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TITLE

**A STUDY OF VOICE OF AMERICA AND  
WRL ACTIVITIES AND AN  
ATTEMPT TO EVALUATE THEIR INFLUENCE**

AUTHOR'S NAME

**Dorothy Tite**

ABSTRACT OF A THESIS

submitted to the Faculty of Clark University, Worcester,  
Massachusetts, in partial fulfillment of the requirements for  
the degree of Master of Arts in Education.

Abstract approved for publication

CHIEF INSTRUCTOR

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## ABSTRACT

This thesis represents a study of the Voice of America and World Radio University activities and an attempted evaluation of their influence abroad. The study deals primarily with the following three questions: (1) Is the role played by short-wave radio important? (2) Is there a significantly large world audience? (3) What can be done to improve it?

World Radio University was initiated and organized by Walter S. Lammson. Lammson noticed at the Paris Peace Conference in 1918 that the delegates had no real basis for understanding on which to construct a lasting peace. He realized that something revolutionary in the way of education would have to be done if people of different outlooks, cultures, and customs were ever to be brought together in mutual understanding. By utilizing artistic and factual programs involving culture, science, industry, and spiritual heritage, Lammson believed that the World Radio University could gradually lower the barriers of prejudice and international misunderstanding as far as America was concerned.

During the second World War, to fill the need of projecting news to the allied as well as to the subjugated nations, the Voice of America was established under the Office of Inter-American Affairs and the Office of War Information. In 1945, the Voice of America was placed under the auspices and control of the Department of State. In 1942, the Voice of America took over World Radio University and operated it until 1947, at which time it returned the station to its former owners. Upon its return to private control, World Radio University resumed its original type of program.

The method of investigation was (1) to study the programs of Voice of America for one year and those of World Radio University over a several year period up to April, 1951; (2) to investigate rather intensely the letters received in response to both programs during the month of May, 1950; and (3) to summarize the investigations and estimates concerning the amount of radio listening in Europe.

The main trends in the findings are as follows: (1) In the month of May, 1950, 29,063 letters were received by the Voice of America. Most of these were from various parts of Europe, with Germany leading, and a few from Asia and from behind the "Iron Curtain". Seventy excerpts from typical letters received by the Voice of America and thirty excerpts from letters received by World Radio University are reproduced in the thesis. A small percentage of these letters made minor criticisms of specific items in the program and offered suggestions, but none of the letters seen by the writer found fault with the general idea of the broadcasts. Perhaps this was due to the fact that only those who basically favored the programs would go to the trouble and the expense to write to the stations. However, this may be, it must mean that those who wrote felt rather strongly about the programs. (2) The foreign language broadcasts of the Voice of America are designed to fit the culture and temperament of the country in question. However, the usual program falls more or less completely under these headings: music, cultural heritage of that country, world news, news about that specific country, and a brief commentary on American programs and policies abroad. (3) The World Radio University programs conform less closely to a given pattern than do those

of Voice of America. These programs lean less toward emphasis on political news and American policy. They dwell more upon a dissemination of information about American life, customs, education and culture. (4) The amount of radio listening in both eastern and western Europe seems, according to the best investigations and estimates which have been made, to be very great. The report by Mark May made for the Department of State estimated that the potential audience was 295, 600, 000. One important unsolved technical problem is the "jamming" which is taking place in programs of countries near and behind the "Iron Curtain". Plans are being perfected which it is believed will do much to overcome this technical difficulty.

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## CHAPTER I

### INTRODUCTION

Short-wave radio has a twofold interest, first as a powerful influence on thought, outlook, and action, second as an institution reflecting the history and current trends in our society. Our generation is living in a new kind of world - a one world. The peoples of the earth now are neighbors. We must learn to live with people we know but little, and with people we do not like. Events on the other side of the earth affect our daily living and our personal safety. Today, modern instruments of communication have almost eliminated the barriers of time and space. In this background, short-wave radio plays an important role as an instrument towards peace and international understanding. This report deals primarily with the following four questions:

1. Is the role played by short-wave radio important?
2. Is it effective?
3. Is it adequate?
4. What can be done to improve it?

Americans as a people have never sought a leading role in world affairs. Only the double shock of the two greatest wars in history, succeeding each other within less than a quarter of a century, finally dispelled the illusion that the security and welfare of the United States were in some way immune to the conditions that created war in other parts of the world.

During World War II we fought in other countries and used their lands as battlefields. At the end of the War, we emerged as the richest and most powerful nation on earth. Americans, therefore, should regard the Four Freedoms and the Atlantic Charter more than shrewd war-time propaganda, but as the road toward preservation of the American heritage itself. In a one world, liberty, security, and prosperity could be maintained in the long run only if they could be made general.

The world that emerged from the fog of war was an unfamiliar one since demands for social advantages and a larger share of the world's goods had grown in volume among peoples of "backward" areas as well as among the broad masses of all nations. The need for drastic social and political readjustments was recognized. However, there was a danger that newly awakened peoples, lacking in discipline and in a realistic sense of possibilities might be easily lead by unscrupulous agitators. Unless guided by superior statesmanship, these forces could lead to chaos instead of to the new and better order to which they desired.

In its broadest terms, American postwar foreign policy could be defined in the language of President Truman's inaugural address of January 20, 1946 as "a great constructive effort to restore peace and stability and freedom to the world."<sup>1</sup> The contrary aims of Russia made this great endeavor more difficult, but also more imperative since each

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1. Council on Foreign Relations, The United States In World Affairs 1947, Harper and Brothers, New York, 1950, p. 13.

move on the international plane had repercussions affecting the daily lives of all Americans.

The United States worked vigorously within the United Nations to promote the free exchange of ideas and information, and participated in all endeavors directed toward increased international understanding. Thus, it acted on the assumption not only that better acquaintance among nations was helpful to the cause of peace but also that wider understanding of the United States could only increase the number of its friends. To the same end it conducted an extensive program of informational and educational activities, featuring exchanges of students and professors, maintenance of United States libraries and information services abroad, and foreign radio broadcasts.

If we do not continue with the work we have been doing in this way, we may be threatened with involuntary isolation, as we were in 1946. Why must we tell our actions abroad? The Committee on Civil Rights gave one of the most important reasons in its report published on October 29, 1947: "We cannot escape the fact that our civil rights record has been an issue in world politics. The world's press and radio are full of it. This Committee has seen a multitude of samples. We and our friends have been, and are, stressing our achievements. Those with competing philosophies have stressed - and are shamelessly distorting - our shortcomings.

"They have not only tried to create hostility toward us among specific nations, races, and religious groups. They have tried to prove our democracy an empty fraud, and our nation a consistent

oppressor of underprivileged people. This may seem ludicrous to Americans, but it is sufficiently important to worry our friends...

"The international reason for acting to secure our civil rights now is only a convenient weapon with which to attack us. Certainly we would like to deprive them of that weapon. But we are more concerned with the good opinion of the peoples of the world.....

"The United States is not so strong, the final triumph of the democratic ideal is not so inevitable, that we can ignore what the world thinks of us or our record."<sup>2</sup>

Policies, actions, and words must always be part of the broad effort of persuasion which binds us to other nations by ties of confidence and faith. For as President Lincoln said: "When the conduct of man is designed to be influenced, persuasion, kind, unassuming persuasion, should ever be adopted. It is an old and true maxim 'that a drop of honey catches more flies than a gallon of gall.' So with men. If you would win a man to your cause, first, convince him that you are his sincere friend."<sup>3</sup> Let us strive, as Lincoln counseled us, to convince the peoples of the world that we are their sincere friend. Let us, like the signers of the "Declaration of Independence" be ever ready, out of a "decent respect to the opinions of mankind", to put our case before the world.

This report is a study of the Voice of America and WRUL activities and an attempt to evaluate their influence abroad, since

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2. Carroll, Wallace, Persuade or Perish, Houghton Mifflin Company, Boston, 1948, p. 390.

3. Ibid., p. 390.

- 5 -

they represent two organs which are presenting America's case to the world.

## CHAPTER II

### IS THE ROLE PLAYED BY SHORT-WAVE RADIO IMPORTANT?

On February 12, 1919, Walter S. Rogers, the communications expert of the United States Commission to Negotiate the Peace reported, to President Woodrow Wilson as follows: "The steady extension of democratic forms of government and the increasing closeness of contact between all parts of the world point to the conclusion that the ultimate basis of peace is common knowledge and understanding between the masses of the world....."

"The various peoples of the world must become acquainted with one another, if there is to be a permanent peace or a successful League of Nations. This cannot be effectuated by mere treaty stipulation. Facilities must be provided which will stimulate the flow of information around the world.."<sup>4</sup>

Only the Russian Government assumed the responsibility for disseminating or withholding information, and the Soviet Government was more interested in Communist propaganda than in spreading information. At this time, the Western democracies had the conviction that governments should keep their hands off the press at home and assume no responsibility for the flow of information from or about their countries to the rest of the world.

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4. Warburg, J.P., Unwritten Treaty, p. 3, paragraph 2 and 3.

Later the rise of Fascism brought about the concept of strict government control of all the media of information at home and censorship of all material going abroad.

As nations were attacked by Fascist aggression, they were forced to adopt counter-propaganda measures. At this time the United States embarked upon active psychological warfare.

There was some disagreement in 1919, and there is some disagreement now, on the need for world-wide information. The future peace of the world certainly depends on confidence among nations. That confidence can grow only out of mutual understanding, and that understanding can come only from full and accurate information. Thus, Franklin D. Roosevelt also believed when he named "freedom of information everywhere in the world" as the first of the Four Freedoms.

Millions of human beings in the backward areas of the world have only the vaguest ideas about democracy and the western concept of a way of life based upon the freedom and dignity of the individual. It would seem that the short-wave radio can and must serve the democratic governments of the world for seeing to it that "freedom of information everywhere in the world" becomes a reality.

Events in the past year have made a United States government information program more important than ever. The Soviet Union places its heaviest reliance on "propaganda", spending enormous sums and using its best and most imaginative brains.<sup>5</sup> Other governments are acutely

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5. The World Audience for America's Story, Department of State Publication 3485, released April 1949.



conscious of the importance of information programs and are spending more in proportion to their capacities than is the United States in telling its story abroad.

