*Subject Terms:* Social science research; Cultural relations; Government spending; Mass media

*Principal Correspondents:* Mocerri, James

*Dates:* September 1974

**0228 S-4-74 Japanese Public Opinion Relevant to US-Japan Relations**

*Descriptive Title:* Japanese public opinions relevant to U.S.-Japan relations, November 1974

*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Energy resources; Security

*Geographic Place Names:* Japan; China, People's Republic of; USSR

*Dates:* November 1974

**0243 S-5-74 French Public Prefers Multilateral Solution to Oil Crisis**

*Descriptive Title:* French public opinion on the energy crisis, November 1974

*Subject Terms:* Public opinion polls; Energy resources; International crises; Petroleum and petroleum industry

*Geographic Place Names:* France

*Dates:* November 1974

**0247 S-6-74 Favorable Impact of President Ford's Japan Visit**

*Descriptive Title:* Japanese urban opinion of President Gerald R. Ford's visit, November 1974

*Subject Terms:* Public opinion polls; Urban areas; Officials; Travel

*Geographic Place Names:* Japan

- Persons as Subjects:* Ford, Gerald R.  
*Dates:* November 1974
- 0250 S-7-74 Reported Knowledge of English Among Priority Audiences in Selected Agency Research Studies**  
*Descriptive Title:* Worldwide English-language ability, September 1974  
*Subject Terms:* Languages and linguistics; Surveys and questionnaires; Newspapers; Television; Radio; Periodicals; Educational attainment  
*Dates:* September 1974
- 0256 S-8-74 Solzhenitsyn's Archipelago of Lies**  
*Descriptive Title:* Solzhenitsyn's *Archipelago of Lies* pamphlet review, 1974  
*Subject Terms:* Radical politics  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Solzhenitsyn, Alexander; Yakovlev, Nikolai  
*Dates:* 1974
- 0261 S-9-74 Soviet Media Handling of the U.S. Changeover**  
*Descriptive Title:* Soviet media handling of the U.S. presidential transition, including discussion of Watergate, November 1974  
*Subject Terms:* Propaganda; Presidential succession; Watergate Affair; Impeachment  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Nixon, Richard M.; Ford, Gerald R.  
*Dates:* November 1974
- 0273 S-10-74 The American Image Among British Influentials**  
*Descriptive Title:* British elites' opinion of the U.S., June 1974  
*Subject Terms:* Foreign opinion of the U.S.; Surveys and questionnaires; Race relations; Students; Arts and the humanities; Labor; Officials; Business; Executives; Colleges and universities; Journalism  
*Geographic Place Names:* UK  
*Dates:* June 1974
- 0301 S-11-74 Attitudes of Indian University Graduates on Foreign Aid and Investments**  
*Descriptive Title:* Indian university graduate opinions on foreign aid and investment, September 1974  
*Subject Terms:* Public opinion polls; Colleges and universities; Educational attainment; Foreign assistance; Foreign investments  
*Geographic Place Names:* India; USSR; UK  
*Dates:* September 1974
- 0309 S-12-74 Reactions to USA-Review (Ivory Coast) and Panorama (Senegal)**  
*Descriptive Title:* African readership of USIA periodicals, November 1974  
*Subject Terms:* Surveys and questionnaires; Reading; Periodicals  
*Geographic Place Names:* Ivory Coast; Senegal  
*Organization Names:* USA-Review; Panorama  
*Dates:* November 1974
- 0314 S-13-74 Listening to VOA in Iran**  
*Descriptive Title:* Voice of America listening in Iran, December 1974  
*Subject Terms:* Voice of America; Surveys and questionnaires; Languages and linguistics  
*Geographic Place Names:* Tehran, Iran  
*Organization Names:* BBC  
*Dates:* December 1974
- 0319 S-14-74 Audience Segmentation: An Approach to International Communications**  
*Descriptive Title:* Audience segmentation in communications research, 1974  
*Subject Terms:* Social science research; Surveys and questionnaires; Reading; Periodicals; Statistical data: population  
*Geographic Place Names:* La Paz, Bolivia; UK; Argentina; Lebanon

- Organization Names:* Facetas; *Al-Majal* (periodical)  
*Dates:* 1974
- 0364 S-15-74 Talking Paper on the Results of the Brazil Binational Center Study**  
*Descriptive Title:* Urban Brazilian use of USIA binational centers, August 1974  
*Subject Terms:* Cultural relations; Surveys and questionnaires; Urban areas; Colleges and universities; Students; Languages and linguistics; Statistical data: population; Occupations; Music; Motion pictures; Art; Literature  
*Geographic Place Names:* Rio de Janeiro, Brazil; Santos, Brazil; Salvador, Brazil  
*Dates:* August 1974
- 0437 S-16-74 Readership Survey on World Today Conducted in Taiwan**  
*Descriptive Title:* *World Today* readership in urban Taiwan, November 1974  
*Subject Terms:* Reading; Periodicals; Surveys and questionnaires; Urban areas; Social science research; Statistical data: population  
*Organization Names:* *World Today* (periodical)  
*Dates:* November 1974
- 0456 S-17-74 Agency Media Research in 1973**  
*Descriptive Title:* USIA 1973 media research, January 1974  
*Subject Terms:* Periodicals; Research  
*Dates:* January 1974
- 0462 S-18-74 Assessment of the Radio Liberty Report on its Audience in the USSR**  
*Descriptive Title:* Western radio listening in the USSR, March 1974  
*Subject Terms:* Radio Free Europe/Radio Liberty; Voice of America; Educational attainment  
*Geographic Place Names:* USSR  
*Organization Names:* BBC; Deutsche Welle  
*Dates:* March 1974
- 0471 S-19-74 Responses to the Odessa Exhibit**  
*Descriptive Title:* USIA exhibit in Odessa, Ukraine, visitor reactions, May 1974  
*Subject Terms:* Exhibitions and trade fairs; Public opinion  
*Geographic Place Names:* Odessa, Ukraine  
*Dates:* May 1974
- 0478 S-20-74 U.S. Progress and Environmental Exhibit in Bratislava, October 21–November 10, 1974**  
*Descriptive Title:* USIA exhibit in Bratislava, Slovenia, February 1975  
*Subject Terms:* Exhibitions and trade fairs; Public opinion  
*Geographic Place Names:* Bratislava, Slovenia  
*Dates:* February 1975
- 0482 S-21-74 Reading Habits of Bulgarian Youth**  
*Descriptive Title:* Bulgarian youth book reading habits, August 1974  
*Subject Terms:* Reading; Youth; Literature  
*Geographic Place Names:* Bulgaria  
*Dates:* August 1974
- 1975 Studies (Numbers 1–11)**
- 0485 S-1-75 IOR Back Up Materials for Director's Briefing Book [for Congressional Hearings]**  
*Descriptive Title:* USIA 1974–1975 research studies, annotated listing, August–September 1975  
*Subject Terms:* Social science research; Voice of America; Motion pictures; Mass media; Public opinion polls; Cultural relations  
*Geographic Place Names:* USSR; Eastern Europe; China, People's Republic of  
*Dates:* August–September 1975
- 0536 S-2-75 Media Product Ratings: A New Approach**  
*Descriptive Title:* USIA media product rating and usefulness, February 1975

Frame No.

- Subject Terms:* Mass media; Social science research  
*Dates:* February 1975
- 0554 S-3-75 Audience Reactions in Manila to Alistair Cooke's America Series Program #10**  
*Descriptive Title:* Philippine reactions to Alistair Cooke's America series, May 1975  
*Subject Terms:* Surveys and questionnaires; Motion pictures; Foreign opinion of the U.S.  
*Geographic Place Names:* Manila, Philippines  
*Persons as Subjects:* Cooke, Alistair  
*Dates:* May 1975
- 0580 S-4-75 U.S. Standing in Foreign Public Opinion Following Recent Indochina Developments**  
*Descriptive Title:* Foreign opinion of the U.S. after the fall of South Vietnam, July 1975  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military assistance; Communism and communist parties; Social science research  
*Geographic Place Names:* Vietnam, Republic of; Japan; UK; France; Germany, Federal Republic of; Israel; Australia  
*Dates:* July 1975
- 0628 S-5-75 Japanese Public Opinion Relevant to U.S.-Japan Relations after Vietnam**  
*Descriptive Title:* Japanese public opinion of the U.S. and U.S.-Japan relations, July 1975  
*Subject Terms:* Public opinion polls; National defense; Military assistance; Foreign opinion of the U.S.  
*Geographic Place Names:* Japan; China, People's Republic of; USSR  
*Dates:* July 1975
- 0640 S-6-75 IPC Restudy of Philippine Influentials**  
*Descriptive Title:* Philippine leaders, August 1975  
*Subject Terms:* Statistical data: population; Urban areas  
*Geographic Place Names:* Philippines  
*Principal Correspondents:* Makil, Perla Q.  
*Content Notes:* Contains rank and alphabetical listings of 139 individuals (Frame 0646)  
*Dates:* August 1975
- 0684 S-7-75 Analysis of News Agency Coverage of the U.S. Supplied to the Near East and North Africa**  
*Descriptive Title:* News agency coverage of the U.S. in the Middle East and North Africa, including the shuttle diplomacy of Henry Kissinger, kidnapping of Colonel Ernest R. Morgan in Lebanon, Apollo-Soyuz launch, and CIA hearings, October 1975  
*Subject Terms:* Press; Foreign opinion of the U.S.; Social science research; Diplomatic and consular service; Kidnapping; Space programs  
*Geographic Place Names:* Middle East; Africa  
*Persons as Subjects:* Kissinger, Henry; Morgan, Ernest R.  
*Organization Names:* Associated Press; United Press International; Reuters; Agence France Presse; TASS; Middle East News Agency  
*Federal Departments and Agencies:* CIA  
*Content Notes:* Contains tabulations of major news stories of the day by wire service and country  
*Dates:* October 1975
- 0902 S-8-75 A Factor Analysis of International Broadcast Listening Patterns in Colombia and Mexico**  
*Descriptive Title:* International radio listening in Colombia and Mexico, December 1975  
*Subject Terms:* Radio; Social science research; Voice of America  
*Geographic Place Names:* Colombia; Mexico  
*Organization Names:* BBC  
*Dates:* December 1975

Frame No.

- 0969 S-9-75 Soviet Media Treatment of the United States**  
*Descriptive Title:* Soviet media coverage of the U.S., December 1975  
*Subject Terms:* Mass media; Foreign opinion of the U.S.  
*Geographic Place Names:* USSR  
*Dates:* December 1975
- 0987 S-10-75 Public Opinion about Public Opinion**  
*Descriptive Title:* Public opinion of public opinion polls, April 1975  
*Subject Terms:* Public opinion polls  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* April 1975
- 0990 S-11-75 Preliminary Indications on *Topic* Readership in Kenya**  
*Descriptive Title:* Kenyan readership of *Topic* magazine, April 1975  
*Subject Terms:* Reading; Periodicals  
*Organization Names:* *Topic* (periodical)  
*Dates:* April 1975

## Reel 16

### 1975 Studies (Numbers 12-16)

- 0001 S-12-75 USIA Accomplishments and Assessments, 1974-1975**  
*Descriptive Title:* USIA 1974-1975 accomplishments and assessments, April 1975  
*Subject Terms:* Presidential succession; Voice of America; Public opinion polls; Press; Periodicals; Foreign trade; Exhibitions and trade fairs; Tourist trade; Exchange of persons programs; Libraries; Languages and linguistics; Books and bookselling; Arts and the humanities; Curricula; Social science research; Reading; Foreign opinion of the U.S.  
*Persons as Subjects:* Nixon, Richard M.; Ford, Gerald R.  
*Federal Departments and Agencies:* Department of Commerce  
*Dates:* April 1975
- 0122 S-13-75 Media and Leisure-Time Habits in Hungary, 1974**  
*Descriptive Title:* Hungarian mass media and television habits, April 1975  
*Subject Terms:* Surveys and questionnaires; Mass media; Television; Social science research; Statistical data: population  
*Geographic Place Names:* Hungary; Austria  
*Dates:* April 1975
- 0153 S-14-75 Audience Reaction to *Vision* in Manila and Bogota**  
*Descriptive Title:* *Vision* television series audiences in Manila, Philippines, and Bogota, Colombia, August 1975  
*Subject Terms:* Television  
*Geographic Place Names:* Manila, Philippines; Bogota, Colombia  
*Organization Names:* *Vision* (television series)  
*Dates:* August 1975
- 0160 S-15-75 The Film Testing Program**  
*Descriptive Title:* USIA film testing program, September 1975  
*Subject Terms:* Motion pictures; Surveys and questionnaires  
*Principal Correspondents:* Skoczylas, Elehie N.  
*Dates:* September 1975
- 0164 S-16-75 Photography USA: Impressions of American Guides on Romania**  
*Descriptive Title:* American impressions of Romanians, 1975  
*Subject Terms:* Photography; Exhibitions and trade fairs; Socialism  
*Geographic Place Names:* Romania  
*Dates:* 1975



**1976 Studies (Numbers 1–29)**

- 0168 S-1–76 Analysis of Newspaper Coverage of the U.S. in the Near East, North Africa and South Asia**  
*Descriptive Title:* Foreign newspaper coverage of the U.S., including the kidnapping of Colonel Ernest R. Morgan in Lebanon, Apollo-Soyuz launch, CIA hearings, and shuttle diplomacy of Henry Kissinger, January 1976  
*Subject Terms:* Foreign opinion of the U.S.; Newspapers; Social science research; Kidnapping; Space programs; Diplomatic and consular service  
*Geographic Place Names:* Middle East; Africa; South Asia  
*Persons as Subjects:* Morgan, Ernest R.; Kissinger, Henry  
*Organization Names:* Associated Press; United Press International; Reuters; Agence France Presse; TASS; Middle East News Agency  
*Federal Departments and Agencies:* CIA  
*Content Notes:* Includes tabulations by newspaper and source  
*Dates:* January 1976
- 0279 S-2–76 German Image Study**  
*Descriptive Title:* West German elites' image of the U.S., December 1976  
*Subject Terms:* Foreign opinion of the U.S.; Officials; Journalism; Business; Executives; Labor; Arts and the humanities; Colleges and universities; Teachers; Students; Democracy; Competition  
*Geographic Place Names:* Germany, Federal Republic of  
*Dates:* December 1976
- 0316 S-3–76 VOA Transmission Task Force: A Study of Options**  
*Descriptive Title:* Voice of America transmission options, March 1976  
*Subject Terms:* Voice of America; Electronics equipment and industry; Government spending; Communications satellites; Federal employees  
*Organization Names:* COMSAT; Intelsat  
*Principal Correspondents:* Giddens, Kenneth R.  
*Content Notes:* Contains map with VOA relay stations overseas (Frame 0336); Appendix A comprises A Historical Sketch of the VOA Network (Frame 0428); Appendix F-1 comprises a bar graph of Current Allocation of Resources, FY 1974 (Frame 0471); Executive Summary (Frame 0554)  
*Dates:* March 1976
- 0609 S-4–76 Public Opinion in Western Europe, Canada and Japan on Issues Relevant to the Puerto Rico Economic Conference**  
*Descriptive Title:* Foreign public opinion on economic issues, August 1976  
*Subject Terms:* Public opinion polls; Economic policy; Foreign economic relations; Foreign trade; Developing countries; Educational attainment  
*Geographic Place Names:* Germany, Federal Republic of; France; UK; Canada; Japan  
*Dates:* August 1976
- 0645 S-5–76 VOA Language Priorities and Technical Facilities Requirements**  
*Descriptive Title:* Voice of America language priorities and technical facilities, September 1976  
*Subject Terms:* Voice of America; Languages and linguistics; Electronics equipment and industry; Social science research  
*Dates:* September 1976
- 0753 S-6–76 VOA Russian Language Audiences in the Soviet Union**  
*Descriptive Title:* Voice of America Russian-language audiences in the Soviet Union, September 1976  
*Subject Terms:* Voice of America; Languages and linguistics; Radio Free Europe/Radio Liberty  
*Geographic Place Names:* USSR  
*Organization Names:* Radio Sweden; BBC; Deutsche Welle  
*Dates:* September 1976