The passage of the Smith-Mundt Act and its accompanying appropriations were a recognition by the Congress of the importance of this task. However, the task is far more important than has hitherto been recognized. The information program certainly should take a place in our national policy equal to the military and economic programs.

The short-wave programs should be conducted in the American way - giving factual information, the truth about the United States, its people, its way of life, and its government.

## CHAPTER III

### PROPAGANDA

This chapter deals with the techniques of propaganda - the devices and methods used to influence the opinions or actions of people.

There are few words in the English language whose meaning has been so badly distorted as the word propaganda. The unfavorable meaning of the word springs chiefly from its association with the First World War when dishonesty and misleading propaganda were frequently employed by various governments and groups. The term first came into usage with the formation by Pope Gregory XV in 1622 of the Congregation of Propaganda, an organization devoted to spreading the Catholic faith.<sup>6</sup> The word propaganda later came to be applied to any organization set up for the purpose of spreading a doctrine or a point of view; then it was applied to the doctrine which was being spread; and lastly to the methods employed in spreading the doctrine.

The Standard Dictionary by Funk and Wagnalls defines propaganda as "efforts directed systematically toward the gain of public support for an opinion or a course of action."

Efforts to influence people's attitudes and opinions, though not always called propaganda, are as old as human history.

In ancient Greece, for example, differences in political and social issues gave rise to propaganda and counter-propaganda, with the

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6. Talk It Over, National Institute of Social Relations, p.2.

theater, assembly, and religious festivals playing the role of our newspapers, radio, and movies of today.

If we accept the dictionary definition, we can say that propaganda is used by demagogues as well as honest men. Propaganda may appeal to the emotions, the intellect, or both. It may be sincere or insincere, honest or dishonest, selfish or altruistic, truthful or misleading. Propaganda may be used to promote prejudice, tyranny, and wars as well as democracy, brotherhood, and peace. Propaganda, in other words "may be good or bad - depending on its purpose, on whether what is said is truth or falsehood, the use to which it is put, and the results of its usage."<sup>7</sup> No matter how propaganda is defined, the principal point is not to be afraid of it. Those who spread an unreasoned fear of propaganda base their fear of propaganda on the unscientific notion that propaganda by itself governs public opinion. The truth, however, is that propaganda is only one of the factors that influence public opinion.

Public opinion in Europe is determined primarily by the struggle for food and shelter. The fundamental urge is to recover from the wreckage of war, to rise up out of the ruins. By nature, Europeans prefer personal freedom to dictatorial restrictions. They prefer freedom of speech to suppression. Yet, wherever there must be a choice between economic security and personal freedom, there are extremely strong pressures to give precedence to economic security.

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7. Ibid., p. 3.

There are many Europeans who in a greater or lesser degree have adopted the mechanisms of Socialism. Ideologically, however, this group of people adheres to the American conception of liberties and human rights. Thus, the short-wave radio plays an important role broadcasting to informed groups as well as to large areas of ignorant and prejudiced groups.

We find ourselves engaged in a new kind of warfare, a battle for the minds of men. "Cold war", it is called, but it is waged with heated words. In this psychological warfare we see two basic elements - the threat, or appeal to fear, and the bribe, or appeal to cupidity. Psychological warfare aims at the undermining of a people's confidence in its cause, its leaders, and itself. The purpose of spreading information is to promote the functioning of man's reason. However, the purpose of propaganda is to mobilize certain of man's emotions in such a way that they will dominate his reason. Yet, this does not necessarily mean with evil design.

It seems necessary that an informational agency should be set up. The function of such an agency should be to disseminate truth, that is to make available facts. It should enable as many people as possible to form their own individual judgments on the basis of relevant facts and authoritative opinion. On the other hand, a propaganda agency is almost the exact opposite: it is not to inform, but to persuade. It must disseminate only such fact, such opinion, and such fiction as will serve to make people act, or fail to act, in the desired way.

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It so happened in the last war and during this period, our best weapon has been the truth - at least most of the time, since sometimes knowledge would have aided the enemy during the war. Today, we are trying to combat aggressive propaganda based upon lies and distortions. Yet, our programs based on truth will win for us the confidence of peoples and all nations.

## CHAPTER IV

### PROBLEMS OF CONTROL AND SUPPORT

The government as well as private enterprise have their problems of control and support. This chapter deals with some of these problems.

The government's role in communications can be classified under four headings - government as a restrictive agency, government as a regulating agency, government as a facilitating agency, and government as a supplementary agency.<sup>8</sup>

As a restrictive agency, the function of government has been to keep certain things from the minds of its citizens or any people. During the last war, the United States government had to play such a role since information about certain things might have aided the enemy. Today, however, since it has proven to our advantage to tell the truth in our broadcasts abroad, the government's role as a restrictive agency has been rather small. Yet, this is certainly keeping with our principles of freedom since our ancestors fought effectively against the restrictive activities of government.

The second function of government is that of a regulating agency. The question involved in this second function is whether the government may lay down the rules of broadcasting which will promote

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8. Siebert, Fred, "Communications and Government", Communications in Modern Society, University of Illinois Press, 1948, p. 7.

rather than obstruct the achievement of our communication objectives. However, it is possible for the government to engage in regulatory activities which give promise of assistance in achieving our communication objectives, but these regulatory activities should give as wide a berth as possible to information content.

The third role is the function of government as a facilitating agency. The government could well afford to give assistance in the interest of a peaceful and productive society. The facilities for broadcasting could be provided by the government. The suggestions made by The Commission on Freedom of the Press in the "Report on International Mass Communication" shows the government's role as a facilitating agency.--"the plan calls for the immediate formation by all those American companies interested in international voice broadcasting of a nonprofit, nonexclusive, federated association; the voluntary adoption by all the members of the federation of a code of standards covering the program material and advertising; the selection by its board of directors of a chief executive of the federation from outside the industry's ranks and with an established record for public spirit, integrity, and knowledge of foreign affairs, clothed with full authority for allocating program time to the constituent companies and for enforcing strict compliance with the code. Government censorship of individual scripts would be prohibited by statute. The companies would be subject to a periodic license."<sup>9</sup>

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9. White, Llewellyn, Peoples Speaking to Peoples, University of Chicago Press, Chicago, 1946, p. 94.

The fourth role of government falls under that of participant of communications. This means direct contact between the government and peoples through government instruments. This is the role played at the present time.

The main difficulty in private ownership of communications is the economic problems involved. This is certainly in the case of WAUL, since the station depends entirely on private contributions. There are many reasons why the economic problem becomes very important in regard to private control of communication media. One of the major reasons is the fact that there is a major technological revolution still going on. Thus, large capital investments are imperiled as new techniques of idea transmission are being perfected. There is also a certain social responsibility involved with private ownership of communications. This is to convey information without distortion. This requires the hiring of people trained in this line of work. As a result, the private owners must face the problems of soaring costs. Under our present system, the responsibility for solution of these problems rests upon these private owners.

In the following pages some of the excerpts from Public Law 402 are quoted. This was an act to promote better understanding of the United States among the peoples of the world and to strengthen cooperative international relations (United States Information and Educational Exchange Act of 1948, approved January 27, 1948).



Legislation

Excerpts from Public Law 402<sup>10</sup>

Sec. 2. "The Congress hereby declares that the objectives of this Act are to enable the Government of the United States to promote a better understanding of the United States in other countries, and to increase mutual understanding between the people of other countries. Among the means to be used in achieving these objectives are:

(1) an information service to disseminate abroad information about the United States, its people, and politics promulgated by the Congress, the President, the Secretary of State and other responsible officials of Government having to do with matters affecting foreign affairs;

(2) an educational exchange service to cooperate with other nations in:

- (a) the interchange of persons, knowledge, and skills;
- (b) the rendering of technical and other services;
- (c) the interchange of developments in the field of education, the arts, and the sciences."

Sec. 3. "In carrying out the objectives of this Act, information concerning the participation of the United States in the United Nations, its organizations and functions, shall be emphasized."

Sec. 501. "The Secretary is authorized when he finds it appropriate, to provide for the preparation, and dissemination abroad,

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10. Public Law 402, 80th Cong., 2nd sess., An Act to promote the better understanding of the United States among the peoples of the world and to strengthen cooperative international relations (United States Information and Educational Exchange Act of 1948, approved January 27, 1948).

of information about the United States, its people, and its policies, through the press, publications, radio, motion pictures, and other information centers and instructors abroad. Any such press release or radio script, on request, shall be available in the English language at the Department of State, at all reasonable times following its release as information abroad, for examination by representatives of United States press associations, newspapers, magazines, radio systems, and stations, and, on request, shall be made available to Members of Congress."

Sec. 502. "In authorizing international information activities whenever corresponding private information dissemination is found to be adequate; that nothing in this Act shall be construed to give the Department a monopoly in the production or sponsorship on the air of short-wave broadcasting programs, or a monopoly in any other medium of information."

Sec. 601. "There are hereby created two advisory commissions:

(1) United States Advisory Commission on Information.... and

(2) United States Advisory Commission on Educational Exchange... to

be constituted as provided in section 602. The Commissions shall formulate and recommend to the Secretary policies and programs for the carrying out of this Act: Provided, however, That the commissions created by this section shall have no authority over the Board of Foreign Scholarships or the program created by Public Law 584 of the Seventy-ninth Congress, enacted August 1, 1946, or the United States National Commission for UNESCO."

## CHAPTER V

### WRUL

WRUL was born from the vision of Walter S. Lemmon. During World War I, Lemmon was a Navy lieutenant, later he was assigned to Woodrow Wilson's peace ship, the George Washington. At the conference, Lemmon saw that the delegates stood on no real basis for understanding. He realized that something revolutionary would have to be done if people of different outlooks, cultures, and customs were ever to be brought together in mutual understanding.

As he went on to make his own fortune as a radio inventor, he kept nursing the dream that radio could be used to further world peace. When the 1930's brought short-wave broadcasting to popularity, he built his own transmitter on the South Shore near Boston (1935).

This proved an excellent location because of the ease with which radio waves can be beamed around the world from there. Another advantage in this location was the wealth of programming material in near-by universities. Out of the educational programs, gotten up with the help of Harvard, Massachusetts Institute of Technology, Boston University, and Mount Holyoke, came the station's first three call letters and name, "World Radio University".

By 1939, WRUL was speaking directly to thirty-one countries in twenty-four home studios on Commonwealth Avenue in Boston.

During the war, children transported from their bombed homes in England were brought to WRUL station to talk to their parents. The

Christian Science Monitor prepared a daily news broadcast especially for people in the war and occupied areas. College professors gave practical advice on how to live on limited diets.

These activities gave WRUL the name "Friendship Bridge". By 1942 incoming mail was running at the rate of 20,000 letters a year, some were smuggled out of occupied zones. Letters were supplemented by visits from Europeans who escaped the Nazis and made it a point to drop in on WRUL when they arrived in America.

Toward the end of 1942, the United States Government finally realized the immense value of the short waves and took over WRUL along with all other short-wave transmitters. The programs were directed by the Office of War Information and the State Department. Then in February 1947, WRUL again began its own programming. Lemmon reopened his Boston and New York studios. However, the State Department uses the station and leases some hours every week.

Before the war, WRUL received generous grants from the Rockefeller Foundation and the Carnegie Endowment for International Peace. WRUL is now trying to stand on its own feet via a drive to get 100,000 Americans to make a small annual donation. Some 2000 are already contributing to what Lemmon describes as a non-governmental, private defense of the American way of life.

A new studio has been opened in Washington. Broadcasting direct from the capital, Lemmon believes, will lend added weight to the words we pound home to the nations abroad, especially those behind the Iron Curtain.

WRUL gives daily proof that truth is the most potent weapon. With knowledge and with facts about American culture, science, industry, and spiritual heritage, the World Radio University breaks the barriers of prejudice and international misunderstanding. Its objectives are certainly worthy of following even by our International Broadcasting Division. These objectives according to the "World Wide Listener" are "To foster, cultivate and encourage the spirit of international understanding, and to promote the enlightenment of individuals throughout the world. To develop, produce and broadcast programs of a cultural, educational, artistic and spiritual nature, and to arrange for the interchange of constructive radio programs throughout the world. To study, develop and disseminate radio programs which will enhance the cultivation of spiritual values, and tend to promote the growth of individual character." This is a part of America's answer to the forces of intolerance abroad.

## CHAPTER VI

### VOICE OF AMERICA

During the war, to fill a specific and vital need, the Voice of America was established under the Office of War Information and the Office of Inter-American Affairs as part of their international information activities. The Voice of America's services were valuable during the war in projecting news to the allied as well as to the subjugated nations.

On August 31, 1945, the Voice of America was transferred from the Office of War Information and the Office of Inter-American Affairs by presidential orders to the Department of State. Later it was incorporated into their information and cultural program. The basic policy of the program was laid down by President Truman's directive: "This government will not attempt to outstrip the extensive and growing information programs of other nations. Rather it will endeavor to see to it that the other peoples receive a full and fair picture of American life and of the aims and policies of the United States government."<sup>11</sup>

After the war, the programs were continued under the State Department direction. Advertising executive William Benton, then Assistant Secretary of State for Public Affairs, was behind the State Department's information division. He retired from his government position after Congress cut the Voice appropriation so sharply.

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11. Current History Magazine, July 1947, "Short Wave of the Future", W. Foulkrod, p. 14.

Therefore, President Truman nominated George V. Allen, former ambassador to Iran, to succeed Benton.

Obviously, the Voice of America is far from perfect. Yet, the policy makers of the State Department as well as the law makers in Congress should take a more sympathetic and understanding view of short-wave radio. Then and only then can the Voice of America play its full and proper role in bringing countries to understand and accept our policies.

In July and August of 1950, the Voice of America was broadcasting in English, Arabic, Bulgarian, Czech and Slovak, French, German, Greek, Hungarian, Italian, Persian, Polish, Russian, Rumanian, Spanish, Turkish, Ukrainian, Yugoslav, Portuguese, Chinese, Indonesian, and Korean.

A typical list of the English programs are as follows:  
music, (daily) Report from America: News Features, (Sun.) Radio Forum, (Mon.) Economic Survey, (Tues.) Women's World, (Wed.) Arts and Letters, (Thurs.) Labor Roundup, (Fri.) Farm Report, and (Sat.) Business Highlights and ECA News, Trinity Choir, Fun with Music, American Journal, United Nations Review, Here are the Answers, Make Believe Ballroom, Cross-Country U.S.A., American Round Table, Invitation to Learning, Your Hit Parade, Adventures in Science, Carnegie Hall, Radio Amateurs Program, and Books on Parade.<sup>12</sup>

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<sup>12</sup>. The Voice of America - English Edition, July-August 1950.

Impressive evidence has come to the attention of the State Department indicating the effectiveness of our "Voice of America" broadcasts. When Madam Kasenkina leaped from a window of the Soviet Consulate in New York on August 12, 1948, news was beamed almost immediately to the U.S.S.R. General Smith, then American Ambassador to the U.S.S.R., reported that this news became common knowledge in Moscow within a few minutes.<sup>13</sup> Very significant was the statement made in January, 1949, by a Soviet propaganda official at a meeting of lawyers to the effect that since the B.B.C. and the "Voice of America" began their broadcasts it had become more difficult to indoctrinate Soviet people in the Marxist-Leninist ideology.<sup>14</sup>

Far more impressive, however, is the Soviet government's reaction to the "Voice of America". Beginning in the summer of 1947 with a sharp attack by the famous writer Ehrenburg, the Soviet press and radio carried a stream of criticism of the "Voice of America" broadcasts. On April 24, 1949, a gigantic "jamming" operation began. According to official American estimates, this operation even at its beginning employed more transmitters than were available at that time to the "Voice of America". These Soviet reactions testify to the interest shown by the Soviet public and the Kremlin in our broadcasts.<sup>15</sup> They lend force to the statement made by the U.S. Advisory Commission

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13. "Falsehood: Russia's Sharpest Weapon", Lt. Gen. Walter Bedell Smith, The Saturday Evening Post, December 3, 1949, p. 26.

14. Ibid.

15. See Department of State Publication 3840, "Cultural Relations Between the United States and the Soviet Union," released in April, 1949.



on Information in its first semi-annual report to Congress, dated March 19, 1949: "The Voice is heard and it is effective. It is effective partly because it tells the people the truth<sup>16</sup> .....mainly because it brings hope and encouragement." The report added: "The Voice of America reaches millions of Russians today.... without this media our battle would not be a contest, even a losing one. We would lose out entirely and only too quickly...."

Any analysis of Soviet Radio programs quickly discloses a repetitious sameness in basic techniques, line, and objectives.<sup>17</sup>

Thus, Soviet broadcasts are constantly derogatory of America, its policies, its society and its personalities. In a four weeks' analysis of Moscow's programs beamed to the States, Washington officials could not find one good word expressed for this country. America is regularly described as imperialistic, undemocratic, militaristic, reactionary and uncultured. Conversely, the USSR is always the only true democracy, the real friend of the small and weak. After months of listening to Radio Moscow, one comes to only two possible conclusions. If the Kremlin's intention is to try to win American listeners then the Politburo has not even an elementary knowledge of human psychology. One does not call a country a liar, thief, and a bully and expect that country to be friendly. Yet, if the Kremlin's purpose is to build up hostility, fear and suspicion, to wall off Russia from the rest of the

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16. Ibid.

17. "Russia vs. America on the Air", Neal Stanford, The American Mercury, July 1947.

world, then, of course, Radio Moscow is aiding in that purpose.

Is "Voice of America" Broadcast Needed to  
Combat Communism?

To present a cross section of public opinion as to whether Congress should appropriate funds to continue official foreign broadcasts, The United States News, May 30, 1947 asked foreign experts and others, this question:

"Do you feel that the State Department's 'Voice of America' broadcasts to Russia and other countries are needed in combating spread of Communism?"

A.A. Berle, Jr.,<sup>18</sup> Assistant Secretary of State: "The State Department's 'Voice of America' broadcasts are essential not to "combat Communism", but to defend America from foreign attacks and give a true picture of this country. Without it America would be a great country lacking such expression. Private broadcasting cannot do this job; Government subsidy would be needed, since there is not adequate market to sustain the program.

Past mistakes in the program can and undoubtedly will be corrected."

W.R. Castle,<sup>19</sup> Secretary of State 1931-33: "Certainly some method of informing the world as to the true sentiments of this country is very important, as a deterrent for the spread of Communism. Whether the State Department broadcasts accomplish this I have no means of

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18. The United States News, "Question of the Week", p. 22.

19. Ibid.

knowing. Some of them have been stupid, but it is only the stupid ones we hear of. Most of them probably have been good."

Ralph Barton Perry,<sup>20</sup> Professor of Philosophy, Harvard University: "We have repeatedly proclaimed to the world that we consider our democratic institutions to be essential to the peace of the world, and to afford the best basis for the welfare as well as the personal freedom of all peoples. I share this belief, not boastfully, but with the reservation that our practice does not always measure up to our profession.

I further believe that the proper way to spread out institutions abroad is not by military or economic coercion, but by perfecting these institutions at home, while at the same time informing the rest of the world about them.

The State Department's 'Voice of America' is designed, as I understand it, for precisely this purpose, and should, therefore, be supported by Congress and by public opinion."

Arthur Bliss Lane,<sup>21</sup> Former U.S. Minister to Poland: "I do not feel that the 'Voice of America' broadcasts are needed to combat Communism. Due to interference and difficulty of obtaining proper radio equipment in countries under Soviet domination, broadcasts do not reach a sufficient number of listeners.

I consider it tactless, to say the least, to attempt to educate these people in the American way of life, namely democracy, when that very democracy has been deprived them through our action in Yalta, which has resulted in their domination by Soviet Union."