- 0759 S-7-76 Project Report: Attitudes and Receptions of Graduates of Leading Japanese Universities Regarding the United States and Japanese-American Relations**  
*Descriptive Title:* Japanese university graduates' opinions relevant to U.S.-Japan relations, September 1976  
*Subject Terms:* Public opinion polls; Colleges and universities; Educational attainment; Foreign opinion of the U.S.; Political parties; Culture; Arts and the humanities; Social and family life; Economic policy; Statistical data: population; Social science research; Surveys and questionnaires  
*Geographic Place Names:* Japan  
*Content Notes:* Contains a Capsule Summary (Frame 0859)  
*Dates:* September 1976
- 0887 S-8-76 Research on Audience to VOA and Other International Broadcasters in Eastern Europe**  
*Descriptive Title:* Western radio listening in Eastern Europe, September 1976  
*Subject Terms:* Voice of America; Radio Free Europe/Radio Liberty; Travel; Surveys and questionnaires  
*Geographic Place Names:* Eastern Europe  
*Organization Names:* BBC  
*Dates:* September 1976
- 0897 S-9-76 Research to Support Agency Precepts**  
*Descriptive Title:* Foreign public opinion of the U.S., December 1976  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; National defense; Foreign trade; Economic policy  
*Geographic Place Names:* Western Europe; Israel; Australia; Japan  
*Principal Correspondents:* Monsen, G. Richard  
*Dates:* December 1976
- 0937 S-10-76 Magazines Distribution**  
*Descriptive Title:* USIA magazine distribution, August 1976  
*Subject Terms:* Periodicals; Surveys and questionnaires  
*Dates:* August 1976
- 0941 S-11-76 Mexican Views on Foreign Investment Compared to Facts Disclosed by Recent Survey**  
*Descriptive Title:* Mexican elites' views on foreign investment, March 1976  
*Subject Terms:* Public opinion polls; Foreign investments; Profit  
*Geographic Place Names:* Mexico  
*Dates:* March 1976

## Reel 17

### 1976 Studies (Numbers 17-20)

- 0001 S-12-76 The United States Information Agency: A Bibliography, Second Edition, 1976**  
*Descriptive Title:* USIA bibliography, 1976  
*Subject Terms:* Bibliographies; Books and bookselling; Periodicals; Officials; Federal employees; Libraries; Cultural relations; Exhibitions and trade fairs; Press; Voice of America; Television; Motion pictures; Journalism; Propaganda; Exchange of persons programs; Executive orders; Presidential communications and messages; Congressional committees; Government spending  
*Organization Names:* Radio in the American Sector

Frame No.

- Content Notes:* Compiled largely from holdings in the agency's library, neither complete nor exhaustive; Author Index (Frame 0104); Title Index (Frame 0110)  
*Dates:* 1976
- 0113 S-13-76 Agency Periodical Distribution: A Summary of Relevant Research**  
*Descriptive Title:* USIA periodical distribution, September 1976  
*Subject Terms:* Periodicals; Social science research; Surveys and questionnaires; Postal service  
*Dates:* September 1976
- 0133 S-14-76 Some Indications of Trends and Current Opinions About the U.S. and NATO in Western Europe**  
*Descriptive Title:* West European public opinion of the U.S. and NATO, November 1976  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy  
*Organization Names:* NATO  
*Content Notes:* Contains article by Leslie H. Gelb, "Poll in West Europe Finds U.S. Prestige Lowest in 22 Years," New York Times, October 21, 1976  
*Dates:* November 1976
- 0168 S-15-76 Some Policy Implications of Recent Survey Findings**  
*Descriptive Title:* Foreign public opinion of the U.S. and policy implications, 1976  
*Subject Terms:* Foreign opinion of the U.S.; Foreign economic relations; Public opinion polls; National defense  
*Geographic Place Names:* Western Europe; Israel; Australia; Japan  
*Organization Names:* NATO  
*Dates:* 1976
- 0208 S-16-76 The Impact of Foreign Private Investment on the Mexican Economy**  
*Descriptive Title:* Foreign investments impact in Mexico, January 1976  
*Subject Terms:* Foreign investments; Surveys and questionnaires  
*Geographic Place Names:* Mexico  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* January 1976
- 0214 S-17-76 VOA-CAAP [Continuing Audience Analysis Program] II Mail Survey (The Ostberg Report) (Draft)**  
*Descriptive Title:* Voice of America audience listening habits and preferences, December 1976  
*Subject Terms:* Voice of America; Postal service; Surveys and questionnaires; Languages and linguistics; Educational attainment; Economics; Radio  
*Geographic Place Names:* Nigeria; Colombia; Lebanon; Ivory Coast; Brazil  
*Dates:* December 1976
- 0263 S-18-76 Comparative Study of Mexican Research Surveys**  
*Descriptive Title:* Mexican opinions on foreign investment, a comparative analysis of three surveys, April 1976  
*Subject Terms:* Foreign investments; Public opinion polls; Employment; Economic development  
*Geographic Place Names:* Mexico  
*Principal Correspondents:* Monsen, G. Richard  
*Dates:* April 1976
- 0299 S-19-76 Radio Listening Habits of Ethnic Germans in the Soviet Union**  
*Descriptive Title:* Radio listening habits of ethnic Germans who emigrated from the Soviet Union, May 1976  
*Subject Terms:* Radio Free Europe/Radio Liberty; Minority groups; Political refugees; Voice of America  
*Geographic Place Names:* USSR

*Organization Names:* Deutsche Welle; BBC  
*Principal Correspondents:* Monsen, G. Richard  
*Dates:* May 1976

**0305 S-20-76 The Relationship Between the Number of Hours Broadcast and the Relative Size of the Audience of a Given Broadcaster**

*Descriptive Title:* Voice of America listening, October 1976  
*Subject Terms:* Voice of America; Surveys and questionnaires  
*Principal Correspondents:* Krill, Robert F.  
*Dates:* October 1976

**1977 Studies (Number 1-17)**

**0310 S-1-77 Trends in the Image of U.S. Strength in Foreign Public Opinion, 1955-1976**

*Descriptive Title:* Foreign public opinion of U.S. strength, 1955-1976 trends, January 1977  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Military forces assessments; Nuclear weapons  
*Geographic Place Names:* USSR; China, People's Republic of; Japan; Western Europe  
*Dates:* January 1977

**0347 S-2-77 Foreign Public Opinion on Issues Relating to Arms Control, 1955-1976**

*Descriptive Title:* Foreign public opinion on arms control and the threat of nuclear war, 1955-1976 trends, February 1977  
*Subject Terms:* Public opinion polls; Arms control and disarmament; Nuclear weapons; War  
*Geographic Place Names:* USSR; UK; Germany, Federal Republic of; France; Italy  
*Dates:* February 1977

**0385 S-3-77 Foreign Public Opinion on U.S. Advocacy of Human Rights**

*Descriptive Title:* Foreign public opinion on U.S. advocacy of human rights, April 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Human rights  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Italy; Canada; Japan  
*Dates:* April 1977

**0388 S-4-77 Public Opinion in Participating Countries on Selected Economic Issues Relevant to the London Conference**

*Descriptive Title:* Foreign public opinion on economic health, April 1977  
*Subject Terms:* Public opinion polls; Economic policy; Foreign trade; Energy resources  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Japan; Canada  
*Organization Names:* European Economic Community  
*Dates:* April 1977

**0405 S-5-77 The Rising Significance of World Opinion**

*Descriptive Title:* World opinion as being worthy of respect, 1977  
*Subject Terms:* Public opinion  
*Dates:* 1977

**0408 S-6-77 European Perceptions of Comparative East-West Military Strength**

*Descriptive Title:* West European perceptions of comparative East-West military strength, May 1977  
*Subject Terms:* Public opinion polls; Military forces assessments  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Italy; Netherlands; USSR  
*Organization Names:* NATO; Warsaw Pact  
*Dates:* May 1977

**0423 S-7-77 European Expectations of SALT on the Eve of Secretary Vance's Moscow Talks**

*Descriptive Title:* West European expectations of the SALT negotiations, May 1977  
*Subject Terms:* Public opinion polls; Strategic Arms Limitation Talks; Nuclear weapons  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Italy; Netherlands; USSR  
*Dates:* May 1977

- 0432 S-8-77 U.S. Advisory Commission on Information**  
*Descriptive Title:* U.S. Advisory Commission on Information, 28<sup>th</sup> Report, May 1977  
*Subject Terms:* Public opinion polls; Congress; Voice of America; Officials; Federal employees; Diplomatic and consular service; Journalism; Exhibitions and trade fairs; Languages and linguistics; Curricula; Human rights; Foreign opinion of the U.S.; Military forces assessments; Nuclear weapons; Arms control and disarmament; War  
*Geographic Place Names:* USSR; China, People's Republic of; UK; France; Germany, Federal Republic of; Italy  
*Persons as Subjects:* Carter, Jimmy; Nixon, Richard M.; Ford, Gerald R.; Murrow, Edward R.  
*Organization Names:* NATO; European Community  
*Federal Departments and Agencies:* U.S. Advisory Commission on Information; Department of State  
*Principal Correspondents:* Gallop, George  
*Content Notes:* Contains list of commission members in Appendix A (Frame 0585)  
*Dates:* May 1977
- 0676 S-9-77 Assessing Agency Programs and Media Products**  
*Descriptive Title:* USIA program and media product assessment, June 1977  
*Subject Terms:* Periodicals; Voice of America; Motion pictures; Government spending; Cultural relations; Buildings; Libraries  
*Dates:* June 1977
- 0713 S-10-77 How Accurately Can Agency Officers Estimate Foreign Public Opinion?**  
*Descriptive Title:* West European public opinion, focusing on USIA estimate accuracy, July 1977  
*Subject Terms:* Public opinion polls; Social science research; Military forces assessments; Nuclear weapons  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; USSR  
*Dates:* July 1977
- 0725 S-11-77 Program Evaluation: A Study of the Pros and Cons of Its Expanded Utilization by USIA**  
*Descriptive Title:* USIA program evaluation, September 1977  
*Subject Terms:* Social science research; Government spending; Bibliographies  
*Organization Names:* World Bank  
*Federal Departments and Agencies:* Office of Management and Budget; Government Accounting Office; Agency for International Development  
*Content Notes:* Contains Bibliography (Frame 0771)  
*Dates:* September 1977
- 0778 S-12-77 European Perceptions of U.S. Strength, NATO and Nuclear Arms Reductions (draft report)**  
*Descriptive Title:* West European perceptions of U.S. military strength vis-à-vis the USSR, NATO, and nuclear arms reductions, October 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military forces assessments; Nuclear weapons; Arms control and disarmament; Statistical data: population; Government spending  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Italy; Netherlands; USSR  
*Organization Names:* NATO; Warsaw Pact  
*Dates:* October 1977
- 0846 S-13-77 The Agency and Its Audiences in the International Marketplace of Ideas**  
*Descriptive Title:* USIA audiences relative to media markets, including analyses of audiences in the USSR, Eastern Europe, and Communist China, December 1977  
*Subject Terms:* Social science research; Surveys and questionnaires; Periodicals; Voice of America; Cultural relations; Libraries; Reading; Motion pictures; Exhibitions and trade fairs; Exchange of persons programs

Frame No.

- Geographic Place Names:* USSR; Eastern Europe; China, People's Republic of  
*Dates:* December 1977
- 0919 S-14-77 West German Public Opinion on NATO and the U.S. Defense Commitment**  
*Descriptive Title:* West German public opinion on NATO and security, December 1977  
*Subject Terms:* Public opinion polls; National defense  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* December 1977
- 0922 S-15-77 Foreign Elite Perceptions of American Culture**  
*Descriptive Title:* European and Japanese elites' perceptions of American culture, 1977  
*Subject Terms:* Foreign opinion of the U.S.; Arts and the humanities; Mass media  
*Geographic Place Names:* Western Europe; Japan  
*Dates:* Missing data
- 0926 S-16-77 Utilization of Opinion Research by U.S. Foreign Affairs Agencies**  
*Descriptive Title:* USIA public opinion research, October 1977  
*Subject Terms:* Public opinion polls  
*Persons as Subjects:* Free, Lloyd  
*Dates:* October 1977
- 0935 S-17-77 Making Public Diplomacy Work through Social Science [Yankelovich Interim Report]**  
*Descriptive Title:* USIA "public diplomacy" through social science research, October 1977  
*Subject Terms:* Social science research; Diplomatic and consular service; Propaganda; Press; Public opinion; Voice of America  
*Dates:* October 1977

## Reel 18

### 1977 Studies (Numbers 18-49)

- 0001 S-18-77 Comments on the Yankelovich Interim Report**  
*Descriptive Title:* USIA "public diplomacy" through social science research, November 1977  
*Subject Terms:* Social science research; Diplomatic and consular service  
*Persons as Subjects:* Yankelovich, Daniel  
*Principal Correspondents:* Crossley, Helen M.  
*Dates:* November 1977
- 0007 S-19-77 Some Commentaries on the Yankelovich Report**  
*Descriptive Title:* USIA "public diplomacy" through social science research, November 1977  
*Subject Terms:* Social science research; Diplomatic and consular service; Propaganda; Government spending; Voice of America  
*Persons as Subjects:* Yankelovich, Daniel  
*Dates:* November 1977
- 0024 S-20-77 The Research Contribution to Public Diplomacy: IOR Comments on the Yankelovich Interim Report**  
*Descriptive Title:* USIA "public diplomacy" through social science research, November 1977  
*Subject Terms:* Social science research; Diplomatic and consular service; Propaganda; Intelligence services  
*Persons as Subjects:* Yankelovich, Daniel  
*Federal Departments and Agencies:* Office of Research (USIA)  
*Principal Correspondents:* Engle, Harold E.  
*Dates:* November 1977

- 0047 S-21-77 Testing the Agency's Cross-Cultural Effectiveness: Agency Research and Evaluation; Some Comments on the Yankelovich Report**  
*Descriptive Title:* USIA "public diplomacy" through social science research, November 1977  
*Subject Terms:* Social science research; Diplomatic and consular service; Propaganda  
*Persons as Subjects:* Yankelovich, Daniel  
*Dates:* November 1977
- 0057 S-22-77 Expectations of U.S., USSR and China World Power in 1977, Part I**  
*Descriptive Title:* Foreign public opinion on world powers, January 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* USSR; China, People's Republic of; Europe; Canada; Latin America; Asia  
*Dates:* January 1977
- 0060 S-23-77 Educated Indian Opinion on International Affairs**  
*Descriptive Title:* Educated Indians' opinions on international affairs, December 1977  
*Subject Terms:* Public opinion polls; Educational attainment; Colleges and universities; Human rights  
*Geographic Place Names:* India  
*Persons as Subjects:* Desai, Morarji; Carter, Jimmy  
*Dates:* December 1977
- 0065 S-24-77 Analysis of Known European Audiences**  
*Descriptive Title:* European and Asian elite audiences for USIA media products, November 1977  
*Subject Terms:* Social science research; Colleges and universities; Teachers; Students; Foreign opinion of the U.S.; Voice of America; Exhibitions and trade fairs; Periodicals; Exchange of persons programs; Diplomatic and consular service  
*Geographic Place Names:* Western Europe; USSR; Eastern Europe; China, People's Republic of  
*Dates:* November 1977
- 0109 S-25-77 West European Opinion on Human Rights Issues**  
*Descriptive Title:* West European public opinion on human rights issues, October 1977  
*Subject Terms:* Public opinion polls; Human Rights  
*Geographic Place Names:* Germany, Federal Republic of; UK; Italy; France  
*Dates:* October 1977
- 0113 S-26-77 Satellite Relay of VOA Broadcasts: The Bandwidth Factor**  
*Descriptive Title:* Voice of America broadcasting via satellite relay, October 1977  
*Subject Terms:* Communications satellites; Voice of America; Federal employees; Social science research  
*Geographic Place Names:* Canada  
*Dates:* October 1977
- 0143 S-27-77 Research in USIA**  
*Descriptive Title:* USIA research, March 1977  
*Subject Terms:* Social science research; Psychology; Foreign opinion of the U.S.  
*Dates:* March 1977
- 0156 S-28-77 U.S.-Mexico Economic Relations and the Image of U.S. Investment**  
*Descriptive Title:* Mexican elites' views on U.S.-Mexico economic relations, May 1977  
*Subject Terms:* Public opinion polls; Foreign economic relations; Foreign investments; Colleges and universities; Students; Teachers; Labor; Officials; Journalism; Executives  
*Geographic Place Names:* Mexico  
*Dates:* May 1977
- 0166 S-29-77 British Public Assessment of President Carter and U.S. Foreign Policy**  
*Descriptive Title:* British public opinion of President Jimmy Carter, June 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* UK

Frame No.

- Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Engle, Harold E.  
*Dates:* June 1977
- 0169 S-30-77 French Public Opinion of President Carter**  
*Descriptive Title:* French public opinion of President Jimmy Carter, 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* France  
*Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* 1977
- 0171 S-31-77 Israeli and German Public Opinion of President Carter**  
*Descriptive Title:* Israeli and German public opinion of President Jimmy Carter, July 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Israel; Germany, Federal Republic of  
*Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* July 1977
- 0173 S-32-77 President Carter's Standing in British Opinion**  
*Descriptive Title:* British public opinion of President Jimmy Carter, September 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* UK  
*Persons as Subjects:* Carter, Jimmy  
*Dates:* September 1977
- 0176 S-33-77 The Application of Social Science Methodologies to USIA Audience Identification: Report of Research in Brazil**  
*Descriptive Title:* USIA research methods and Brazilian audiences, November 1977  
*Subject Terms:* Social science research; Surveys and questionnaires; Foreign trade; Banks and banking; Foreign investments; Commodities; Executives; Coffee; Soybeans; Shoe industry  
*Geographic Place Names:* Brazil  
*Dates:* November 1977
- 0259 S-34-77 President Carter's Image in France**  
*Descriptive Title:* French opinion of President Jimmy Carter, by political party, December 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Political parties  
*Geographic Place Names:* France  
*Persons as Subjects:* Carter, Jimmy  
*Dates:* December 1977
- 0262 S-35-77 Radio Listening in Israel**  
*Descriptive Title:* Radio listening in Israel, July 1977  
*Subject Terms:* Radio; Social science research  
*Geographic Place Names:* Israel  
*Principal Correspondents:* Collins, Fred C.  
*Dates:* July 1977
- 0265 S-36-77 Aspects of American Foreign Policy as Viewed by Young British Influentials (draft)**  
*Descriptive Title:* British elites' views on U.S. foreign policy and British national interests, March 1977  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls; Officials; Colleges and universities; Teachers; Journalism; Executives; International agencies  
*Geographic Place Names:* UK; USSR  
*Organization Names:* NATO; European Economic Community



Frame No.

- Content Notes:* Survey captures views of government officials, university professors, media leaders, and business executives under the age of forty  
*Dates:* March 1977
- 0333 S-37-77 UK Young Influentials Study**  
*Descriptive Title:* British elites' views on U.S. foreign policy, April 1977  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* UK  
*Dates:* April 1977
- 0337 S-38-77 International Radio Listening in the Arab World, 1977**  
*Descriptive Title:* Arab audience estimates for select international broadcasters, February 1977  
*Subject Terms:* Radio; Voice of America; Electronics equipment and industry; Statistical data: population  
*Geographic Place Names:* North Africa; Middle East  
*Organization Names:* BBC; Radio Cairo; Radio Monte Carlo  
*Dates:* February 1977
- 0399 S-39-77 Listening to Foreign Radio in India**  
*Descriptive Title:* Foreign radio listening in India, August 1977  
*Subject Terms:* Surveys and questionnaires; Voice of America; Electronics equipment and industry; Languages and linguistics  
*Geographic Place Names:* India  
*Organization Names:* BBC; Radio Moscow  
*Dates:* August 1977
- 0408 S-40-77 European Attitudes toward the U.S. Position on Human Rights**  
*Descriptive Title:* West European public opinion of U.S. policy on human rights, September 1977  
*Subject Terms:* Public opinion polls; Human rights  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; USSR  
*Principal Correspondents:* Engle, Harold E.  
*Dates:* September 1977
- 0412 S-41-77 West European Opinion on Basket III Issues**  
*Descriptive Title:* West European public opinion on international cooperation in humanitarian field, 1977  
*Subject Terms:* Public opinion polls; Human rights; Conference on Security and Cooperation in Europe  
*Geographic Place Names:* USSR; Germany, Federal Republic of; UK; Italy; France  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* 1977
- 0415 S-42-77 Attitudes of University Educated Indians toward the U.S. and the USSR**  
*Descriptive Title:* Educated Indians' views on the U.S. and USSR, September 1977  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* India; USSR  
*Dates:* September 1977
- 0418 S-43-77 The American Image among the Educated, Urban French**  
*Descriptive Title:* U.S. image among urban, college-educated Frenchmen and women, 1977  
*Subject Terms:* Foreign opinion of the U.S.; Surveys and questionnaires; Urban areas; Educational attainment; Science and technology; Economic policy; Democracy; Personal and family income; Race relations; Arts and the humanities; Aged and aging  
*Geographic Place Names:* France  
*Persons as Subjects:* Nixon, Richard M.  
*Dates:* 1977

- 0521 S-44-77 President Carter's Statement on USIA Polls**  
*Descriptive Title:* President Jimmy Carter's statement on USIA polls, November 1976, June–July 1977  
*Subject Terms:* Public opinion polls; Presidential communications and messages; Foreign opinion of the U.S.; Social science research  
*Geographic Place Names:* Western Europe; USSR  
*Persons as Subjects:* Carter, Jimmy; Hanson, Joe  
*Organization Names:* NATO  
*Principal Correspondents:* Engle, Harold E.; Crespi, Leo P.  
*Dates:* November 1976, June–July 1977
- 0535 S-45-77 IOR Research Reporting**  
*Descriptive Title:* USIA research reporting, August 1977  
*Subject Terms:* Social science research; Foreign opinion of the U.S.; American Revolution Bicentennial Celebration  
*Geographic Place Names:* UK  
*Federal Departments and Agencies:* Office of Research and Assessment (USIA)  
*Dates:* August 1977
- 0543 S-46-77 Some Recent Media Attacks on USIA/VOA**  
*Descriptive Title:* Soviet and Eastern European media attacks on USIA and Voice of America, 1977  
*Subject Terms:* Voice of America; Mass media; Human rights; Radio Free Europe/Radio Liberty; Propaganda  
*Geographic Place Names:* USSR; Eastern Europe  
*Dates:* 1977
- 0548 S-47-77 International Studies Association Roundtable on "Eastern European Perceptions of U.S. Policies and Politics"**  
*Descriptive Title:* Eastern European perceptions of U.S. policies, April 1977  
*Subject Terms:* Foreign opinion of the U.S.; Conferences  
*Geographic Place Names:* Eastern Europe  
*Persons as Subjects:* Wiatr, Jerzy; Benko, Vlado; Pastusiak, Longrin; Plagemann, Karl-Ernst; Teune, Henry  
*Organization Names:* International Studies Association  
*Dates:* April 1977
- 0553 S-48-77 Airlie House Conference on Eurocommunism**  
*Descriptive Title:* Eurocommunism conference, 1977  
*Subject Terms:* Conferences; Communism and communist parties  
*Geographic Place Names:* Europe  
*Organization Names:* European Economic Community; Council for Mutual Economic Assistance  
*Principal Correspondents:* McGregor, James P.  
*Content Notes:* Contains list of participants (Frame 0560)  
*Dates:* 1977
- 0564 S-49-77 World Youth Festivals—Backgrounder for VOA**  
*Descriptive Title:* World Youth Festivals, 1977  
*Subject Terms:* Youth; Communism and communist parties; Propaganda  
*Geographic Place Names:* USSR; German Democratic Republic  
*Dates:* 1977
- 1978 Studies (Numbers 1–15)**
- 0568 S-1-78 Mexican Elite Opinions about U.S.-Mexican Economic Relationships**  
*Descriptive Title:* Latin American opinions on U.S. economic relations, January 1978

- Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Foreign investments; Foreign economic relations; Developing countries; Poverty; Social science research  
*Geographic Place Names:* Mexico; Colombia  
*Dates:* January 1978
- 0601 S-2-78 Public Opinion among Urban Columbians on North-South Issues**  
[Report misfiled in preceding folder]
- 0602 S-3-78 Israeli Public Opinion on US-Israeli Relations and Settlement Issues Before the Begin-Carter Talks**  
*Descriptive Title:* Israeli public opinion on U.S.-Israel relations, April 1978  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Israel  
*Persons as Subjects:* Sadat, Anwar  
*Dates:* April 1978
- 0605 S-4-78 The European Elite Image of American Society**  
*Descriptive Title:* West European elites' image of U.S. society, April 1978  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy  
*Dates:* April 1978
- 0612 S-5-78 Young British Influentials View American Foreign Policy**  
*Descriptive Title:* British elites' view of U.S. foreign policy, April 1978  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Security  
*Content Notes:* Report covers opinions of four hundred influential persons in politics, the media, business, and academia, all under the age of forty  
*Dates:* April 1978
- 0618 S-6-78 University Educated Indians Assess President Carter and His Visit to India**  
*Descriptive Title:* University-educated Indians' opinions of President Jimmy Carter and his visit to India, April 1978  
*Subject Terms:* Educational attainment; Urban areas; Public opinion polls; Officials; Travel; Human rights  
*Geographic Place Names:* India  
*Persons as Subjects:* Carter, Jimmy  
*Dates:* April 1978
- 0628 S-7-78 Australian Attitudes toward the U.S. and Regional Security**  
*Descriptive Title:* Australian opinion of the U.S. and regional security, April 1978  
*Subject Terms:* Foreign opinion of the U.S.; Security; Public opinion polls; Treaties and conventions  
*Geographic Place Names:* Australia  
*Dates:* April 1978
- 0632 S-8-78 A Compendium of Research Evidence on the Successor Generation in Europe**  
*Descriptive Title:* USIA research on the "take-over" generation in Western Europe, April 1978  
*Subject Terms:* Social science research; Public opinion polls; Personal and family income; National defense; Human rights; Foreign trade; Developing countries; Foreign opinion of the U.S.; Arts and the humanities; Youth  
*Geographic Place Names:* Western Europe; Germany, Federal Republic of; France; UK; USSR  
*Persons as Subjects:* Inglehart, Ronald  
*Organization Names:* NATO  
*Dates:* April 1978
- 0715 S-9-78 Israeli Public Confidence in U.S. Backing Diminishes**  
*Descriptive Title:* Israeli opinions on U.S.-Israel relations, May 1978  
*Subject Terms:* Public opinion polls; National defense  
*Geographic Place Names:* Israel  
*Dates:* May 1978

Frame No.

- 0717 S-10-78 The Importance of Foreign Public Opinion to U.S. Foreign Policy**  
*Descriptive Title:* Foreign public opinion and U.S. foreign policy, June 1978  
*Subject Terms:* Foreign opinion of the U.S.; Psychology; Social science research; Diplomatic and consular service; Nuclear weapons; Military forces assessments  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; USSR  
*Dates:* June 1978
- 0751 S-11-78 Opinion Survey on Economic Issues for the Bonn Conference**  
*Descriptive Title:* Foreign public opinion on economic issues, June 1978  
*Subject Terms:* Public opinion polls; Energy resources; Foreign trade; Foreign exchange; Developing countries  
*Geographic Place Names:* Japan; Germany, Federal Republic of; UK; France; Canada  
*Dates:* June 1978
- 0790 S-12-78 Italian Opinion on Economic Issues Before the Bonn Conference**  
*Descriptive Title:* Italian opinion on economic issues, July 1978  
*Subject Terms:* Public opinion polls; Foreign exchange; Energy resources; Foreign trade  
*Geographic Place Names:* Italy  
*Dates:* July 1978
- 0795 S-13-78 Interest and Attitudes of Concerned Publics regarding Arms Control/Disarmament Issues**  
*Descriptive Title:* Arms control and disarmament worldwide interest, focusing on those who influence government policy, as related by USIA field officers, August 1978  
*Subject Terms:* Surveys and questionnaires; Arms control and disarmament; Nuclear test ban; Strategic Arms Limitation Talks; Chemical and biological warfare  
*Geographic Place Names:* USSR  
*Content Notes:* Contains 31 country profiles  
*Dates:* August 1978
- 0875 S-14-78 Some Factors Relating to Foreign Perceptions of U.S. Military Strength**  
*Descriptive Title:* Foreign perceptions of U.S. and USSR military strength, September 1978  
*Subject Terms:* Foreign opinion of the U.S.; Military forces assessments; Nuclear weapons; Public opinion polls  
*Geographic Place Names:* USSR; Western Europe  
*Dates:* September 1978
- 0895 S-15-78 The Effectiveness of the Exchange Program**  
*Descriptive Title:* Exchange program effectiveness, October 1978  
*Subject Terms:* Exchange of persons programs; Foreign opinion of the U.S.; Surveys and questionnaires  
*Geographic Place Names:* Africa; Germany, Federal Republic of  
*Organization Names:* International Research Associates; Development and Training Research Institute (American University)  
*Dates:* October 1978

## Reel 19

### 1978 Studies (Numbers 16-42)

- 0001 S-16-78 The ICA: A New Role for Research (International Communication Agency)**  
*Descriptive Title:* International Communication Agency establishment, with emphasis on "listening," April 1978  
*Subject Terms:* Government reorganization; Social science research; Government spending; Public opinion; History; Foreign opinion of the U.S.; Mass media; Travel; Communications; Research; Political science; Surveys and questionnaires; Accounting and auditing; Exchange of persons programs; Arts and the humanities

Frame No.

*Geographic Place Names:* Italy; USSR; Denmark; France

*Persons as Subjects:* Yankelovich, Daniel; Goldberger, Leo; Birnbaum, Norman

*Organization Names:* International Research and Exchanges Board; Commission on the Social Sciences and Humanities of the American Council of Learned Societies and the Academy of Sciences of the USSR

*Content Notes:* Appendix D comprises the Protocol of the Second Meeting of the Commission on the Social Sciences and Humanities of the American Council of Learned Societies and the Academy of Sciences of the USSR, June 6–10, 1977 (Frame 0127)

*Dates:* April 1978

**0146 S-17–78 Some Preliminary Comments on the Current Version of the Yankelovich Report**

*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on worldwide public opinion surveys, April 1978

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

*Persons as Subjects:* Yankelovich, Daniel

*Principal Correspondents:* Crespi, Leo P.