20. Ibid.

21. Ibid.

David Nelson Rowe, Associate Professor of International Relations, Yale University: "I definitely believe that the 'Voice of America' broadcasts to Russia and other countries are needed in combating Communism. We can rely everywhere upon the basic friendship of the people for us, but we must not allow hostile Communist propaganda to go unanswered. We can pierce the 'iron curtain' by radio, and in my opinion, it would be a great mistake to insist upon financial savings at the cost of sacrificing direct official radio contact with our friends in Russia and elsewhere.

From long experience abroad, I testify that America's message has a universal appeal. I urge continued appropriations supporting the State Department foreign radio broadcast."

## CHAPTER VII

### CONTENT OF PROGRAMS

A listener tuning in on the Voice of America broadcasts last May 1950 would have heard some of the following items: Arturo Toscanini conducting the NBC Symphony Orchestra; the story of a neurotic dog called Nick; Martin Block's "Wake-Believe Ballroom"; A talk about food in the United States by an Austrian woman who had married a soldier; or a talk on new United States glassmaking techniques. (For a more complete program see Table I.)

The bulk of Voice of America news is handled in straight reporting fashion. The propaganda part of the program is done by political talks, dramatic features, and "shirttails", i.e., short comments tacked on the end of news broadcasts.

Most of the Voice of America propagandists are natives of the countries to which they broadcast. The Voice of America programs follow the national temperaments of the receiving countries. Usually if the people of a country are sentimental and fiercely nationalist, the programs have a tendency to be that way too.

One of the programs most effective series was "Where Are They Now", on men who thought they could collaborate with the Communists. These are some samples based on Jan Masaryk:<sup>22</sup>

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22. Time, May 1, 1950, p. 22.

Masaryk: I am convinced that if the Western democracies stick to the old rule, live and let live, no insurmountable difficulties will be encountered in this direction.....

Narrator: Charles University - the faculty dismissed.

Masaryk: Live and let live.

Narrator: Czechoslovak students fired upon by Communist police.

Masaryk: Live and let live.

Narrator: All Czechoslovak newspapers put under the Communist Minister of Information.

Masaryk: Live and let live.

(A drum begins to roll.)

Narrator: Schools - Communist. Police - Communist. All Prague, all Czechoslovakia, dominated by a ruthless pressure.

Masaryk: I am convinced that if the Western democracies stick to the old rule, live and let live.....

A voice: Where is he now? Where is Jan Masaryk?

Narrator: Dead. By his own hand."

The most important job the Voice of America does is to report on United States life. The listeners learn a great deal about family life where the women like careers, but are good mothers and wives, too. The listeners also learn about scientific progress in the United States. Usually the Voice of America manages to convey the breadth and the vigor of the American land. A recent instance was the dramatized history of the Missouri Valley. The piece ended with this moving passage which may

seem rather trite to us in the United States: "The great buffalo herds of yesterday live only in the songs of the West now, and where not long ago there were log cabins and small settlements, modern cities bloom - Kansas City, Omaha, Bismarck and all the others. Bridges cross the winding river, carry trains and automobiles from one bank to the other. The beaver has crept away, but men have built new dams - dams which tame the once treacherous river and produce power for the farmer's lamps. Peace, long-fought-for peace, has settled over the Missouri Valley, and this time it will last."<sup>23</sup>

One of the current programs this year which has attained great popularity is the "Jo Stafford Program". Assistant Secretary Edward W. Barrett explains it as follows: "It is essential to reach the youth of the world with the true story of American democracy, since it is today's youth who will be the leaders of tomorrow. The Jo Stafford Show is valuable in that it attracts such listeners to the whole of the Voice of America program."<sup>24</sup>

This great attraction is explained by the fact that American soldiers had music sent them overseas in the last war. The Europeans heard a great many of the records and became interested. Since Miss Stafford was the soldiers' favorite singer, the children heard a great deal of her music and became interested in her. She is a perfect model for youth since her personality and private life are invulnerable to attack by the Russians. The sincerity of her voice apparently puts

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23. Ibid.

24. Collier's, April 21, 1951, p. 78.

over the propaganda as well as the songs, and the Voice of America has been able to use her to convey messages. During an interview of a young Broadway star, Richard Seff, she managed to work in the key points of the plot of the play in which Seff is appearing. The play happens to be anti-Communist drama, "Darkness at Noon", the psychological study of the mind of a Red official who "confesses" in a Communist purge trial. Every week, Jo Stafford asks her listeners to write letters in English on the subject, "What Aspect of Life in the United States Interests Me Most". Every week the writers of the best letters receive a Jo Stafford record album from the nearest embassy or consulate.

One very interesting point about the Jo Stafford program is that every request made for a pen pal is turned over to the United States Office of Education. The Office of Education sends the letters to school teachers to distribute to those pupils who are Jo Stafford fans. The idea is to start pen pal relationships, so our children will be telling about American democracy to their friends abroad.

#### WRUL Program Content

American working men are projecting a true picture of this nation's democratic way of life to people of Europe. The workers of America tell the workers of the rest of the world why they like America. They are trying to counteract the Soviet propaganda portraying the American workers as "capitalistic slaves". In this way, WRUL tries to show the true picture of the nation on the program "The People Speak".



Another inspiring program broadcast by this station is the Lowell Institute Series, telling "History of Civilization" and "Science in Your Life". These programs are in lecture form and are prepared and given by professors of nearby universities. "The American Business Bulletins" are straight reporting style on current stock market prices. "The International Friendship League" is mostly for pen pals. In this way, American children show examples of democratic living to their pen pal in Europe. The two musical programs are "Dinner Music from Back Bay" and "Boston Tune Party". Both these programs feature current and semi-classical music requested by the listeners. The two news broadcasts are "Lowell Thomas News" and "The Monitor Views the News".

TABLE I  
VOICE OF AMERICA PROGRAM LISTINGS\*

Service to Europe and the Middle East

ENGLISH

Time	Programs
1545-1600 GMT	Music
1600-1615	Program Preview and Music
1615-1645	(Daily) Report from America: News Features (Sun.) Radio Forum (Mon.) Economic Survey (Tues.) Women's World (Wed.) Arts & Letters (Thurs.) Labor Roundup (Fri.) Farm Report (Sat.) Business Highlights & ECA News
1645-1700	(Sun.) Trinity Choir (Mon.-Fri.) Music (Sat.) Fun with Music
1700-1715	(Sun.) VOA Talks (Mon.-Sat.) American Journal
1715-1745	(Sun.) United Nations Review (Mon.) Here Are The Answers (Tues.) Make Believe Ballroom (Wed.) Cross-Country, U.S.A.

\* World Program Schedules, "The Voice of America - English Edition",  
July-August 1950, p. 11.

TABLE I (con.)

Time	Programs
1715-1745 (con.)	(Thurs.) American Round Table (Fri.) Invitation to Learning (Sat.) Your Hit Parade
1745-1800	(Sun.) Adventures in Science (Mon.-Sat.) News
1815-1830	Music
1830-1900	Repeat of 1615 programs
1900-1915	(Daily) News & Commentary
1915-1930	(Sun.) Radio Amateurs Program (Mon.-Fri.) Commentators' Digest (Sat.) Radio University
1930-2000	(Sun.) Musical Americana (Mon.) Donald Voorhees Orchestra (Tues.) American Farm Program (Wed.) Musical Americana (modern composers) (Thurs.) Howard Barlow Orchestra (Fri.) Carnegie Hall (Sat.) Books on Parade
2000-2015	(Sun.) Youth Talks It Over (Mon.-Fri.) Report From Washington (Sat.) Reporters at Work
2045-2100	Repeat of 2000 programs
2100-2115	Repeat of 2000 programs

TABLE I (con.)

Time	Programs
2130-2200	(Daily) News (Sun.) American Viewpoints (Mon.-Fri.) Press Opinion (Sat.) Contemporary Thought (Daily) Headlines -- Sign Off

TABLE II  
WORLD WIDE BROADCASTING FOUNDATION<sup>\*</sup>

Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
(Second Sunday each month, the European Transmission will be a broadcast of a Christian Science Lecture 4:00 P.M. Eastern Daylight Times <span style="float: right;">20:00 Greenwich Mean Time</span>						
Dutch Interviews	Dutch Lutheran	Dutch news	Norwegian Interviews	Norwegian Greetings	Danish Greetings	Music for Inspiration
4:15 P.M. EDT					20:15 GMT	
	<u>Lowell Institute</u> History of Civilization	Inter- national Friendship League	Norwegian Interviews	Swedish Lutheran Program	<u>Lowell Institute</u> Science in Your Life	Christian Science Program
4:30 P.M. EDT					20:30 GMT	
	<u>Lowell Institute</u> History of Civilization	The Monitor Views the News	The People Speak; American Living	This is America: Interviews	The People Speak; American Living	English Lutheran Program

\* Basic Program Schedule, May 1950.

TABLE II (con.)

Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
4:45 P.M. EDT					20:45 GMT	
American Business Bulletin	American Business Bulletins	American Business Bulletins	American Business Bulletins	American Business Bulletins	The People Speak; American Living	English Lutheran Program
European Transmission Ends at 5:00 P.M. EDT - 21:00 GMT Latin American Transmission Begins at 7:00 P.M. EDT - 23:00 GMT						
7:00 P.M. EDT					23:00 GMT	
American Business Bulletins	American Business Bulletins	American Business Bulletins	American Business Bulletins	American Business Bulletins	Lowell Institute Science in Your Life	Music for Interpreta- tion
7:15 P.M. EDT					23:15 GMT	
	Dinner Music from Beck Bay	Dinner Music from Beck Bay	Dinner Music from Beck Bay	Dinner Music from Beck Bay	Boston Tune Party	Greatest Story Ever Told

TABLE II (con.)

Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
7:30 P.M. EDT						23:30 GMT
	Dinner Music from Back Bay	Dinner Music from Back Bay	Dinner Music from Back Bay	Dinner Music from Back Bay	Boston Tune Party	Christian Science Program
7:45 P.M. EDT						23:45 GMT
Lowell Thomas News	Lowell Thomas News	The Monitor Views News	Lowell Thomas News	Lowell Thomas News	Pan American Program	Greatest Story Ever Told

Latin American Transmission ends at 8:00 P.M. EDT - 24:00 GMT

The World Wide Broadcasting Foundation's Programs are heard over the following stations:

European Transmission: WRUL - 1 15.35 Mgs. 19.6 Meters

Latin American Transmission: WRUL - 1 15.29 Mgs. 19.6 Meters  
 WRUL - 4 17.750 " 16.8 "  
 WRUL - 5 11.79 " 25.6 "

(Programs are in English, unless otherwise indicated.)

## CHAPTER VIII

### PHYSICAL FACILITIES

Radio is much less extensively developed as a means of mass communication in the Soviet Union than it is in the United States. According to Shayon, there are fewer than seventy-five receivers per thousand of population in the U.S.S.R. in comparison to the rate of up to two hundred in many European countries and four hundred and twenty-five in the United States.<sup>25</sup> However, as Shayon goes on to say, 80 per cent of the equipment in the Soviet Union does not consist of radio sets at all. It is made up of wired speakers with each speaker connected to a central exchange. The owner of a wired speaker cannot freely tune in on the air waves to select his programs. He can hear only those programs piped over the wires. Nevertheless, there are several million sets in the U.S.S.R. capable of hearing our broadcasts. (See Table IV at the end of this chapter.) These sets are largely in the hands of the most important groups of the Soviet population, such as party members, intellectuals, and leading workers. It is important, therefore, that our programs reach this small potential audience.

The U.S.S.R. spends huge sums of money on its communications front. It also enlists its most competent technicians and the best imaginations for the job of psychological warfare. Britain provides the BBC with excellent facilities. Still, the nation can afford to

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25. "Europe and the Voice of America" by Robert Lewis Shayon, Saturday Review of Literature, February 3, 1951.



spend roughly \$12,500,000 a year for the BBC. (See Figure I on the amount of time of actual broadcasting. England leads Russia).

As for the Voice of America, its \$11.5 million budget prevents it from employing the top broadcasting talent available in the United States. Although the appropriations authorized by the Eighty-first Congress were the most generous yet made, it is clear that the United States is not spending as much as it can afford for the vital psychological third front of the defense of freedom. In addition to the official Voice of America, non-government organizations also contribute to the propaganda output. The World Wide Broadcasting Foundation in Boston, Massachusetts broadcasts an hour and a half of English-language programs daily to fifty-eight countries. Another private American broadcasting organization, Radio Free Europe, went on the air for the first time on July 14, 1950, in Frankfurt, Germany.<sup>26</sup> It addresses itself to Poland, Czechoslovakia, Hungary, Rumania, and Bulgaria. Radio Free Europe broadcasts seven and a half hours a day - an hour and a half to each country. Beginning April 1 it will operate a new medium-wave transmitter in Munich, addressing itself exclusively to Czechoslovakia. Radio Free Europe is unhampered by diplomatic inhibitions, and it can say things that the Voice of America, an organ of the State Department, cannot say. The people doing the broadcasts will be Americans - acting, speaking, and thinking according to our democratic way of life.

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26. Ibid.

The Voice of America broadcasts emanating in New York are relayed or re-broadcast in Europe by the following services: The British Broadcasting Corporation, The American Relay Base in Europe (Munich), Radiodiffusion Française (France), Radio in American Sector (Berlin), Information Service Division - U.S. Army of Occupation (Germany), Rot-Weiss-Rot (Austrian Radio Network), Radio Audizioni Italia-Italian Radio Network, and Greek Network.

In the Far East they are relayed or re-broadcast by Honolulu and Manila, a number of stations of the Chinese Network in China, and the U.S. Military Government Network in Korea; in Latin America by the Buenos Aires Radio Network and approximately 12 independent stations in various Latin American Countries.

The Overseas Distribution unit supplements the actual broadcasting prepared by the Program Operations Branch by providing recordings, together with the scripts and program notes, to the offices in Europe, Latin America, the Near East and Middle East, and the Far East making a total of seventy-five distribution points for re-broadcast on medium wave by foreign stations. This service consists of recording both the original broadcasts and domestic commercial broadcasts prepared specifically for distribution overseas. This service makes it possible to reach a wider audience than may be reached through direct broadcasts.

For example, to Bombay, India, music transcriptions of all types together with program notes - 78 disks - are sent monthly. In addition, radio scripts entitled "This Land and Its People", "Here Are the Answers", "Radio Forum", "University of the Air", and special

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events interviews are furnished on a recurring basis for local production. A monthly report from the American Embassy, Bombay indicates that "All India Radio" scheduled thirteen programs using the above recordings for a total broadcast time of nine hours and fifteen minutes in one month.

The following are examples of recorded programs sent to Rome, Italy: "Ai Vostri Ordini", a half hour "question and answer program"; four programs a month played over Italian networks. "Radio University", a fifteen minute talk program dealing with scientific, economic, and cultural topics; eight programs at one quarter hour each sent regularly each month and used by the Italian networks. "Panorama D'America", a fifteen minute program re-broadcast weekly, totalling one hour a month. A half-hour musical program broadcast every other week. In addition to the above, special programs such as the "Boy's Town Choir", a half-hour dramatized show, interviews, and news are sent each month.

At the request of the American Embassy, Rio de Janeiro, Brazil six hundred and twenty-five disks are sent monthly, consisting of sixteen sets of music transcriptions together with program notes, and twenty-five copies of the "Hit Parade" are sent weekly with Portuguese commentaries. In addition, such holiday and anniversary programs as are thought to be of special interest are pre-recorded in New York and sent to Rio de Janeiro.

The Facilities Branch comprises of four sections: Network Operations Section, Engineering Section, Operations Section, and the Relay Bases Section.

The Network Operations Section provides for the physical formation and operation of the network and short-wave transmitters. It organizes, plans, and allocates the use of wire-line facilities and internal studio and recording facilities.

The Engineering Section develops the requirements for technical facilities in the United States and abroad to meet the needs of future broadcasting, construction, and maintenance.

The Operations Section is responsible for the operation of studio, recording and transmission facilities in accordance with schedules prepared by Network Operations Section.

Relay Bases Section is responsible for direction of operation at Honolulu and, in collaboration with the Foreign Service, direct operation of other relay bases.

The International Broadcasting Division has contracts with seven international broadcasters for the operation of thirty-nine transmitters in the United States, ranging in capacity from ten kw to two hundred kw. The purpose and function of the United States transmitters is to transmit directly as well as by way of overseas relay stations, English and foreign-language broadcasts to the target areas intended. East Coast plants cover broadcasts to all of Europe, North Africa, and the Middle East. West Coast plants cover broadcasts to Australia, Hawaiian Islands, Phillipine Islands, Netherlands, East Indies, Asia, and Alaska. (East and West Coast plants cover broadcasts to Latin America.) The location of the transmitters by State and

the number of transmitters operated by each contracting company is as follows:<sup>27</sup>

<u>Transmitters</u>	
<u>State</u>	<u>Number of Transmitters</u>
New York	7
New Jersey	8
Massachusetts	6
Ohio	8
California	<u>10</u>
Total	39

<u>Broadcasters</u>	
	<u>Number of Transmitters</u>
Associated Broadcasters	2
Crosley Corporation	8
CBS	9
General Electric	5
NBC	9
Westinghouse	1
World Wide	<u>5</u>
Total	39

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27. Figures on the number of transmitters were available as of April, 1949. Statistics on figures found p. 68 of The World Audience for America's Story, The Department of State. Figures may have changed slightly.

<u>Base</u>	<u>In operation</u>
Munich	4 short-wave transmitters, 100 kw.
BBC Woolferton	5 short-wave transmitters of 50 kw. supplemented by 2 BBC medium-wave transmitters of 50 kw. plus 400 kw. respectively.
Manila	1 short-wave transmitter, 50 kw. 1 medium-wave transmitter, 50 kw.
Honolulu	1 short-wave transmitter, 100 kw.

The functions of the relay bases are to strengthen the signal into a specific area, and to convert the signal into frequencies capable of being received.

It is necessary to strengthen the signal since the greater the distance between the transmitters and the target, the weaker the signal. This is due, in part, to the fact that a greater number of "hops" are required for the signal to reach the target over a long distance, and with each "hop" the signal strength is weakened. These "hops" will also vary in number according to the season of the year. The basic characteristics do not change because of the great distance between the United States and its targets.

Since the 'Voice of America' tries to reach as large an audience as possible and to increase the number of listeners, it is necessary to use a frequency higher than the average radio set is capable of receiving. This problem is overcome by converting the signal to a lower frequency ratio. The conversion by relay transmitters has

the effect of putting a program into a given area on several strong signals so that it is received by the average short-wave receiver. The additional signal strength and number of channels not only reduce the effectiveness of possible jamming of ISD broadcasts but also make jamming more difficult.

ISD has some medium-wave transmitters in order to reach an even larger audience whose sets are not equipped to receive short-wave.

In conclusion, the facilities for short-wave broadcasting are far from adequate at this time. The amount of time spent by the United States broadcasting certainly is very small in comparison to Great Britain and Russia. One glance at the Comparative Chart shows us the need for devoting more time to broadcasting short-wave programs. Russia spends three times as many hours broadcasting her Communistic doctrines as does the United States broadcasting her democratic ideals. There is also a great need for a large number of medium-wave transmitters since out of the 73,279,740 radio receiver sets only 43,073,865 are capable of receiving short-wave.<sup>28</sup> That would mean 30,205,875 sets are not receiving any American broadcasts.<sup>29</sup> (See Tables I-VIII at the end of this chapter). However, the use of medium-wave relay will not only facilitate a more flexible operation but also increase the effectiveness of program coverage.

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28. See chart on World-Wide Distribution of Radio Receiver Sets. However, this total excludes the United States and Canada.

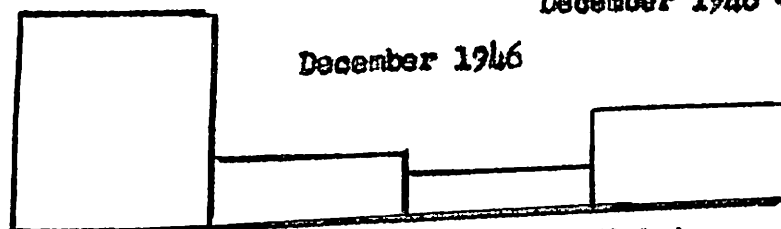
29. Ibid.