*Dates:* April 1978

**0159 S-18–78 Implications of the Yankelovich Report on Program and Evaluation Research**

*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on major media, April 1978

*Subject Terms:* Social science research; Voice of America

*Persons as Subjects:* Yankelovich, Daniel

*Principal Correspondents:* Janicki, W. Peter

*Dates:* April 1978

**0172 S-19–78 Thoughts and Comments on the “Yankelovich” Report**

*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on public opinion surveys, May 1978

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

*Persons as Subjects:* Yankelovich, Daniel

*Principal Correspondents:* Gorder, Curt

*Dates:* May 1978

**0188 S-20–78 Response to the Yankelovich Report**

*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on functional organization, May 1978

*Subject Terms:* Social science research; Government reorganization; Federal employees

*Persons as Subjects:* Yankelovich, Daniel

*Dates:* May 1978

**0211 S-21–78 Gap in the Yankelovich Report: The Need for Field Research Officers**

*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on the need for stationing agency research officers abroad, May 1978

*Subject Terms:* Social science research; Government reorganization; Federal employees

*Persons as Subjects:* Yankelovich, Daniel

*Dates:* May 1978

- 0217 S-22-78 Guidelines for the Reorganization of Research Activities in ICA**  
*Descriptive Title:* USIA comments on the Yankelovich report recommendations for establishment of the International Communication Agency, focusing on budget, mission, and organization, July 1978  
*Subject Terms:* Social science research; Government reorganization; Government spending  
*Persons as Subjects:* Yankelovich, Daniel  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* July 1978
- 0222 S-23-78 A Study of an American Technology Exhibit in India**  
*Descriptive Title:* U.S. technology exhibit in India, May 1978  
*Subject Terms:* Science and technology; Exhibitions and trade fairs; Surveys and questionnaires; Statistical data: population  
*Geographic Place Names:* India  
*Dates:* May 1978
- 0236 S-24-78 Some Implications of Mexican Attitudes toward Foreign Investment**  
*Descriptive Title:* Mexican opinions on foreign investment, February 1978  
*Subject Terms:* Public opinion polls; Foreign investments; Foreign opinion of the U.S.  
*Geographic Place Names:* Mexico  
*Organization Names:* U.S. Chamber of Commerce  
*Dates:* February 1978
- 0264 S-25-78 West European Perceptions of NATO**  
*Descriptive Title:* West European public opinion of NATO, April 1978  
*Subject Terms:* Public opinion polls; National defense  
*Geographic Place Names:* Germany, Federal Republic of; UK; France; Italy; Denmark; Netherlands  
*Organization Names:* NATO  
*Dates:* April 1978
- 0268 S-26-78 Trend Measurement of U.S. Standing in Foreign Public Opinion**  
*Descriptive Title:* Foreign public opinion of the U.S., 1952-1976 trends, June 1978  
*Subject Terms:* Foreign opinion of the U.S.; American Revolution Bicentennial Celebration  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Japan; Italy; USSR  
*Dates:* June 1978
- 0329 S-27-78 Highlights from the 1977 Middle East Media Study in Egypt**  
*Descriptive Title:* Egyptian listening to Western radio, comparing the general public with decision makers in government, finance, and industry, December 1978  
*Subject Terms:* Surveys and questionnaires; Voice of America; Social science research; Urban areas; Public opinion; Officials; Finance; Industry  
*Geographic Place Names:* Cairo, Egypt; Alexandria, Egypt  
*Organization Names:* BBC; Radio Monte Carlo  
*Dates:* December 1978
- 0369 S-28-78 Highlights from the 1977 Middle East Media Study in Kuwait**  
*Descriptive Title:* Kuwaiti listening to Western radio, comparing the general public with decision makers in government, finance, and industry, December 1978  
*Subject Terms:* Surveys and questionnaires; Voice of America; Social science research; Urban areas; Public opinion; Officials; Finance; Industry  
*Geographic Place Names:* Kuwait  
*Organization Names:* BBC; Radio Monte Carlo  
*Dates:* December 1978
- 0410 S-29-78 Highlights from the 1977 Middle East Media Study in Saudi Arabia**  
*Descriptive Title:* Saudi listening to Western radio, comparing the general public with decision makers in finance and industry, December 1978

Frame No.

- Subject Terms:* Surveys and questionnaires; Voice of America; Social science research; Urban areas; Public opinion; Officials; Finance; Industry  
*Geographic Place Names:* Saudi Arabia  
*Organization Names:* BBC; Radio Monte Carlo  
*Dates:* Missing data
- 0450 S-30-78 Highlights from the 1977 Middle East Media in the Gulf States**  
*Descriptive Title:* Gulf State listening to Western radio, comparing the general public with decision makers in government, finance, and industry, December 1978  
*Subject Terms:* Surveys and questionnaires; Voice of America; Social science research; Urban areas; Public opinion; Officials; Finance; Industry  
*Geographic Place Names:* United Arab Emirates; Qatar; Bahrain  
*Organization Names:* BBC; Radio Monte Carlo  
*Dates:* December 1978
- 0491 S-31-78 Australian Attitudes toward U.S. Investment and Trade**  
*Descriptive Title:* Australian public opinion on U.S. investment and trade, June 1978  
*Subject Terms:* Public opinion polls; Foreign investments; Foreign trade  
*Geographic Place Names:* Australia; Japan  
*Organization Names:* European Economic Community  
*Dates:* June 1978
- 0496 S-32-78 Australian Attitudes toward U.S. Human Rights Advocacy**  
*Descriptive Title:* Australian public opinion of U.S. human rights advocacy, August 1978  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Human rights  
*Geographic Place Names:* Australia; USSR  
*Dates:* August 1978
- 0499 S-33-78 Standing of the President in UK Opinion**  
*Descriptive Title:* British public opinion of President Jimmy Carter, February 1978  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* UK  
*Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* February 1978
- 0502 S-34-78 Why ICA Should Survey the General Public Abroad**  
*Descriptive Title:* Foreign public opinion surveys, 1978  
*Subject Terms:* Public opinion polls; Voice of America  
*Dates:* 1978
- 0505 S-35-78 International Broadcasting to the Caribbean Area**  
*Descriptive Title:* International broadcasting to the Caribbean, March 1978  
*Subject Terms:* Voice of America; Languages and linguistics  
*Geographic Place Names:* Caribbean area  
*Organization Names:* BBC  
*Dates:* March 1978
- 0514 S-36-78 Israeli Opinion of President Carter**  
*Descriptive Title:* Israeli public opinion of President Jimmy Carter, June 1978  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Israel  
*Persons as Subjects:* Carter, Jimmy  
*Dates:* June 1978
- 0518 S-37-78 Canadian Opinion on Economic Issues before the Bonn Economic Summit**  
*Descriptive Title:* Canadian public opinion on economic issues, July 1978  
*Subject Terms:* Public opinion polls; Foreign economic relations; Economic policy; Foreign trade  
*Geographic Place Names:* Canada

Frame No.

- Organization Names:* European Economic Community  
*Dates:* July 1978
- 0524 S-38-78 Interim Report: The Effectiveness of VOA Hindi and Urdu**  
*Descriptive Title:* Voice of America effectiveness in Hindi and Urdu, July 1978  
*Subject Terms:* Voice of America; Languages and linguistics; Surveys and questionnaires  
*Geographic Place Names:* India; Pakistan  
*Organization Names:* BBC; Radio Moscow  
*Content Notes:* Contains maps showing where the languages are spoken in North India, with breakdowns by demographic characteristics, and VOA audiences by language  
*Dates:* July 1978
- 0564 S-39-78 Social Conflict in Modernization**  
*Descriptive Title:* Iranian alienation from Western values, September 1978  
*Subject Terms:* Culture  
*Geographic Place Names:* Iran  
*Dates:* September 1978
- 0568 S-40-78 IIPPO Survey of International Images and Disarmament and Arms Control Issues (September 1978)**  
*Descriptive Title:* Indian opinions on arms control and disarmament, September 1978  
*Subject Terms:* Public opinion polls; Urban areas; Arms control and disarmament; Nuclear weapons  
*Geographic Place Names:* India; USSR  
*Dates:* September 1978
- 0574 S-41-78 Contractor's Report of Pilot Study of Local Placement of VOA/ICA Radio Materials in Colombia**  
*Descriptive Title:* Radio audience in Bogota, Colombia, November 1978  
*Subject Terms:* Urban areas; Surveys and questionnaires; Voice of America  
*Dates:* November 1978
- 0578 S-42-78 Analysis of Communications Tensions in Selected Countries**  
*Descriptive Title:* Communications between the U.S. and select countries, September 1978  
*Subject Terms:* Communications; Economic policy; Foreign opinion of the U.S.; Security  
*Geographic Place Names:* Brazil; Canada; France; Italy; India; Japan; Mexico; Philippines; Sweden; Thailand; UK; Venezuela; Germany, Federal Republic of  
*Dates:* September 1978
- 0598 S-43-78 Research Findings and Inferences on Foreign Perceptions of U.S. Military Strength**  
*Descriptive Title:* Foreign opinion of U.S. military strength, September 1978  
*Subject Terms:* Foreign opinion of the U.S.; Military forces assessments; Public opinion polls; Nuclear weapons  
*Geographic Place Names:* USSR; UK; France; Germany, Federal Republic of; Italy; Australia; Japan; Israel  
*Organization Names:* NATO; Warsaw Pact  
*Dates:* September 1978
- 0612 S-44-78 "Agriculture: USA" Comment Book Analysis**  
*Descriptive Title:* "Agriculture: USA" (exhibit) visitor reactions, 1978  
*Subject Terms:* Exhibitions and trade fairs; Agriculture; Foreign opinion of the U.S.  
*Geographic Place Names:* Kiev, Ukraine  
*Dates:* 1978
- 1979 Studies (Numbers 1-8)**
- 0631 S-1-79 Sharing of International Communications Research: Role of the International Communication Agency**  
*Descriptive Title:* Communications research, 1979



- Subject Terms:* Communications; Research  
*Dates:* 1979
- 0642 S-2-79 Assessment of the Arabic Wireless File: Final Report**  
*Descriptive Title:* USIA Arabic-language wireless file, October 1979  
*Subject Terms:* Wireless telegraphy; Languages and linguistics; Press; Newspapers; Periodicals  
*Geographic Place Names:* Middle East; North Africa  
*Dates:* October 1979
- 0675 S-3-79 Australian Poll on President Carter's handling of Iran**  
*Descriptive Title:* Australian opinion of President Jimmy Carter's handling of Iran, December 1979  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Australia; Iran  
*Persons as Subjects:* Carter, Jimmy  
*Dates:* December 1979
- 0677 S-4-79 Similarity of U.S. to Foreign Opinion on the Desirability of Military Equivalence**  
*Descriptive Title:* U.S. and foreign opinion of superpower military equivalence, June 1979  
*Subject Terms:* Public opinion polls; Military forces assessments  
*Geographic Place Names:* USSR  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* June 1979
- 0680 S-5-79 The Wireless File Study**  
*Descriptive Title:* USIA wireless information transmission to Europe and Asia, December 1979  
*Subject Terms:* Wireless telegraphy; Social science research  
*Geographic Place Names:* Europe; Asia  
*Principal Correspondents:* Janicki, W. Peter  
*Content Notes:* Consists of charts and tables of study results by themes and types of information provided, broken down by region and country; also contains lists of daily transmission content by USIA post  
*Dates:* December 1979
- 0777 S-6-79 Trends in Perceptions of Eastern versus Western Strength**  
*Descriptive Title:* French and West German perceptions of cold war military strength, July 1979  
*Subject Terms:* Public opinion polls; Cold War; Military forces assessments  
*Geographic Place Names:* France; Germany, Federal Republic of; USSR  
*Organization Names:* NATO; Warsaw Pact  
*Dates:* July 1979
- 0780 S-7-79 Belgian Attitudes toward U.S. Foreign and International Economic Policy and Belgian Images of American Society**  
*Descriptive Title:* Belgian public opinion of U.S. foreign and international economic policy, August 1979  
*Subject Terms:* Public opinion polls; Security; Economic policy; Foreign economic relations; Social science research; Aged and aging; Military forces assessments; National defense; Foreign investments; Multinational corporations; Foreign opinion of the U.S.; Educational attainment; Statistical data: population  
*Geographic Place Names:* Belgium; Germany, Federal Republic of; France; USSR  
*Organization Names:* NATO  
*Content Notes:* Contains Bibliography (Frame 0947)  
*Dates:* August 1979
- 0948 S-8-79 West European Public Attitudes toward Defense in the Context of SALT II**  
*Descriptive Title:* West European public opinion on national defense in the context of the SALT II treaty, October 1979

Frame No.

*Subject Terms:* Public opinion polls; National defense; Strategic Arms Limitation Talks; Treaties and conventions; Nuclear weapons; Defense expenditures  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; USSR  
*Organization Names:* NATO  
*Dates:* October 1979

## Reel 20

### 1979 Studies (Numbers 9–34)

- 0001 S-9–79 West European Public Perceptions of Atlantic Cooperation**  
*Descriptive Title:* West European public opinion on NATO and European security, October 1979  
*Subject Terms:* Public opinion polls; National defense; Strategic Arms Limitation Talks; Treaties and conventions; Foreign economic relations; Military forces assessments; Defense expenditures  
*Geographic Place Names:* France; Germany, Federal Republic of; UK; Italy; Belgium; Netherlands; USSR  
*Organization Names:* NATO  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* October 1979
- 0048 S-10–79 Attitudes of Americans under Age Thirty toward Foreign Affairs**  
*Descriptive Title:* U.S. public opinions on foreign affairs, by age, November 1979  
*Subject Terms:* Public opinion polls; Aged and aging  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* November 1979
- 0054 S-11–79 The Extent of Anti-Americanism Abroad in the Wake of Iranian Developments**  
*Descriptive Title:* Anti-Americanism as exhibited in USIA surveys, December 1979  
*Subject Terms:* Foreign opinion of the U.S.; Public opinion polls  
*Geographic Place Names:* Iran  
*Dates:* December 1979
- 0066 S-12–79 The Attitudes of Iranian Students. The Perspective of the Past**  
*Descriptive Title:* Historical Iranian student attitudes toward the U.S., December 1979  
*Subject Terms:* Foreign opinion of the U.S.; Students; History  
*Geographic Place Names:* Iran  
*Dates:* December 1979
- 0070 S-13–79 Corporate Priorities Europe, 1979. Two Volumes**  
*Descriptive Title:* Public policy issues affecting business in Britain and France, 1979  
*Subject Terms:* Corporations; Government and business; Surveys and questionnaires; Employment; Labor; Energy resources; Environmental pollution and control; Consumer protection; Labor-management relations; Occupational health and safety; Petroleum and petroleum industry; Officials; Social science research  
*Geographic Place Names:* UK; France  
*Content Notes:* **Volume 1** (Frame 0077); Overview (Frame 0080); Britain (Frame 0094); Economic and Political Outlook (Frame 0095); Employee/Social Policy (Frame 0134); Company Operations (Frame 0161); Natural Resources—Energy (Frame 0179); Environmental Issues (Frame 0197); Consumer Issues (Frame 0209); **Volume 2** (Frame 0225); International Comparison of Corporate Responsibility Research in the UK and the United States (Frame 0226); France (Frame 0251); Appendix (Frame 0287)  
*Dates:* 1979

- 0314 S-14-79 French and West German Perceptions of the Soviet Threat**  
*Descriptive Title:* French and West German perceptions of the Soviet threat, July 1979  
*Subject Terms:* Public opinion polls; Military forces assessments  
*Geographic Place Names:* France; Germany, Federal Republic of; USSR  
*Organization Names:* NATO; Warsaw Pact  
*Dates:* July 1979
- 0321 S-15-79 Why Study the General Public?**  
*Descriptive Title:* Research justifications for studying the general public, September 1979  
*Subject Terms:* Public opinion; Social science research  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* September 1979
- 0336 S-16-79 Moroccan Student Survey**  
*Descriptive Title:* Moroccan student values survey, 1979  
*Subject Terms:* Students; Surveys and questionnaires; Social science research; Mass media; Religions; Social and family life  
*Geographic Place Names:* Morocco  
*Content Notes:* Tables (Frame 0363)  
*Dates:* 1979
- 0401 S-17-79 World Today Magazine Taiwan Ranking**  
*Descriptive Title:* World Today magazine ranking in Taiwan, November 1979  
*Subject Terms:* Periodicals; Surveys and questionnaires  
*Geographic Place Names:* Taiwan  
*Organization Names:* World Today (periodical)  
*Dates:* November 1979
- 0403 S-18-79 French Views of European Security and the Soviet-American Nuclear Balance**  
*Descriptive Title:* French views of European security and the U.S.-Soviet nuclear balance, June 1979  
*Subject Terms:* Foreign opinion of the U.S.; Security; Nuclear weapons  
*Geographic Place Names:* France; USSR  
*Dates:* June 1979
- 0430 S-19-79 Anti-Americanism: A Cruel New World for the US?**  
*Descriptive Title:* Anti-Americanism, December 1979  
*Subject Terms:* Foreign opinion of the U.S.; Surveys and questionnaires  
*Dates:* December 1979
- 0444 S-20-79 Survey of External Communication Research: Italy**  
*Descriptive Title:* Communications research in Italy, 1979  
*Subject Terms:* Communications; Research; Public opinion polls; Mass media; Political parties; Bibliographies  
*Geographic Place Names:* Italy  
*Content Notes:* Appendixes include lists of research organizations and scholars (Frame 0483)  
*Dates:* 1979
- 0504 S-21-79 Research on the Projection of Americana Abroad**  
*Descriptive Title:* West European perceptions of American life, research recommendations, April 1979  
*Subject Terms:* Foreign opinion of the U.S.; Social and family life; Research  
*Geographic Place Names:* Western Europe  
*Dates:* April 1979
- 0514 S-22-79 Soviet Broadcasting to Afghanistan More than Doubles**  
*Descriptive Title:* Soviet broadcasting to Afghanistan, January 1979  
*Subject Terms:* Political broadcasting

- Geographic Place Names:* Afghanistan; USSR  
*Dates:* January 1979
- 0516 S-23-79 Policy Implications of Agency Programming for Soviet Nationalities**  
*Descriptive Title:* USIA programming for Soviet nationalities, January 1979  
*Subject Terms:* Radio; Minority groups; Languages and linguistics  
*Geographic Place Names:* Central Asia  
*Dates:* January 1979
- 0525 S-24-79 Recent Soviet External Commentary on Iran**  
*Descriptive Title:* Soviet commentary on U.S.-Iran relations, February 1979  
*Subject Terms:* Mass media; Foreign opinion of the U.S.  
*Geographic Place Names:* Iran; USSR  
*Dates:* February 1979
- 0530 S-25-79 Results of Pre-Presidential Visit Poll in Mexico City**  
*Descriptive Title:* Mexican views of the U.S., February 1979  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Mexico City, Mexico  
*Dates:* February 1979
- 0532 S-26-79 Existing Research on Foreign Opinion on Arms Control Issues**  
*Descriptive Title:* Foreign views on arms control, February 1979  
*Subject Terms:* Surveys and questionnaires; Arms control and disarmament  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* February 1979
- 0535 S-27-79 Guide to Research in the International Communication Agency**  
*Descriptive Title:* International Communication Agency research, February 1979  
*Subject Terms:* Social science research  
*Content Notes:* Contains International Communication Agency fact sheet (Frame 0551)  
*Dates:* February 1979
- 0572 S-28-79 Some Implications for Communications Policy in Middle East Social and Political Developments**  
*Descriptive Title:* Islamic fundamentalism and U.S. communities in Arab countries, March 1979  
*Subject Terms:* Islam; Foreign opinion of the U.S.  
*Geographic Place Names:* Middle East; Iran  
*Dates:* March 1979
- 0580 S-29-79 On the Use of Content Analysis to Explore Attitudes and Perception in Eastern Europe and the Soviet Union**  
*Descriptive Title:* Soviet bloc views of the U.S., March 1979  
*Subject Terms:* Social science research; Foreign opinion of the U.S.  
*Geographic Place Names:* Eastern Europe; USSR  
*Dates:* March 1979
- 0588 S-30-79 Third-World Media Reaction to the China-Vietnam Conflict**  
*Descriptive Title:* Third-world media reaction to the China-Vietnam conflict, April 1979  
*Subject Terms:* Developing countries; Mass media; Vietnam War  
*Geographic Place Names:* China, People's Republic of; Vietnam  
*Dates:* April 1979
- 0594 S-31-79 Latest DOXA Poll**  
*Descriptive Title:* Italian public opinion of the Italian government, May 1979  
*Subject Terms:* Public opinion polls; Political parties  
*Geographic Place Names:* Italy  
*Content Notes:* Contains Italian-language version of the published poll results (Frame 0596)  
*Dates:* May 1979

- 0620 S-32-79 Human Rights in the Philippines**  
*Descriptive Title:* Human rights in the Philippines, May 1979  
*Subject Terms:* Human rights  
*Geographic Place Names:* Philippines  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* May 1979
- 0625 S-33-79 British Views of European Security Problems**  
*Descriptive Title:* British views on SALT II and the U.S.-Soviet strategic balance, June 1979  
*Subject Terms:* Security; Arms control and disarmament; Treaties and conventions  
*Geographic Place Names:* UK; Europe; USSR  
*Organization Names:* NATO; European Community  
*Dates:* June 1979
- 0646 S-34-79 Age Data Related to West European Opinion**  
*Descriptive Title:* West European opinion, by age group, April 1979  
*Subject Terms:* Public opinion polls; Aged and aging  
*Geographic Place Names:* Belgium; UK; France; Germany, Federal Republic of; Italy; Netherlands  
*Dates:* April 1979
- 0656 S-35-79 Review of Research on TV Placement in Africa**  
*Descriptive Title:* Television use in Africa, July 1979  
*Subject Terms:* Television; Surveys and questionnaires  
*Geographic Place Names:* Africa  
*Dates:* July 1979
- 0660 S-36-79 Cautions about Japan's ASEAN Survey**  
*Descriptive Title:* Japan-sponsored public opinion poll in ASEAN countries, 1979  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan  
*Organization Names:* Association of Southeast Asian Nations  
*Principal Correspondents:* Hursh-Cesar, Gerard  
*Dates:* 1979
- 0673 S-37-79 Broadcasting Activities in the Caribbean Area**  
*Descriptive Title:* Radio broadcasting in the Caribbean, July 1979  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* Caribbean area  
*Dates:* July 1979
- 0686 S-38-79 West European Public Attitudes toward Cooperation with the United States**  
*Descriptive Title:* West European attitudes toward cooperation with the U.S., August 1979  
*Subject Terms:* Public opinion polls; Security  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; Belgium  
*Organization Names:* NATO; European Community  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* August 1979
- 0691 S-39-79 BBC Reports on Radio Listening in the Caribbean Area**  
*Descriptive Title:* Radio listening in the Caribbean, September 1979  
*Subject Terms:* Radio; Surveys and questionnaires  
*Geographic Place Names:* Caribbean area  
*Organization Names:* BBC  
*Dates:* September 1979
- 0696 S-40-79 Research for New *Dialogue* Magazine**  
*Descriptive Title:* *Dialogue* magazine, research proposal, October 1979  
*Subject Terms:* Periodicals; Surveys and questionnaires

Frame No.

*Organization Names:* Dialogue (periodical)  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* October 1979

**0723 S-41-79 Generational Differences**

*Descriptive Title:* Generational differences in European Community surveys about Atlantic cooperation, October 1979

*Subject Terms:* Public opinion polls; Aged and aging

*Organization Names:* European Community

*Principal Correspondents:* Burnett, Stanton H.

*Dates:* October 1979

**0726 S-42-79 Survey of External Communications Research: Brazil**

*Descriptive Title:* Communications research in Brazil, 1979

*Subject Terms:* Communications; Research; Public opinion polls; Mass media; Exchange of persons programs; Social science research; Bibliographies

*Geographic Place Names:* Brazil

*Dates:* 1979

**0817 S-43-79 Summary of "Agriculture: USA" Exhibit Experience in the USSR**

*Descriptive Title:* "Agriculture: USA" exhibit in the USSR, 1979

*Subject Terms:* Agriculture; Exhibitions and trade fairs

*Geographic Place Names:* USSR

*Dates:* 1979

**1980 Studies (Numbers 1-12)**

**0830 S-1-80 Visit of Prime Minister Cossiga: Italian Public Opinion toward Major Issues**

*Descriptive Title:* Italian public opinion on issues affecting U.S.-Italy relations, January 1980

*Subject Terms:* Public opinion polls; Security

*Geographic Place Names:* Italy

*Organization Names:* NATO

*Dates:* January 1980

**0834 S-2-80 Post Reactions to the Asian Wireless File**

*Descriptive Title:* USIA wireless information transmission to Asia, January 1980

*Subject Terms:* Wireless telegraphy; Social science research

*Geographic Place Names:* Asia

*Principal Correspondents:* Janicki, W. Peter

*Dates:* January 1980

**0847 S-3-80 Post Reactions to the European Wireless File**

*Descriptive Title:* USIA wireless information transmission to Europe, January 1980

*Subject Terms:* Wireless telegraphy; Social science research

*Geographic Place Names:* Europe

*Principal Correspondents:* Janicki, W. Peter

*Dates:* January 1980

**0859 S-4-80 Communication with the Soviet Muslim World**

*Descriptive Title:* USIA programming for Soviet Muslims, 1980

*Subject Terms:* Radio; Islam; Minority groups; Languages and linguistics

*Geographic Place Names:* Central Asia

*Dates:* 1980

**0878 S-5-80 West German Public Opinion on Major Issues**

*Descriptive Title:* West German public opinion on issues affecting U.S.-German relations, including the Soviet invasion of Afghanistan, March 1980

*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention

*Geographic Place Names:* Germany, Federal Republic of; Afghanistan; USSR

*Dates:* March 1980

- 0887 S-6-80 Comments on "In Europe, the Sullen Eighties"**  
*Descriptive Title:* European public outlook, March 1980  
*Subject Terms:* Public opinion  
*Geographic Place Names:* Europe  
*Persons as Subjects:* Kanter, Donald  
*Dates:* March 1980
- 0892 S-7-80 West European Attitudes toward Security Issues**  
*Descriptive Title:* West European attitudes toward security issues, March 1980  
*Subject Terms:* Public opinion polls; Security; Military forces assessments  
*Geographic Place Names:* UK; France; Germany, Federal Republic of; Italy; USSR  
*Organization Names:* NATO  
*Dates:* March 1980
- 0915 S-8-80 Concern for War Increases among West Europeans & Canadians.**  
*Descriptive Title:* West European and Canadian war concerns, March 1980  
*Subject Terms:* Public opinion polls; War  
*Geographic Place Names:* UK; France; Norway; Germany, Federal Republic of; Canada  
*Dates:* March 1980
- 0918 S-9-80 Public Perceptions of the U.S. in Barbados**  
*Descriptive Title:* Barbados public perceptions of the U.S., April 1980  
*Subject Terms:* Foreign opinion of the U.S.; Aged and aging  
*Geographic Place Names:* Barbados  
*Dates:* April 1980
- 0921 S-10-80 French Public Distrusts Soviet Motives in Afghanistan but Opposes Sanctions**  
*Descriptive Title:* French public opinion on the Soviet invasion of Afghanistan, April 1980  
*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention; International sanctions  
*Geographic Place Names:* France; Afghanistan; USSR  
*Dates:* April 1980
- 0929 S-11-80 British Public Favors Strong Response to Soviet Actions in Afghanistan**  
*Descriptive Title:* British public opinion on the Soviet invasion of Afghanistan, April 1980  
*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention; International sanctions  
*Geographic Place Names:* UK; Afghanistan; USSR  
*Organization Names:* NATO  
*Dates:* April 1980
- 0938 S-12-80 Foreign Policy Views of German Youth, 1976-1979**  
*Descriptive Title:* West German youths' foreign policy views, May 1980  
*Subject Terms:* Public opinion polls; Youth; Foreign opinion of the U.S.; Security; Human rights; Communism and communist parties; Social science research  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* May 1980

## Reel 21

### 1980 Studies (Numbers 13-72)

- 0001 S-13-80 Public Opinion Findings Underline Feebleness of French (PCF) and Italian (PCI) Communist Support for Collective Defense**  
*Descriptive Title:* French and Italian Communist support for collective defense, July 1980

Frame No.