FIGURE I

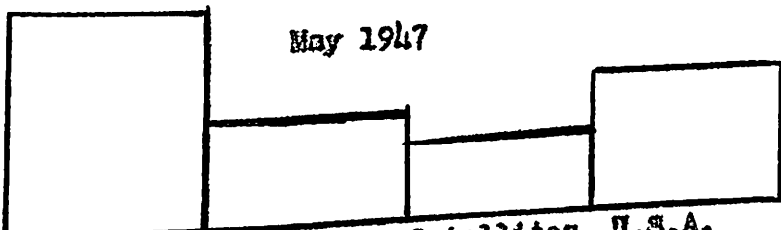
COMPARATIVE CHART<sup>30</sup>

Weekly hours of short wave broadcast by Great Britain, USSR (and Satellites) and USA to competitive areas.

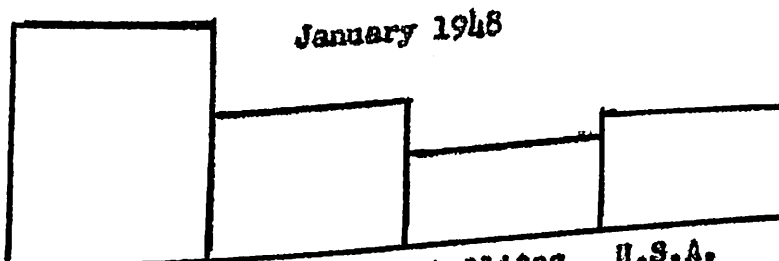
December 1946 - December 1948



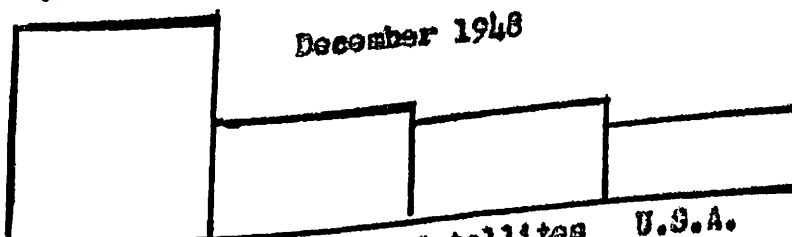
Great Britain	U.S.S.R.	Satellites	U.S.A.
552 hrs. 30 min.	246 hrs. 55 min.	175 hrs.	395 hrs. 15 min.



Great Britain	U.S.S.R.	Satellites	U.S.A.
570 hrs. 40 min.	305 hrs. 30 min.	201 hrs.	353 hrs. 15 min.



Great Britain	U.S.S.R.	Satellites	U.S.A.
585 hrs. 40 min.	343 hrs.	212 hrs.	229 hrs. 15 min.



Great Britain	U.S.S.R.	Satellites	U.S.A.
541 hrs. 15 min.	321 hrs. 10 min.	234 hrs. 15 min.	164 hrs. 15 min.

30. Prepared by the IBD in The World Audience for America's Story, pp. 115-116.



The tables on the distribution of radio receiver sets were tabulated from various surveys. The tables on radio sets behind the Iron Curtain are based on much earlier figures taken by surveys when Russia was our ally. It is obvious that some of the figures are merely approximate since the numbers end in zero. The tables were prepared by the International Broadcasting Division and released in March 1949. Yet, they give us an idea of the audience in the various countries. In this way, programs to countries with fewer radio sets would be shorter and countries with a large audience would have more and longer programs.

TABLE III  
WORLD-WIDE DISTRIBUTION OF RADIO RECEIVER SETS<sup>31</sup>

Area	Total Radio Receivers	Total Short- Wave Receivers	Estimated Potential Audience
Europe:			
West	43,657,000	28,029,000	151,400,000
Iron Curtain	<u>9,534,000</u>	<u>8,263,000</u>	<u>42,400,000</u>
	53,191,000	36,292,000	193,800,000
Middle East and			
Africa	1,785,240	1,626,015	9,300,000
Far East	11,808,000	1,478,650	61,800,000
American Republics	<u>6,495,500</u>	<u>3,677,200</u>	<u>30,700,000</u>
Total	73,279,740	43,073,865	295,600,000

This report excludes the United States and Canada.

31. Report prepared by International Broadcasting Division, (Usually referred to as the Voice of America, VOA, or IBD), March 1949.

TABLE IV  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>32</sup>

Iron Curtain

Area	Total Radio Receivers	Equipped for Short-Wave	Average No. Listeners per set
Albania	3,000	1,000	5
Bulgaria	200,000	200,000	Unknown
Czechoslovakia	2,030,000	1,624,000	6
Hungary	443,000	250,000	4
Poland	874,000	750,000	4
Rumania	220,000	200,000	5
Russia	5,500,000	5,000,000	Unknown
*Yugoslavia	264,000	238,000	Unknown
Total	9,534,000	8,263,000	

\* At this time, we do not consider Yugoslavia as being a part of the Iron Curtain.

32. Report prepared by International Broadcasting Division, 1949.

TABLE V  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>33</sup>

Middle East

Area	Total Radio Receivers	Total Short-Wave Receivers	Average No. Listeners per Set
Afghanistan	4,800	4,000	Unknown
Ceylon	23,000	21,900	11
Egypt	149,200	120,000	4
India	260,000	234,000	5
Iran	60,000	60,000	Unknown
Iraq	45,000	45,000	7
Israel	100,000	80,000	4
Lebanon	22,000	20,000	10
Pakistan	37,000	37,000	10
Saudi Arabia	9,000	9,000	8
Syria	22,000	1,000	6
Transjordan	700	700	Unknown
Turkey	235,000	232,000	6
Total	967,700	864,600	

33. Report prepared by International Broadcasting Division, 1949.

TABLE VI  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>34</sup>  
Europe

Area	Total Radio Receivers	Equipped for Short-Wave	Average No. Listeners per Set
Austria	1,049,000	350,000	4
Belgium	1,236,000	1,236,000	5
Denmark	1,240,000	1,200,000	3
Finland	679,000	611,000	4
France	8,000,000	5,000,000	4
Germany	9,812,000	2,944,000	3
Great Britain	11,888,000	8,916,000	4
Greece	100,000	90,000	5
Ireland	312,000	312,000	Unknown
Iceland	41,000	36,000	4
Italy	2,500,000	1,500,000	4
Luxembourg	49,000	49,000	3
Netherlands	1,054,000	735,000	4
Norway	610,000	580,000	4
Portugal	392,000	340,000	3
Spain	1,500,000	1,500,000	5
Sweden	2,150,000	2,070,000	2
Switzerland	1,045,000	560,000	4
Total	43,657,000	28,029,000	

<sup>34</sup>. Report prepared by the International Broadcasting Division, 1949.

TABLE VII  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>35</sup>  
Pacific and Far East

Area	Total Radio Receivers	Total Short-Wave Receivers	Average No. Listeners per Set
Australia	1,833,000	750,000	4
Burma	10,000	10,000	6
China	850,000	20,000	10
Indochina	18,000	18,000	11
Indonesia	100,000	100,000	Unknown
Japan	8,000,000	150,000	5
Korea	374,000	650	4
Malaya and Singapore	72,000	68,000	15
New Zealand	480,000	320,000	4
Phillippines	35,000	25,000	10
Siam	36,000	17,000	Unknown
Total	11,808,000	1,478,650	

35. Report prepared by ISD, March 1949.

TABLE VIII  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>36</sup>

Africa

Area	Total Radio Receivers	Total Short- Wave Receivers	Average No. Listeners per Set
Algeria	153,000	153,000	Unknown
Angola	7,700	7,700	15
Belgian Congo	10,000	10,000	3
Eritrea	8,000	7,000	5
Ethiopia	7,000	6,000	4
French Somaliland	400	375	5
French West Africa	4,000	3,600	Unknown
Gold Coast	1,700	1,700	5
Kenya	16,500	16,500	3
Liberia	1,000	1,000	4
Morocco	110,200	104,700	7
Mozambique	8,500	5,000	4
Nigeria	1,800	1,800	5
South Africa	445,700	401,000	4
Tanganyika	1,200	1,200	4
Tunisia	40,300	40,300	4
Uganda	540	540	3
Total	817,540	761,415	

36. Report prepared by IBD, March, 1949.

TABLE IX  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>37</sup>  
Latin America

Area	Total Radio Receivers	Total Short-Wave Receivers	Average No. Listeners per Set
Argentina	1,600,000	1,000,000	4
Bolivia	50,000	40,000	4
Brazil	1,700,000	900,000	5
Chile	365,000	255,000	6
Colombia	450,000	85,000	6
Costa Rica	32,000	16,000	7
Cuba	540,000	432,000	4
Dominican Republic	27,000	25,000	7
Ecuador	35,000	26,000	7
El Salvador	11,000	10,900	8
Guatemala	10,000	38,000	7
Haiti	3,500	3,500	7
Honduras	7,000	7,000	10
Mexico	1,000,000	525,000	5
Nicaragua	8,000	7,800	5
Panama	47,000	37,000	10
Paraguay	25,000	20,000	6
Peru	150,000	120,000	4
Uruguay	230,000	115,000	3
Venezuela	175,000	14,000	
Total	6,495,500	3,677,200	

37. Report prepared by International Broadcasting Division, March, 1949.



TABLE X  
DISTRIBUTION OF RADIO RECEIVER SETS<sup>38</sup>

Island Areas and Countries

Area	Total Radio Receivers	Total Short- Wave Receivers	Average No. Listeners per Set
Bahamas	2,085	1,570	6
Barbados	2,400	2,400	4
Bermuda	3,500	3,312	5
British Guiana	6,000	6,000	5
British Honduras	1,150	1,150	4
Canary Islands	16,000	16,000	6
Dutch Guiana	2,000	2,000	Unknown
Gibraltar	2,000	2,000	5
Hong Kong	30,610	Unknown	Unknown
Jamaica	14,000	13,700	5
Madeira	5,000	5,000	3
New Caledonia	2,095	2,095	3
Newfoundland	31,847	28,700	Unknown
Netherlands West Indies	15,000	15,000	3
St. Vincent	600	600	5
Trinidad	9,036	8,140	5
Total	143,323	107,667	

38. Report by the International Broadcasting Division, 1949.

CHAPTER IX  
EFFECTIVENESS OF THE PROGRAM

Is the present information program effective? Independent studies, newspaper accounts, and radio fan mail indicate that the program is effective only as far as it goes.

The May Study

One of the independent studies was done by Mark May for the State Department.<sup>39</sup> May went to Europe on December 27, 1948 and returned February 8, 1949. May interviewed more than two hundred people, of whom one-half or more were not employees of the United States Government and were in no way identified with the State Department. He saw officials and other persons who were in positions to know how well the peoples of these countries are being informed about the United States. He brought back firsthand information on the effectiveness of the program in England, Sweden, France, Italy, Greece, Spain, Czechoslovakia and Yugoslavia.

May gave his report on the effectiveness of the Voice of America in two parts: behind the Iron Curtain, and in the free countries of Europe.

Information from Poland, Czechoslovakia, and Yugoslavia shows that of all existing radio sets in these three countries that are in working order, at least three fourths and perhaps more are tuned to the

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<sup>39</sup>. The Department of State, Publication 3485, op. cit.

Voice of America broadcasts once each day. In Poland the percent might run as high as 85 to 90 per cent. It must be remembered that the number of radio sets per capita in these countries is much smaller than in the United States, where we have one radio for every two people. In Poland there are 950 thousand registered sets for a population of 24 million, or one set per 25 persons. The estimated daily listening audience to the Voice of America is about one million. In Czechoslovakia there are about two million sets for a population of about 15 million, or one set per each seven to eight persons. The estimated average daily listening audience to the Voice of America is not less than one million and on certain occasions might run to more than two million. In Yugoslavia there are 250 thousand registered sets for a total population of between fifteen and sixteen million, or one set for each fifty to sixty persons. Many of the sets are old and need replacement parts. The relay of the Voice of America by BBC is heard best. Yet, in spite of these hardships there is some evidence to indicate that people listen in fairly large numbers to one set.

The fact that the listening audience in comparison to the number of sets is quite large is in itself evidence that these broadcasts are greatly appreciated. The very fact that the United States cares enough about these people to send in daily broadcasts gives them courage and hope for the future. The Voice of America behind the Iron Curtain certainly has a high rating.

The Spanish people were well supplied with short-wave receiving sets by the Germans. The total number of sets in Spain is

estimated at about seven million. That means an average of one for every four people. The official estimate by May is that the Voice has a daily audience of from three to four million people.

The people of England, France, Italy, and Greece who have radio sets listen on the medium wave length. Even though American programs are relayed on medium wave, they must compete for listeners with other programs that reach these countries both from their own stations and from neighboring stations. According to a recent survey by the French Institute of Public Opinion, Voice of America has a small audience while Radio Luxembourg and Radio Switzerland, Radio Monte Carlo, and BBC have a large listening audience in France. This is due in part to the fact that these stations broadcast almost continuously, twenty-four hours a day, programs of music, drama, talks by important persons, local news, commentaries on world news and events.

The most effective American-operated radio in Europe in a foreign language is Radio RIAS in Berlin. It is run by the Army and was organized to offset the effect of radio Berlin (Goebbels' pride and joy, which is controlled now by the Russians).

In Italy there are approximately 2,500,000 radio sets or one per eighteen persons. A total of one hundred and thirty-five minutes per week of Voice of America programs is relayed medium wave by Radio Italy. Radio Italy reports events in the United States from AP, Up, and other news agencies. Also some of its cultural shows are devoted to the American movies, sports, science, art, and culture, and several hours a week are devoted to American music. It is estimated by the

Rome office that from all these programs some ten million Italians hear something about the United States each week. These people are mostly from the middle and upper classes.

In Greece the Voice of America is relayed medium wave both from Athens and from Salonika. Outside the large cities the Greeks have very few radio sets.

Three countries were studied in detail by May. These countries are Sweden, Finland, and France.

There are 2,180,000 families in Sweden who own radios, and practically the whole adult population listen to their local stations. This is certainly remarkable since the country has only one national program. There are 1,189,000 radio receiver sets equipped with short waves. Practically all sets sold in the last ten years have been equipped with short wave. There are 940,000 people of the adult population who listen to broadcasts from foreign stations. About 480,000 of these people listen to the Voice of America by direct short-wave from New York. The BBC is more popular than Voice of America, but Voice of America is more popular than Moscow.

The peak hours from short-wave listening in Sweden are between 8:00 and 10:00 in the evening in which period Russia, Canada, and Czechoslovakia were broadcasting in Swedish at the time of the survey; to a lesser degree between 7:00 and 8:00 (BBC broadcast) and between 10:00 and 11:00 (Russia broadcasting).

The radio audience of Finland is large, since 2,250,000 people listen to their local station. There are 625,000 families who

have radios in their homes, and 570,000 of these sets have short-wave bands. There are 1,100,000 listeners who report that they listen to foreign radio broadcasts, but only 147,000 are daily listeners. In addition to the BBC, the programs most frequently heard originate in Sweden, the U.S.S.R., and Estonia. The competitive broadcasting position of the Voice of America, BBC, and U.S.S.R.: the BBC with an adult audience of 832,000 has a weekly output of four hours and fifteen minutes in Finnish; the Soviet Union with an audience of 563,000 listeners has a weekly output of ten hours and thirty minutes in Finnish; the Voice of America with no Finnish output has an audience of 270,000 people. The British have penetrated more into educated classes and the group of business and professional people, while the Russians have penetrated more into lower-educated groups and into the group of manual workers and farmers. The Voice of America has a position in between.

Most people prefer musical programs from New York. More people like news programs from London, and Moscow is in between. More Finns think that Great Britain gives the most reliable news. They would tune in BBC if a world event occurred which was of importance to Finland. A good time for Finnish programs would be between 7:00 and 7:45 P.M. local time, when twenty per cent of the Finnish radio audience listens to foreign stations.

There are 22,500,000 of the population of France who listen to their radios. Of this figure, there are 8,000,000 families who have radios in their homes. Of all receiver sets owned, 6,000,000 are equipped with short wave. Sixteen million people of the radio audience

listen to foreign station broadcasts. The French prefer to listen to their close neighbors. Favorite foreign stations are Luxembourg, Switzerland, and Great Britain. Preference for the U.S.A. and the U.S.S.R. is equally low. The Swiss radio is preferred for fair and accurate reporting of important world events. The BBC ranks second. The percentage of regular daily listeners to the BBC, the U.S.A., and the U.S.S.R. is low, 5 per cent, 2 per cent, and 1 per cent respectively. Three million people listen to the Voice of America in French, and five hundred thousand people listen to the Voice of America English programs. The preference of the foreign radio audience is news and music, equally divided.

A. Praise <sup>40</sup>

1. General

(Spanish)

"...In all your broadcasts I have noticed the technical excellence of your transmissions, the liveliness of the presentation, and the skillful choice of the educational topics - the result of intelligent direction and of the enthusiastic cooperation of technicians and speakers; I congratulate them all." Mexico City, Mexico, May 15, 1950.

(Spanish)

"May my first words be words of congratulation for the great success you have attained and the constantly increasing number of your listeners, as well as the variety of the programs in Spanish which we hear from 8 to 9 o'clock. Despite the great distance which separates us, the clarity of the reception is admirable.. Your presentation of the opera "Aida" was very well received, for many of your listeners are lovers of good music." Lima, Peru, May 15, 1950.

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40. Statistical information released by the Program Evaluation Branch of the International Broadcasting Division of the Department of State.

(Spanish)

"All your programs are very interesting; they focus attention on timely problems and seem to bring them close to one of the most remote corners of the earth. The news, the Carlos Videla commentary, Questions and Answers, Life in the U.S., Music for All Time, Cultural News and Science in Daily Life are a rousing success for the directors of the broadcasting station. I judge it to be the best radio network in Spanish in the world." Cartagena, Colombia, May 10, 1950.

(French)

"Criticism can probably be made of your transmissions, errors probably have been committed, but they are not worth holding against you. On the other hand, as a whole, your programs are good, attractive and instructive, and I never had the urge to switch you off before the end of the broadcast; and when the conversation turns to radio, I never fail to praise the Voice." Paris, France, April 27, 1950.

(English)

"I listen to your programs regularly and enjoy the news and commentary and music. The broadcasts are always of reliable high quality, and are much appreciated by those around me.  
"I am very grateful to the Voice of America for giving us a clear picture of our leader's tour of your country." Tirupur, S. India, May 23, 1950.

(French)

"...Far from being tiring, like some broadcasts, your Voice tends to promote good taste, through its cultural variety, and fosters an understanding of beauty.  
"I enjoy your commentaries on universities, and I picture the beauty of each campus, the size of the stadium, and last but not least the good will teachers apply to teaching and students to study.  
"Your social outlook also attracts me, and I praise the individual freedom and freedom of speech which radiates from America." Oran, Algeria, April 30, 1950.

(English)

"I have the pleasure to inform you that I am a new listener to the Voice of America. I generally listen to your programmes called America calling Indonesia and the Chinese programme. It is really a pity that I didn't listen to those programmes before, that is because I didn't know that there are such good programmes broadcast everyday by the Voice of America." Gambir, Djakarta, Indonesia, April 14, 1950.

(Persian)

"First let me convey to you the thanks of all Iranians to the government of America for inaugurating Persian programs and your useful news and features. In the



meantime, let me remind you to omit Western music as far as possible from your programs and play the modern Persian music, which is very much liked by the people." Kashmar, Iran, (undated).

(Turkish)

"A grand nation, like America, taking deep interest in our country, pleases us.