- Subject Terms:* Public opinion; Surveys and questionnaires; Communism and communist parties; National defense  
*Geographic Place Names:* France; Italy; USSR  
*Organization Names:* NATO  
*Dates:* July 1980
- 0007 S-14-80 Impact of Afghanistan on European Perceptions of Their Security**  
*Descriptive Title:* European security perceptions after the Soviet invasion of Afghanistan, August 1980  
*Subject Terms:* Western Europe; Security; Foreign military forces; Military intervention  
*Geographic Place Names:* Afghanistan; USSR; France; UK; Germany, Federal Republic of  
*Organization Names:* NATO  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* August 1980
- 0014 S-15-80 An Assessment of the Scholarly Integrity and the Nonpolitical Character of the Exchange Program**  
*Descriptive Title:* Fulbright exchange program, September 1980  
*Subject Terms:* Exchange of persons programs; Surveys and questionnaires  
*Dates:* September 1980
- 0022 S-16-80 The Afghanistan Problem: Public Awareness and Attitudes in Nine Countries**  
*Descriptive Title:* International public opinion on the Soviet invasion of Afghanistan, December 1980  
*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention; Social science research  
*Geographic Place Names:* Afghanistan; USSR; UK; Germany, Federal Republic of; France; Japan; Australia; Mexico; Brazil; Israel; India  
*Dates:* December 1980
- 0046 S-17-80 Values in Change: A Panel Study of German Youth, 1976-1979**  
*Descriptive Title:* West German youth values change (1976-1979), 1980  
*Subject Terms:* Youth; Surveys and questionnaires; Democracy; Radical politics; Foreign opinion of the U.S.; National defense; Human rights; Communism and communist parties; Social science research  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* 1980
- 0160 S-18-80 British and West German Public Opinion on Countermeasures against Iran**  
*Descriptive Title:* British and West German public opinions on countermeasures against Iran after the taking of hostages, May 1980  
*Subject Terms:* Public opinion polls; International sanctions  
*Geographic Place Names:* UK; Germany, Federal Republic of; Iran  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* May 1980
- 0163 S-19-80 The Climate of Opinion in America**  
*Descriptive Title:* U.S. public opinion on West Germany and the Soviet Union, 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Germany, Federal Republic of; USSR  
*Dates:* 1980
- 0199 S-20-80 Whither Research in ICA?**  
*Descriptive Title:* Research function of the International Communication Agency, September 1980  
*Subject Terms:* Social science research  
*Dates:* September 1980



- 0208 S-21-80 The Measurement of Agency Success**  
*Descriptive Title:* USICA success measurement, March 1980  
*Subject Terms:* Communications; Social science research  
*Persons as Subjects:* Fulton, Barry  
*Content Notes:* Critique of “Discovering and Overcoming Field Obstacles to Communication,” by Barry Fulton from USICA World (article begins on Frame 0216)  
*Dates:* March 1980
- 0218 S-22-80 A Caution on the Use of the Concept of Ambivalence in Survey Reportage**  
*Descriptive Title:* Survey results reporting and the concept of “ambivalence,” August 1980  
*Subject Terms:* Public opinion; Social science research  
*Principal Correspondents:* Crespi, Leo P.  
*Dates:* August 1980
- 0222 S-23-80 European Opinion after Afghanistan**  
*Descriptive Title:* European public opinion after the Soviet invasion of Afghanistan, April 1980  
*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention; Olympic games; Embargoes and boycotts; Agriculture in foreign trade; International sanctions; Foreign opinion of the U.S.; National defense  
*Geographic Place Names:* Afghanistan; USSR; France; Germany, Federal Republic of; UK  
*Organization Names:* NATO  
*Principal Correspondents:* Reinhardt, John E.  
*Content Notes:* Contains tabulations with responses to particular queries organized by country, government posture, public opinion, and media comment (Frame 0238)  
*Dates:* April 1980
- 0248 S-24-80 West European Public Opinion on Responses to Iran and Afghanistan**  
*Descriptive Title:* West European public opinion on responses to the Iran hostage crisis and Soviet invasion of Afghanistan, May 1980  
*Subject Terms:* Public opinion polls; Foreign military forces; Military intervention; Olympic games; Embargoes and boycotts; International sanctions  
*Geographic Place Names:* UK; Iran; Afghanistan; USSR; France; Germany, Federal Republic of  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* May 1980
- 0252 S-25-80 French Images of American Life**  
*Descriptive Title:* French images of American life, 1980  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* France  
*Dates:* 1980
- 0258 S-26-80 Kenya Media Survey, 1980**  
*Descriptive Title:* Kenya radio listening, 1980  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Kenya  
*Dates:* 1980
- 0261 S-27-80 Spanish Public Opinion on International and Domestic Issues**  
*Descriptive Title:* Spanish public opinion on domestic and international issues, June 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Spain  
*Dates:* June 1980
- 0264 S-28-80 An Approach to Policy Analysis**  
*Descriptive Title:* USIA research and policy implications, August 1980  
*Subject Terms:* Social science research  
*Principal Correspondents:* Froebo, Jack  
*Dates:* August 1980

- 0274 S-29-80 Communist International Broadcasting in South Asia, 1979**  
*Descriptive Title:* Communist international broadcasting to South Asia, October 1980  
*Subject Terms:* Communism and communist parties; Radio  
*Geographic Place Names:* South Asia; USSR; China, People's Republic of  
*Principal Correspondents:* Shirley, Jock  
*Dates:* October 1980
- 0277 S-30-80 Listening to VOA and Other International Radio Stations in Urban Ghana, 1977**  
*Descriptive Title:* Radio listening in urban Ghana, September 1980  
*Subject Terms:* Voice of America; Surveys and questionnaires; Radio  
*Geographic Place Names:* Ghana  
*Organization Names:* BBC  
*Dates:* September 1980
- 0317 S-31-80 USSR Again Increases Radio Broadcasts to Afghanistan**  
*Descriptive Title:* USSR radio broadcasting to Afghanistan, February 1980  
*Subject Terms:* Radio  
*Geographic Place Names:* USSR; Afghanistan  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* February 1980
- 0320 S-32-80 Radio Moscow Increased Broadcasts in Urdu to Pakistan Today**  
*Descriptive Title:* Radio Moscow broadcasts to Pakistan, February 1980  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* USSR; Pakistan  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* February 1980
- 0322 S-33-80 "La Voz de Cuba" Radio Adds English-Language Programs**  
*Descriptive Title:* Cuban radio English-language broadcasting, February 1980  
*Subject Terms:* Radio; Languages and linguistics  
*Geographic Place Names:* Cuba  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* February 1980
- 0324 S-34-80 President Carter's Standing in British Opinion**  
*Descriptive Title:* British public opinion of President Jimmy Carter, February 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* UK  
*Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* February 1980
- 0326 S-35-80 The Soviet Propaganda Campaign on the Afghanistan Invasion and its Impact: A Preliminary Assessment**  
*Descriptive Title:* Soviet propaganda campaign on the Afghanistan invasion, February 1980  
*Subject Terms:* Propaganda; Military intervention  
*Geographic Place Names:* USSR; Afghanistan  
*Dates:* February 1980
- 0339 S-36-80 Post Responses to the Cable: "Afghanistan—Local Issues"**  
*Descriptive Title:* International responses to the Soviet invasion of Afghanistan, February 1980  
*Subject Terms:* Military intervention; Surveys and questionnaires; International relations  
*Geographic Place Names:* USSR; Afghanistan  
*Dates:* February 1980

- 0349 S-37-80 Soviet Media Coverage of the UN Commission Investigating Iran's Grievances**  
*Descriptive Title:* Soviet media coverage of the UN commission investigating Iranian grievances, February 1980  
*Subject Terms:* Mass media  
*Geographic Place Names:* USSR; Iran  
*Organization Names:* UN  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* February 1980
- 0365 S-38-80 Honduran Public Perceptions of the US**  
*Descriptive Title:* Honduran public perceptions of the U.S., February 1980  
*Subject Terms:* Foreign opinion of the U.S.  
*Geographic Place Names:* Honduras  
*Dates:* February 1980
- 0369 S-39-80 Cubans and Soviets Target the U.S. and the Caribbean with a High Volume of English Language Medium wave Broadcasting**  
*Descriptive Title:* Cuban and Soviet English-language broadcasting to the U.S. and Caribbean, March 1980  
*Subject Terms:* Radio  
*Geographic Place Names:* Cuba; USSR; Caribbean area  
*Dates:* March 1980
- 0372 S-40-80 Interim Report on Selected Foreign Cultural and Information Budgets**  
*Descriptive Title:* British and West German cultural and information budgets, March 1980  
*Subject Terms:* Culture; Government spending  
*Geographic Place Names:* UK; Germany, Federal Republic of  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* March 1980
- 0374 S-41-80 Australian Public Opinion Relevant to Afghanistan and Iran**  
*Descriptive Title:* Australian public opinion on specific international countermeasures, April 1980  
*Subject Terms:* Public opinion; International sanctions  
*Geographic Place Names:* Australia; Afghanistan; Iran  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* April 1980
- 0377 S-42-80 Comparing Information Societies Seattle Conference, March 28-April 1, 1980**  
*Descriptive Title:* Comparing Information Societies Conference, Seattle, Washington, April 1980  
*Subject Terms:* Conferences; Mass media; Communications; Research  
*Persons as Subjects:* Manabe, Kazufumi  
*Content Notes:* Contains schedule of events (Frame 0386), list of participants (Frame 0388), individuals' research interests (Frame 0394)  
*Dates:* April 1980
- 0407 S-44-80 Japanese Public Attitudes toward Afghanistan and Related Issues**  
*Descriptive Title:* Japanese public attitudes toward U.S. policy in Afghanistan, May 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Japan; Afghanistan; USSR  
*Dates:* May 1980
- 0409 S-45-80 President Carter's Popularity in Britain Not Much Affected by Iran Rescue Attempt.**  
*Descriptive Title:* British public opinion of President Jimmy Carter, May 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* UK

- Persons as Subjects:* Carter, Jimmy  
*Dates:* May 1980
- 0412 S-46-80 Probe for Salience of Nuclear Issue in India**  
*Descriptive Title:* Indian public opinion of nuclear weapons as issue in U.S.-India relations, May 1980  
*Subject Terms:* Public opinion polls; Nuclear weapons  
*Geographic Place Names:* India  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* May 1980
- 0415 S-47-80 European Public Attitudes toward Afghanistan and Related Security Issues**  
*Descriptive Title:* European public attitudes toward the Soviet invasion of Afghanistan and countermeasures, May 1980  
*Subject Terms:* Public opinion polls; Military intervention; International sanctions  
*Geographic Place Names:* UK; Germany, Federal Republic of; USSR; Afghanistan; France  
*Principal Correspondents:* Reinhardt, John E.  
*Dates:* May 1980
- 0418 S-48-80 SINUS Poll on "Growing Anti-Americanism" in Germany**  
*Descriptive Title:* Anti-Americanism in West Germany, May 1980  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Germany, Federal Republic of  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* May 1980
- 0424 S-49-80 President Carter's Faltering Image Among the French**  
*Descriptive Title:* French opinion of President Jimmy Carter, May 1980  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* France  
*Persons as Subjects:* Carter, Jimmy  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* May 1980
- 0427 S-50-80 Radio Moscow Expands World Service in English to 24 Hours a Day**  
*Descriptive Title:* Radio Moscow English-language programming, May 1980  
*Subject Terms:* Radio; Propaganda  
*Geographic Place Names:* Afghanistan; Iran  
*Organization Names:* Radio Moscow  
*Dates:* May 1980
- 0431 S-51-80 Barbados: Public Concern and VOA Audiences**  
*Descriptive Title:* Barbados public opinion of U.S.-Soviet relations and Voice of America, October 1980  
*Subject Terms:* Public opinion polls; Foreign economic relations; Voice of America  
*Geographic Place Names:* Barbados; USSR  
*Dates:* October 1980
- 0436 S-52-80 Soviet Information System Inherently Misleads Kremlin Leadership, Says Soviet Defector**  
*Descriptive Title:* Soviet officials' perception of world affairs, June 1980  
*Subject Terms:* Officials; Communications  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Dzhirkvelov, Ilya  
*Dates:* June 1980
- 0440 S-53-80 Saudi Arabian Opinion on Defense and Security Issues as Reported in International Media**  
*Descriptive Title:* Saudi Arabian opinion on defense and security issues, June 1980  
*Subject Terms:* Officials; Mass media; Security

- Geographic Place Names:* Saudi Arabia; USSR  
*Principal Correspondents:* Iossi, Milton L.  
*Dates:* June 1980
- 0445 S-54-80 Foreign Cultural and Information Activities of Other Countries**  
*Descriptive Title:* Foreign budgets for cultural and information activities, June 1980  
*Subject Terms:* Government spending; Culture  
*Geographic Place Names:* France; Japan; UK; Germany, Federal Republic of  
*Dates:* June 1980
- 0460 S-55-80 PORI Poll Shows Decline in Israeli Confidence in U.S. and Hardening of Attitudes toward Palestinians**  
*Descriptive Title:* Israeli public opinion on security, Camp David accords, and Palestinians, June 1980  
*Subject Terms:* Public opinion polls; Security; Negotiations; Palestinians; Sovereignty  
*Geographic Place Names:* Israel; West Bank  
*Principal Correspondents:* Iossi, Milton L.  
*Dates:* June 1980
- 0472 S-56-80 Foreign Media Reaction to the Soviet Invasion of Afghanistan**  
*Descriptive Title:* Foreign media reaction to the Soviet invasion of Afghanistan, July 1980  
*Subject Terms:* Mass media; Foreign military forces; Military intervention  
*Geographic Place Names:* USSR; Afghanistan  
*Principal Correspondents:* Burnett, Stanton H.  
*Dates:* July 1980
- 0492 S-57-80 Urban Literate Indians Express Happiness about Zimbabwe Election**  
*Descriptive Title:* Urban Indian views on the Zimbabwe elections, July 1980  
*Subject Terms:* Public opinion polls; Elections  
*Geographic Place Names:* India; Zimbabwe  
*Principal Correspondents:* Iossi, Milton L.  
*Dates:* July 1980
- 0494 S-58-80 Foreign Correspondents' Views of the Republican Convention**  
*Descriptive Title:* Foreign correspondents' views of the Republican Convention, July 1980  
*Subject Terms:* Journalism; Republican Party; Political conventions  
*Dates:* July 1980
- 0498 S-59-80 Review of U.S. and Soviet Information and Cultural Activities in Context of South Asian Regional Issues**  
*Descriptive Title:* U.S. and Soviet cultural activities in South Asia, comparison, August 1980  
*Subject Terms:* Cultural relations  
*Geographic Place Names:* USSR; South Asia  
*Principal Correspondents:* Iossi, Milton L.  
*Dates:* August 1980
- 0505 S-60-80 Favorable Perceptions of the U.S. in the Caribbean**  
*Descriptive Title:* Caribbean opinion of the U.S., November 1980  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Barbados; Trinidad  
*Dates:* November 1980
- 0507 S-61-80 Polish Score Card**  
*Descriptive Title:* Polish officials, brief biographies, August 1980  
*Subject Terms:* Officials; Biographies  
*Geographic Place Names:* Poland  
*Dates:* August 1980
- 0513 S-62-80 1980 AEJ Convention**  
*Descriptive Title:* AEJ convention presentations critique, September 1980  
*Subject Terms:* Communications; Conferences

- Principal Correspondents:* Gibson, David G.  
*Dates:* September 1980
- 0517 S-63-80 Soviet and American Nuclear Strategy**  
*Descriptive Title:* Soviet and U.S. nuclear strategy, September 1980  
*Subject Terms:* Nuclear weapons; Military strategy  
*Geographic Place Names:* USSR  
*Persons as Subjects:* Milshstein, Mikhail A.  
*Principal Correspondents:* Shirley, Jock  
*Dates:* September 1980
- 0520 S-64-80 Polish-American Press Reaction to the USG Position on Aid to the Free Polish Trade Unions**  
*Descriptive Title:* Polish American press reaction to U.S. policy on aid to free Polish trade unions, September 1980  
*Subject Terms:* Polish Americans; Press; Foreign assistance; Labor unions  
*Geographic Place Names:* Poland  
*Principal Correspondents:* Shirley, Jock  
*Dates:* September 1980
- 0524 S-65-80 Foreign Radio Audiences in Portugal, 1977**  
*Descriptive Title:* Portuguese foreign radio listening in 1977, September 1980  
*Subject Terms:* Surveys and questionnaires; Radio; Voice of America  
*Geographic Place Names:* Portugal  
*Organization Names:* BBC; Deutsche Welle; Radio Moscow  
*Principal Correspondents:* Shirley, Jock  
*Dates:* September 1980
- 0532 S-66-80 Foreign Radio Listening in Urban Indonesia**  
*Descriptive Title:* Indonesian foreign radio listening, October 1980  
*Subject Terms:* Surveys and questionnaires; Radio; Voice of America  
*Geographic Place Names:* Indonesia  
*Organization Names:* BBC; ABC (Radio Australia)  
*Principal Correspondents:* Tubbs, Gordon  
*Dates:* October 1980
- 0536 S-67-80 Recent West German Public Opinion Poll on the German "Successor Generation"**  
*Descriptive Title:* West German public opinion, October 1980  
*Subject Terms:* Public opinion polls; Aged and aging  
*Geographic Place Names:* Germany, Federal Republic of  
*Principal Correspondents:* Shirley, Jock  
*Dates:* October 1980
- 0539 S-68-80 The Successor Generation: Implications for European-American Relations**  
*Descriptive Title:* Shared U.S.-European values among the "successor generations," 1980  
*Subject Terms:* International relations; Aged and aging; History  
*Geographic Place Names:* Europe  
*Dates:* 1980
- 0549 S-69-80 Sao Paulo Public Sees Tolerance of Strikes as Necessary to Brazilian Democratization**  
*Descriptive Title:* Brazilian public opinion of strikes, October 1980  
*Subject Terms:* Public opinion polls; Strikes and lockouts  
*Geographic Place Names:* Sao Paulo, Brazil  
*Dates:* October 1980
- 0558 S-70-80 Telephone Survey of Expert Opinion on Afghan Languages**  
*Descriptive Title:* Afghan languages for broadcasting, May 1980  
*Subject Terms:* Surveys and questionnaires; Languages and linguistics; Voice of America

*Geographic Place Names:* Afghanistan  
*Principal Correspondents:* Burnett, Stanton H.  
*Content Notes:* Contains list of experts consulted (Frame 0569)  
*Dates:* May 1980

**0571 S-71-80 Use of Nuclear Weapons for West European Defense**

*Descriptive Title:* West European opinions on the defensive use of nuclear weapons, June 1979 and January 1980

*Subject Terms:* Nuclear weapons; Security; Public opinion polls

*Geographic Place Names:* Western Europe

*Principal Correspondents:* Crespi, Leo P.; Burnett, Stanton H.

*Dates:* June 1979 and January 1980

**0577 S-72-80 West Germany to Build New Relay Station in Sri Lanka**

*Descriptive Title:* West German radio broadcasting in Asia, November 1980

*Subject Terms:* Radio; Electronics equipment and industry

*Geographic Place Names:* Germany, Federal Republic of; Sri Lanka

*Organization Names:* Deutsche Welle

*Dates:* November 1980

**1981 Studies (Numbers 1-29)**

**0579 S-1-81 Worldwide Trends in Optimism vs. Pessimism about the Prospects for 1981**

*Descriptive Title:* Worldwide popular mood survey, February 1981

*Subject Terms:* Public opinion polls

*Dates:* February 1981

**0591 S-2-81 The American Image in French Secondary School Textbooks**

*Descriptive Title:* American image in French secondary school textbooks, February 1981

*Subject Terms:* Elementary and secondary education; Textbooks; Foreign opinion of the U.S.; Social science research

*Geographic Place Names:* France

*Dates:* February 1981

**0611 S-3-81 VOA Listening in Bangkok and the Central Region of Thailand**

*Descriptive Title:* Voice of America listening in Thailand, July 1981

*Subject Terms:* Voice of America; Radio

*Geographic Place Names:* Bangkok, Thailand

*Organization Names:* BBC

*Dates:* July 1981

**0622 S-4-81 Some Semantic Guidelines to Better Survey Reportage**

*Descriptive Title:* Survey results reporting, semantic guidelines, 1981

*Subject Terms:* Languages and linguistics; Surveys and questionnaires; Social science research

*Dates:* 1981

**0661 S-5-81 Neutron Bombast in Western Europe—Why?**

*Descriptive Title:* Neutron bombs in Western Europe, September 1981

*Subject Terms:* Nuclear weapons

*Geographic Place Names:* Western Europe

*Dates:* September 1981

**0665 S-6-81 The Extent of Anti-Americanism Abroad in the Perspective of Past Agency Surveys**

*Descriptive Title:* Anti-Americanism in past USIA surveys, September 1981

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

*Dates:* September 1981

**0677 S-7-81 Alliances Study: French Elite Views on Security Issues**

*Descriptive Title:* French elites' views on security issues, September 1981

*Subject Terms:* Surveys and questionnaires; Security

Frame No.

- Geographic Place Names:* France; USSR  
*Dates:* September 1981
- 0682 S-8-81 Soviet Propaganda Alert re Project Truth, No. 1**  
*Descriptive Title:* Soviet external propaganda techniques and themes, October 1981  
*Subject Terms:* Propaganda  
*Geographic Place Names:* USSR  
*Dates:* October 1981
- 0698 S-9-81 Soviet Propaganda Alert re Project Truth, No. 2**  
*Descriptive Title:* Soviet external propaganda techniques and themes, November 1981  
*Subject Terms:* Propaganda  
*Geographic Place Names:* USSR  
*Dates:* November 1981
- 0707 S-10-81 Western Europe—Prime Target for Communist Cultural and Information Efforts in 1978-1980**  
*Descriptive Title:* Communist propaganda targeted to Western Europe, December 1981  
*Subject Terms:* Communism and communist parties; Propaganda; Cultural relations  
*Geographic Place Names:* Western Europe; USSR; Eastern Europe  
*Organization Names:* NATO  
*Dates:* December 1981
- 0719 S-11-81 Elite Kenyans' Information Sources**  
*Descriptive Title:* Elite Kenyans' information sources, December 1981  
*Subject Terms:* Surveys and questionnaires; Mass media  
*Geographic Place Names:* Kenya  
*Dates:* December 1981
- 0731 S-12-81 Overview of Soviet and East European Educational and Cultural Exchange Activities in Third World Areas (1978-80)**  
*Descriptive Title:* Soviet and East European educational and cultural exchanges, December 1981  
*Subject Terms:* Communism and communist parties; Educational exchanges; Cultural relations; Developing countries  
*Geographic Place Names:* USSR; Eastern Europe; Sub-Saharan Africa; Middle East; North Africa; South Asia; Latin America; East Asia  
*Dates:* December 1981
- 0746 S-13-81 In depth Analysis of Foreign Radio Listenership in Barbados**  
*Descriptive Title:* Foreign radio listenership in Barbados, including issue comparisons with non-listeners, February 1981  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America; Public opinion; Foreign investments; Foreign assistance  
*Geographic Place Names:* Barbados; Caribbean area  
*Organization Names:* BBC; Radio Antilles  
*Dates:* February 1981
- 0835 S-14-81 Skepticism and Pro-U.S. Attitudes Characterize the Trinidadian View of the World**  
*Descriptive Title:* Trinidad pro-U.S. public opinion, 1981  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.  
*Geographic Place Names:* Trinidad  
*Dates:* 1981
- 0838 S-15-81 West European Public Opinion on Western Defense—Better Red than Dead?**  
*Descriptive Title:* West European public opinion on Western defense, September 1981  
*Subject Terms:* Public opinion polls; Nuclear weapons  
*Geographic Place Names:* UK; Germany, Federal Republic of; France; Italy  
*Dates:* September 1981



- 0849 S-16–81 West German and U.S. Public Opinion on Some Issues Affecting German-American Relations**  
*Descriptive Title:* West German public opinion on U.S. relations, 1981  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; National defense  
*Geographic Place Names:* Germany, Federal Republic of  
*Organization Names:* NATO  
*Dates:* 1981
- 0857 S-17–81 The Climate of Opinion in the United States**  
*Descriptive Title:* U.S. public opinion on West German relations, 1981  
*Subject Terms:* Public opinion polls; Foreign assistance  
*Geographic Place Names:* Germany, Federal Republic of; USSR  
*Dates:* 1981
- 0872 S-18–81 U.S.-German Information and Cultural Talks**  
*Descriptive Title:* U.S.–West German information and cultural talks, October 1981  
*Subject Terms:* Cultural relations; Mass media  
*Geographic Place Names:* Germany, Federal Republic of  
*Content Notes:* Contains list of German guests (Frame 0876) and U.S. participants (Frame 0879); newspaper clipping “German Public Opinion and the ‘Peace’ Marchers,” by Josef Joffe, Wall Street Journal, October 14, 1981 (Frame 0881)  
*Dates:* October 1981
- 0882 S-19–81 The Eastern Caribbean: Pro-Western Economically—Politically a Diffuse View**  
*Descriptive Title:* Eastern Caribbean orientation toward the West, February 1981  
*Subject Terms:* Public opinion polls; Foreign investments  
*Geographic Place Names:* Barbados; Guyana; Trinidad  
*Dates:* February 1981
- 0885 S-20–81 Investments from the West Welcome in Eastern Caribbean**  
*Descriptive Title:* Eastern Caribbean economic orientation toward the West, February 1981  
*Subject Terms:* Public opinion polls; Foreign investments  
*Geographic Place Names:* Barbados; Guyana; Trinidad  
*Dates:* February 1981
- 0888 S-21–81 Economic Issues and East-West Tensions Dominate Other Concerns in the Eastern Caribbean**  
*Descriptive Title:* Eastern Caribbean public concerns about economic issues and cold war tensions, February 1981  
*Subject Terms:* Public opinion polls; Economic development; Cold War  
*Geographic Place Names:* Barbados; Guyana; Trinidad  
*Dates:* February 1981
- 0891 S-22–81 News and Information Attract the Foreign Radio Audiences**  
*Descriptive Title:* Trinidadian media habits, 1981  
*Subject Terms:* Radio; Surveys and questionnaires; Television; Voice of America  
*Geographic Place Names:* Trinidad  
*Dates:* 1981
- 0893 S-23–81 Public Diplomacy and the Past: The Studies of U.S. Information and Cultural Programs (1952–1975)**  
*Descriptive Title:* State Department information and cultural programs history (1952–1975), April 1981  
*Subject Terms:* Cultural relations; History; Propaganda; Exchange of persons programs; Bibliographies  
*Federal Departments and Agencies:* Department of State  
*Content Notes:* Appendix II consists of the Mission of the United States Information Agency, October 22, 1953 (Frame 0924); Appendix III comprises President John F. Kennedy’s

Frame No.

Statement of the U.S. Information Agency Mission (Frame 0925); Appendix IV comprises the CU Program Concept (from March 12, 1974) of the State Department's Bureau of Educational and Cultural Affairs (CU) (Frame 0927); Appendix V consists of President Jimmy Carter's views on the purposes and functions of the newly created International Information Agency (March 13, 1978) (Frame 0929)

*Dates:* April 1981

**0936 S-24-81 USICA Survey of FRG Public on Security Issues**

*Descriptive Title:* West German attitudes on NATO and national defense issues, May 1981

*Subject Terms:* Public opinion polls; National defense

*Geographic Place Names:* Germany, Federal Republic of

*Organization Names:* NATO

*Dates:* May 1981

**0939 S-25-81 VOA Audience Data Bank**

*Descriptive Title:* Voice of America audience database, May 1981

*Subject Terms:* Voice of America; Consumers; Statistical data: population; Computers

*Dates:* May 1981

**0959 S-26-81 The Dutch and LRTNF Deployment: About Four in Ten are "Hard-Core" Opponents**

*Descriptive Title:* Dutch public opinion on deployment of cruise missiles with nuclear warheads, August 1981

*Subject Terms:* Public opinion polls; Cruise missile; Nuclear weapons

*Geographic Place Names:* Netherlands

*Dates:* August 1981

**0962 S-27-81 Soviets Increase Persian-Language Broadcasts to Iran**

*Descriptive Title:* Soviet Persian-language broadcasts to Iran, January 1981

*Subject Terms:* Radio; Languages and linguistics

*Geographic Place Names:* USSR; Iran

*Dates:* January 1981

**0964 S-28-81 Is NATO in Trouble? A Survey of European Attitudes**

*Descriptive Title:* West European attitudes toward NATO and the Soviet threat, 1981

*Subject Terms:* Public opinion polls; Cruise missile; Nuclear weapons; Defense expenditures

*Geographic Place Names:* UK; Germany, Federal Republic of; Italy; Netherlands; Belgium; Norway; USSR; France

*Organization Names:* NATO

*Dates:* 1981

**0971 S-29-81 Attitudes of West German Influentials on Bilateral Relations and Security Issues**

*Descriptive Title:* West German elites' attitudes on U.S. relations and security, December 1981

*Subject Terms:* Surveys and questionnaires; Officials; Business; Mass media; Foreign opinion of the U.S.; National defense; Cruise missile; Nuclear weapons; Arms control and disarmament; Negotiations; War

*Geographic Place Names:* Germany, Federal Republic of; USSR; Middle East

*Dates:* December 1981

## Reel 22

### 1982 Studies (Numbers 1-48)

**0001 S-1-82 Soviet Propaganda Alert re: Project Truth, No. 3**

*Descriptive Title:* Soviet external propaganda techniques and themes, January 1982

*Subject Terms:* Propaganda

Frame No.

- Geographic Place Names:* USSR; Poland  
*Dates:* January 1982
- 0009 S-2-82 Soviet Propaganda Alert re: Project Truth, No. 4**  
*Descriptive Title:* Soviet external propaganda techniques and themes, February 1982  
*Subject Terms:* Propaganda  
*Geographic Place Names:* USSR; Poland  
*Dates:* February 1982
- 0023 S-3-82 Soviet Propaganda Alert re: Project Truth, No. 5**  
*Descriptive Title:* Soviet external propaganda techniques and themes, March 1982  
*Subject Terms:* Propaganda; Arms control and disarmament; Negotiations  
*Geographic Place Names:* USSR  
*Dates:* March 1982
- 0032 S-4-82 Gallup Poll Surveys on the Falklands Islands**  
*Descriptive Title:* British and South American attitudes on the Falkland crisis, April 1982  
*Subject Terms:* Public opinion polls; International crises; Foreign military forces  
*Geographic Place Names:* Falkland Islands; UK; Argentina; South America  
*Principal Correspondents:* Hursh-Cesar, Gerald  
*Dates:* April 1982
- 0035 S-5-82 British Media and the Themes on the Falklands Crisis**  
*Descriptive Title:* British media coverage of the Falklands crisis, April 1982  
*Subject Terms:* Mass media; International crises  
*Geographic Place Names:* UK; Falkland Islands  
*Dates:* April 1982
- 0039 S-6-82 British Media and the Themes on the Falklands Crisis**  
*Descriptive Title:* British media themes about the Falklands crisis, April 1982  
*Subject Terms:* Mass media; International crises  
*Geographic Place Names:* UK; Falkland Islands  
*Dates:* April 1982
- 0042 S-7-82 Soviet Propaganda Alert re Project Truth, No. 6**  
*Descriptive Title:* Soviet external propaganda techniques and themes, April 1982  
*Subject Terms:* Propaganda; Chemical and biological warfare; Arms control and disarmament; International crises; Bibliographies  
*Geographic Place Names:* USSR; Falkland Islands  
*Dates:* April 1982
- 0059 S-8-82 British Media Themes on the Falklands Crisis**  
*Descriptive Title:* British media themes about the Falklands crisis, April 1982  
*Subject Terms:* Mass media; International crises  
*Geographic Place Names:* UK; Falkland Islands  
*Dates:* April 1982
- 0061 S-9-82 Soviet Propaganda Alert re Project Truth, No. 7**  
*Descriptive Title:* Soviet external propaganda techniques and themes, April 1982  
*Subject Terms:* Propaganda  
*Geographic Place Names:* USSR  
*Dates:* April 1982
- 0067 S-10-82 British Media Themes on the Falklands Crisis**  
*Descriptive Title:* British media themes about the Falklands crisis, May 1982  
*Subject Terms:* Mass media; International crises  
*Geographic Place Names:* UK; Falkland Islands  
*Dates:* May 1982
- 0069 S-11-82 Soviet Propaganda Alert re Project Truth, No. 8**  
*Descriptive Title:* Soviet external propaganda techniques and themes, June 1982  
*Subject Terms:* Propaganda; Bibliographies

Frame No.

- Geographic Place Names:* USSR  
*Dates:* June 1982
- 0080 S-12-82 Brazilian Public Opinion on U.S. Trade Barriers**  
*Descriptive Title:* Brazilian public opinion on U.S. trade barriers, June 1982  
*Subject Terms:* Public opinion polls; Foreign trade  
*Geographic Place Names:* Brazil  
*Dates:* June 1982
- 0082 S-13-82 Montevideo Public Opinion on Falklands**  
*Descriptive Title:* Uruguayan public opinion on the Falklands crisis, June 1982  
*Subject Terms:* Public opinion polls; International crises  
*Geographic Place Names:* Montevideo, Uruguay; Falkland Islands  
*Dates:* June 1982
- 0085 S-14-82 Potential Immigration into the U.S. from the Caribbean Basin**  
*Descriptive Title:* Immigration to the U.S. from the Caribbean Basin, July 1982  
*Subject Terms:* Immigration  
*Geographic Place Names:* Caribbean area  
*Dates:* July 1982
- 0089 S-15-82 Soviet Propaganda Alert re Project Truth, No. 9**  
*Descriptive Title:* Soviet external propaganda techniques and themes, July 1982  
*Subject Terms:* Propaganda; Arms control and disarmament; Bibliographies  
*Geographic Place Names:* USSR  
*Dates:* July 1982
- 0101 S-16-82 Some Implications of VOA Surveys in Brazil**  
*Descriptive Title:* Voice of America listening in Brazil, August 1982  
*Subject Terms:* Voice of America; Surveys and questionnaires  
*Geographic Place Names:* Brazil  
*Principal Correspondents:* Straubhaar, Joe  
*Dates:* August 1982
- 0103 S-17-82 Status Report on U.S. International Communication Policymaking**  
*Descriptive Title:* U.S. international communication policy making, 1982  
*Subject Terms:* Communications; Federal interagency relations  
*Federal Departments and Agencies:* Department of State  
*Dates:* 1982
- 0117 S-18-82 Results of Recent USIA-Commissioned National Public Opinion Surveys in Europe**  
*Descriptive Title:* European public opinion on arms control negotiations, September 1982  
*Subject Terms:* Public opinion polls; Arms control and disarmament; Negotiations  
*Geographic Place Names:* Europe  
*Dates:* September 1982
- 0119 S-19-82 Soviet Propaganda Alert re Project Truth, No. 10**  
*Descriptive Title:* Soviet external propaganda techniques and themes, September 1982  
*Subject Terms:* Propaganda; Arms control and disarmament; Peace movements; Bibliographies  
*Geographic Place Names:* USSR  
*Dates:* September 1982
- 0140 S-20-82 An Overview of VOA Audience Research**  
*Descriptive Title:* Voice of America research, including audience measurement and listener feedback, October 1982  
*Subject Terms:* Voice of America; Research  
*Dates:* October 1982
- 0158 S-21-82 Analysis of Periodicals for Program Guidance: USIS Tokyo Example**  
*Descriptive Title:* Japanese periodical coverage of the U.S. and USSR, October 1982  
*Subject Terms:* Periodicals; Research

Frame No.

- Geographic Place Names:* Japan; USSR  
*Dates:* October 1982
- 0173 S-22-82 West European Public Opinion**  
*Descriptive Title:* Italian and West German public opinion on the U.S., USSR, and arms control talks, October 1982  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Arms control and disarmament; Negotiations  
*Geographic Place Names:* Italy; Germany, Federal Republic of; USSR  
*Dates:* October 1982
- 0179 S-23-82 West European Public Opinion**  
*Descriptive Title:* Italian public opinion on security and arms control talks, October 1982  
*Subject Terms:* Public opinion polls; National defense; Arms control and disarmament; Negotiations  
*Geographic Place Names:* Italy; USSR  
*Dates:* October 1982
- 0184 S-24-82 American Public Opinion on Security Issues**  
*Descriptive Title:* U.S. public opinion on security issues, October 1982  
*Subject Terms:* Public opinion polls; Security  
*Dates:* October 1982
- 0187 S-25-82 West European Public Opinion**  
*Descriptive Title:* West German public opinion on security issues, October 1982  
*Subject Terms:* Public opinion polls; Security  
*Geographic Place Names:* Germany, Federal Republic of  
*Dates:* October 1982
- 0192 S-26-82 Increases in China's Broadcasts to Taiwan**  
*Descriptive Title:* Communist China's radio broadcasts to Taiwan, October 1982  
*Subject Terms:* Radio  
*Geographic Place Names:* China, People's Republic of; Taiwan  
*Dates:* October 1982
- 0204 S-27-82 Generational Differences in European's Perceptions of the U.S.**  
*Descriptive Title:* European's perceptions of the U.S., generational differences, November 1982  
*Subject Terms:* Foreign opinion of the U.S.; Aged and aging  
*Geographic Place Names:* Western Europe  
*Dates:* November 1982
- 0206 S-28-82 West European Public Opinion**  
*Descriptive Title:* British public opinion on security issues, November 1982  
*Subject Terms:* Public opinion polls; Security  
*Geographic Place Names:* UK  
*Dates:* November 1982
- 0211 S-29-82 Developing a Public Affairs Strategy for International Issues in Information and Communication**  
*Descriptive Title:* U.S. international affairs communication strategy, including USIA objectives, November 1982  
*Subject Terms:* Communications  
*Persons as Subjects:* Crozier, Michel  
*Dates:* November 1982
- 0236 S-30-82 Soviet Propaganda Alert re: Project Truth, No. 11**  
*Descriptive Title:* Soviet external propaganda techniques and themes, November 1982  
*Subject Terms:* Propaganda; Arms control and disarmament; Negotiations; Bibliographies  
*Geographic Place Names:* USSR  
*Dates:* November 1982

- 0256 S-31-82 Survey Results Relevant to Australia and New Zealand**  
*Descriptive Title:* Australian and New Zealand public opinion on defense issues, December 1982  
*Subject Terms:* Public opinion polls; Security; Treaties and conventions  
*Geographic Place Names:* Australia; New Zealand  
*Dates:* December 1982
- 0262 S-32-82 "Dateline America": Post Reactions**  
*Descriptive Title:* "Dateline America" information usefulness, December 1982  
*Subject Terms:* Surveys and questionnaires  
*Dates:* December 1982
- 0268 S-33-82 Soviet Cultural and Information Activities by Region, 1981**  
*Descriptive Title:* Soviet cultural and information activities by region, 1981  
*Subject Terms:* Cultural relations; Motion pictures; Exhibitions and trade fairs; Arts and the humanities; Sports and athletics; Membership organizations; Books and bookselling; Periodicals; Radio; Television; Press; Newspapers; Exchange of persons programs; Propaganda  
*Geographic Place Names:* USSR; Western Europe; Sub-Saharan Africa; Middle East; North Africa; South Asia; East Asia; Latin America  
*Content Notes:* Western Europe (Frame 0271); Sub-Saharan Africa (Frame 0302); Near East and North Africa (Frame 0342); South Asia (Frame 0362); East Asia and the Pacific (Frame 0381); American Republics Area (Frame 0399)  
*Dates:* 1981
- 0418 S-34-82 Daily Disinformation Report Memos, April-December 1982**  
*Descriptive Title:* Daily disinformation reports, March 31-December 21, 1982  
*Subject Terms:* Propaganda; International crises; Arms control and disarmament; Conferences; Military intervention; Chemical and biological warfare; Pipelines; International sanctions; War  
*Geographic Place Names:* Falkland Islands; Korea, Democratic People's Republic of; Vietnam; Nicaragua; Israel; Lebanon; Iran; Iraq; Latin America; Africa  
*Persons as Subjects:* Weinberger, Casper; Reagan, Ronald  
*Organization Names:* Izvestiia; Pravda; NATO; Tass; Radio Moscow; Radio Hanoi  
*Federal Departments and Agencies:* CIA  
*Dates:* March 31-December 21, 1982
- 0613 S-35-82 West German Opinion on Security Issues, 1981**  
*Descriptive Title:* West German public opinion on security issues, 1981  
*Subject Terms:* Public opinion polls; Military forces assessments; Defense expenditures; Arms control and disarmament; Nuclear weapons; National defense; Foreign opinion of the U.S.  
*Geographic Place Names:* Germany, Federal Republic of; USSR  
*Organization Names:* NATO  
*Dates:* 1981
- 0681 S-36-82 Exorcising the Absolute Fallacy in Survey Reportage**  
*Descriptive Title:* Survey results reporting, language recommendations, December 1982  
*Subject Terms:* Surveys and questionnaires; Languages and linguistics  
*Dates:* December 1982
- 0690 S-37-82 Recommendations Regarding the Production of a Field Research Handbook**  
*Descriptive Title:* Social science research guidelines for the field, January 1982  
*Subject Terms:* Social science research  
*Dates:* January 1982
- 0710 S-38-82 Potential VOA Audiences for Medium Wave Broadcasts in the Caribbean**  
*Descriptive Title:* Foreign radio listening in the Caribbean, March 1982  
*Subject Terms:* Radio

Frame No.

- Geographic Place Names:* Caribbean area  
*Dates:* March 1982
- 0717 S-39-82 The United States and Japan: Eyes Across the Pacific**  
*Descriptive Title:* U.S. and Japanese public opinion of bilateral relations, 1982  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Foreign trade; National defense; Defense expenditures  
*Geographic Place Names:* Japan  
*Dates:* 1982
- 0765 S-40-82 Portuguese Elites: A Western-Oriented Majority**  
*Descriptive Title:* Portuguese elites' Western orientation, May 1982  
*Subject Terms:* Public opinion polls  
*Geographic Place Names:* Portugal  
*Organization Names:* NATO; European Community  
*Dates:* May 1982
- 0776 S-41-82 Foreign Radio Audiences among Portuguese Elites**  
*Descriptive Title:* Foreign radio listening among Portuguese elites, May 1982  
*Subject Terms:* Radio; Surveys and questionnaires; Voice of America  
*Geographic Place Names:* Portugal  
*Organization Names:* BBC; Deutsche Welle; Radio France Inter  
*Dates:* May 1982
- 0781 S-42-82 VOA Audiences around the World (2 folders)**  
*Descriptive Title:* Voice of America audiences worldwide, including tabulations by country, 1982  
*Subject Terms:* Voice of America; Consumers; Radio; Surveys and questionnaires  
*Organization Names:* BBC; Radio Moscow  
*Principal Correspondents:* Mocerri, James  
*Dates:* 1982
- 0922 S-43-82 The Relationship Between West European Perceptions of U.S. Military Strength and General Opinion, Respect and Confidence in the U.S.**  
*Descriptive Title:* West European perceptions of the U.S. and U.S.-Soviet military strength, April 1982  
*Subject Terms:* Public opinion polls; Foreign opinion of the U.S.; Military forces assessments  
*Geographic Place Names:* Belgium; Netherlands; Norway; USSR; Germany, Federal Republic of; UK; Italy  
*Dates:* April 1982
- 0930 S-44-82 NATO Still Core of Western Security**  
*Descriptive Title:* West European opinions on NATO, October 1982  
*Geographic Place Names:* Western Europe  
*Organization Names:* NATO  
*Dates:* October 1982
- 0932 S-45-82 Polish Public Moods in a Time of Crisis: Findings of Polish Surveys since August 1980**  
*Descriptive Title:* Polish public opinion surveys since August 1980, March 1982  
*Subject Terms:* Public opinion polls; Social science research; Socialism; Democracy  
*Geographic Place Names:* Poland  
*Organization Names:* OBOP (research institute)  
*Dates:* March 1982
- 0963 S-46-82 Book Reading in Francophone Africa**  
*Descriptive Title:* Book reading in Francophone Africa, August 1982  
*Subject Terms:* Books and bookselling; Reading; Languages and linguistics; Publishers and publishing; Cultural relations; Statistical data: population; Bibliographies  
*Geographic Place Names:* Sub-Saharan Africa; France; Ivory Coast; Senegal; Cameroon

*Frame No.*

*Organization Names:* Nouvelles Editions Africaines

*Content Notes:* Contains a list of wholesalers and booksellers in Sub-Saharan Francophone Africa (1972–1973) (Frame 0999); tables of population and other statistics (Frame 1065); bibliography (Frame 1106)

*Dates:* August 1982

**1111 S-47–82 Problems Facing the Atlantic Alliance**

*Descriptive Title:* West European public opinion on NATO and security issues, September 1982

*Subject Terms:* Public opinion polls; Security; Arms control and disarmament

*Organization Names:* NATO

*Dates:* September 1982

**1114 S-48–82 1981 Newspaper Sales Figures Tend to Support Major ISAI Findings**

*Descriptive Title:* Newspaper sales in Italy, September 1982

*Subject Terms:* Newspapers

*Geographic Place Names:* Italy

*Dates:* September 1982



## **Related UPA Collections**

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

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

**Part 2: Research Reports, German Public Opinion, 1945–1970**

**Part 3: Cold War Era Research Reports, Series A: 1960–1963**

**Part 3: Cold War Era Research Reports, Series B: 1964–1982**

**The Lyndon B. Johnson National Security Files,  
1963–1969**

**The Richard M. Nixon National Security Files,  
1969–1974**

**The Gerald R. Ford National Security Files,  
1974–1977**

### **Confidential U.S. State Department Central Files**

**China, February 1963–1969**

**Cuba, February 1963–1966**

**Federal Republic of Germany, February 1963–1966**

**Germany, February 1963–1966**

**Iraq, February 1963–1966**

**Japan, 1960–1969**

**Mexico, February 1963–1966**

**Panama, February 1963–1966**

**Palestine-Israel, February 1963–1969**

**Soviet Union, February 1963–1969**

**South Africa, February 1963–1969**

**Southeast Asia, 1944–1966**

**Vietnam, February 1963–1969**

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. UPA has microfilmed USIA records in three parts. The current collection comprises *Part 1: Cold War Era Special Reports, Series B: 1964–1982*. This period covers the presidential administrations of Lyndon B. Johnson, Richard M. Nixon, Gerald R. Ford, Jimmy Carter, and the first two years of the Ronald Reagan presidency.

The collection contains free-standing reports, some of them published, including studies, polls, and interviews, as well as occasional reports sent as memos from one government employee or contractor to another. 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.

As the collection title suggests, the cold war provides the backdrop for many of these documents. The main “weapon” in USIA’s cold war arsenal was its radio programming, notably the Voice of America (VOA). In a 1968 report to the Bureau of the Budget, the agency points out that “Radio activities consume 25 to 35 percent of the total USIA program each year” (Reel 5, Frame 0005). (See the related pie chart on the cover of this guide.)

USIA went to considerable lengths to estimate the extent of foreign radio listening in general and to analyze the effectiveness of VOA broadcasting in particular. Nearly 100 documents (approximately one-eighth of the documents in this collection) pertain to foreign radio audiences and/or VOA listening around the world. These include “VOA Listeners in Ankara and Istanbul” (Reel 1, Frame 0043); “Highlights of VOA Listening in the USSR, 1964” (Reel 2, Frame 0394); “Summary of Survey on Radio Listening by Dakar Women” (Reel 4, Frame 0177); “Radio Listening in Bangkok” (Reel 9, Frame 0636); and “A Factor Analysis of International Broadcast Listening Patterns in Colombia and Mexico” (Reel 15, Frame 0902).

This collection, *Records of the U.S. Information Agency, Part 1: Cold War Era Special Reports; Series B: 1964–1982*, 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 cover major international events of the period, including the Iran hostage crisis, the Soviet invasion of Afghanistan, and the Vietnam War, from a unique angle. In addition, they shed light on the values and preferences of rural and urban residents, students, and elites in Asia, Africa, Europe, the Middle East, and Latin America on a variety of international and domestic topics.