"We are listening very carefully to the broadcasts of the Voice of America. We even want to write some suggestions later on, that we think are best for our country." Gorele, Turkey, April 27, 1950.

(Arabic)

"Voice of America has taken a successful step when it established contact with the Arabs and enabled the Western and Arab civilizations to join forces in this country. Ever since January 1, 1950 (opening broadcast) the American civilization has penetrated every home that listens to your broadcasts.  
"I am sending you this letter to convey the greetings of the Nile and the peoples of the Nile, both Egyptians, and Sudanese..." Shabrablola, Koutour, Egypt, May 18, 1950.

## 2. Effectiveness Behind the Iron Curtain

(German)

"Not thousands, but hundreds of thousands, even millions of Germans listened to your broadcast from New York last night. Seventeen reliable persons were assembled in our room and listened, close to the radio, to this report on the first shipment of foodstuffs.  
"Believe me, all of us, without exception, were so moved by this helpfulness, that our feeling of gratitude and appreciation can not be expressed in words. Yes, we will not lose courage, for we are unalterably convinced that the American people will not let us down.  
"The symbolic act of General Clay, and all other Americans, whose names I can not remember right now, was more than stirring.  
"Many thanks, America!

With gratitude and respect,  
from  
a man, who has gone through two World Wars and whose name does not matter. Practically all the people in the Russian Zone think the way I do."  
Russian Zone, Germany, April 17, 1950.

(German)

"What your broadcasts mean to us in the Russian-occupied Zone can hardly be put into words - the interest and

suspense with which we listen, always trying to listen for that ray of hope which would give us cause to believe in a liberation from the regime which rules us here now. It would be completely unbearable here if it were not for the knowledge that the outside world knows of our indescribable suffering and stands ready to help us - yes, even to free us of it some day." Russian Zone, Germany, May 5, 1950.

(German)

"As I live in the Russian Zone of Germany I was not able to write to you before, because of a letter would only have made my already precarious position even more so. My 'crime' consists of having spread various noteworthy news items by the Voice of America and by the RIAS radio of Berlin among my colleagues. Therefore, I am now known as a reactionary and must be particularly careful." Russian Zone, Germany, April 1950.

(Yugoslav)

"...I listen to the Serbo-Croat broadcasts of the Voice of America with great pleasure. Your broadcasts are very interesting and, what is more important, your words are so identical with facts that when you are speaking about the U.S.S.R., every miserable man inhabitant who is living behind the Iron Curtain - naturally Yugoslavia included - believes in your words. That is, because everything you say about the 'Soviet parasites' people here are going through and swallowing it against their own wishes - and the Yugoslav people are in the same position as are those who live under the 'Godly love' of the Soviet Russia. I am convinced that I am speaking in behalf of 80% of our people when I say that we are listening with great pleasure about Cominform attacks against us - which are naturally false." Split, Yugoslavia, April 16, 1950.

(English)

"I just recently returned from Czechoslovakia. I know the loved ones I just left behind listened hoping I would be able to send a message of my safe arrival in New York. I want to say that those people listen with great interest. Electricity was just installed in this particular village. These people listen to both sides of stories - the propaganda handed them of the terrible conditions in America, starvations and every conceivable evil - and when I told them otherwise they just wonder how a nation tries to dupe the poor ignorant people." (From an American in the Middle West), May 12, 1950.

(Polish)

"...We listen to the Voice of America, which is the only station, everybody is listening to. During the winter the 'Bezpieka' (security) watched outside of the

windows all those who possess radio sets. They do not like us listening to the Voice of America because they want us to join the 'Kolchos's'.  
Forwarded from Poland via France, (undated).

### 3. Political Effectiveness

- (Italian) "I am a constant listener to your broadcasts. Because of them, I am in a position to contradict my fellow workers. I try to make them understand that the only road to follow is that of individual liberty, that is, liberty in the American way." Torino, Italy, April 14, 1950.
- (German) "I, as well as many thousands of others, probably believe that much of world history would have been different if your broadcasts 'The Voice of America' would have been brought to us already prior to 1933." Berlin, Germany, May 1, 1950.
- (German) "...You have, so to speak, converted me from a Saulus into a Paulus. Having had a very strong bias against America which originally opposed us, I now listen - and have listened for some time - to your broadcasts with ever increasing interest, and ask you now to send me your program booklet..." Muenchen Pasing, Germany, May 27, 1950.
- (English) "...As for the broadcastings, especially the daily 'Report from America' is typically American, to the point, and up to date both in news and commentary. I am also a regular listener to 'Amerika ruft Berlin und die Ostzone' from RIAS, Berlin, and want to express my opinion, that this broadcast is of the same good quality as the 'Report from America', and therefore is a glaring contrast to the incessant stream of Russian Propaganda from the 'Deutschland Sender' in Berlin." Delft, Holland, May 11, 1950.
- (German) "...I followed your deliberations in radio and press with increasing interest until I finally discovered that formerly I was, politically, on the wrong road...  
"...By means of your broadcasts and through my job which opens my eyes, I came to despise the path which I had unwittingly begun to travel, for as an electrician, I was blindly devoted to my profession and succumbed to the political influence of the Communist Party without ever having adhered to any political shading. It was

my goal to help my poor country by honest work, ever since that terrible ruination wrought by Nazi idiccies back in 1945....

"With my own eyes I see, every day, the progress which is made with the aid of Marshall Plan funds by those Austrian industries which are not Russian-dominated, and it is my desire to help correct the political mistakes which I have involuntarily made, and to serve, as an Austrian, only Austrian interests and to be an enlightening influence in my circles.

"I thank you and want to congratulate you for your enlightening work for our innocently impoverished people and express the wish that your efforts be crowned with success, and assure you of my willingness and desire to cooperate with you in this task..." Vienna, Austria, May 20, 1950.

#### 4. Reactions to Particular Broadcasts

(Spanish)

"...I followed your broadcasts every night at 20:00 Chilean time, on the journey of our President, his Excellency Gabriel Gonzalez Videla, to your great Nation.

"I was deeply moved as I heard your words about his trip, and as it is now finished, I am writing you these lines to thank you profoundly for having kept us in touch with the developments in the travels of our great President.

"As this same President has stated many times, it was not to him personally that you showed all your kindness, but to Chile itself; and, in fact, it was Chile itself that was traveling.

"All Chileans have had the same wish: to shake hands with every Yankee and thank them all." Puerto Montt, Chile, May 5, 1950.

(English)

"I would also like to say a few words in appreciation of that very excellent weekly programme 'Radio Amateurs-Of, By and For' - to which I also regularly listen. Although not an Amateur Operator myself I have learned a lot about ham radio and hope to learn more from it. Let's hope it continues for years to come." Lisburn, County Antrim, Northern Ireland, April 13, 1950.

(Greek)

"..You cannot imagine the joy which we feel when we listen to your so very short program which you present every Monday. From the moment your program is over,

we can't wait for the next Monday to hear it again. You make your listeners enthusiastic for the whole of the Voice of America with your program." Pethannon, Crete, Greece, April 7, 1950.

(Italian)

"...I am a young Italian girl and I am deeply interested in philately....I follow your Philatelic Review with great interest and I ask my girl friends not to miss our regular Monday appointment. And I must tell you that it is so pleasant to listen to your nice Italian voice, Mr. Luzzatto..." Volania di Comacchio (Ferrara), Italy, April 28, 1950.

(Italian)

"...I am an old listener to your programs and, especially to your Theater Review for both professional and cultural reasons...Today, after listening to Robert Campa's broadcast on Peter Pan, I have been taken by a feeling of deep gratitude and finally decided I had to write to you in order to send you my sincere regards and good wishes. My friends and I wish your Theater Review to be longer and broadcast more often." Rome, Italy, May 2, 1950.

(Germany)

"....In behalf of a number of Berlin residents, the poorer segment of the people, we want to thank you for the gifts from the people of America, particularly those from New York, most sincerely and heartily. The Broadcast of the ceremony in the harbor where the shipment of crates of food stuffs for the Berlin population took place and which was transmitted through the Voice of America, was so touching and moving that our eyes were left moist - by tears of joy." Berlin, Germany, May 1950.

##### 5. Voice of America as a Source of Information

(English)

"...We are so familiar with the names of your senators and other public and executive high-ups that we really might be said to know as much about you all as we do about our own political leaders! I think you are doing a grand job with the broadcasts and I wish you even greater success in the future." Skegness, Lines., U.K., May 5, 1950.

(English)

"...I listen to your programme nightly at 11 P.M. (B.S.T.) and would like to congratulate you upon its excellence of material and presentation. As a reader of Modern Economics at the University of London and as a

lecturer at the South-East Essex Technical College, the second largest in Britain, I find these broadcasts to be of considerable help to me in interpreting day-to-day policies and events." Brentwood, Essex, England, May 9, 1950.

(English)

"....I spend most of my time reading, in study, or listening in on the shortwave....I have an insatiable thirst for knowledge and information. I listen to the Voice of America mostly because the programs have a great cultural value...I make a point of listening to the American Journal, which comes across at 5 A.M. By listening in to that session, I have got a better idea of America, its people, their way of life and all the other aspects which characterize a nation, than through any other medium." Howick, New Zealand, May 3, 1950.

(Italian)

"....I am a constant listener to your daily news programs and various reviews. My husband and my two children greatly profit by your learned and thorough broadcasts. My children especially like the nice and interesting American stories. My husband likes everything and I enjoy the Women's Show.." Trieste, F.T.T., May 6, 1950.

(German)

"...At the same time I take the liberty of telling you that the broadcasts are always very interesting to me, and that, because of them, I am already well informed about many things in the democratic country of the United States of America. I am always happy when I have occasion to enrich my knowledge by listening to the Voice of America, and I am always thrilled by these broadcasts..." Lins, Austria, April 25, 1950.

(German)

"...Recently I became an enthusiastic and knowledgeable listener to the Voice of America. It is not merely a good school, but provides also interesting enlightenment for all those who want to learn the truth and the important things about a continent, which was known to us for such a long time only from antiquated history books...." Vienna, Austria, March 22, 1950.

(English)

"....I have been listening lately to your programme... and wish to express appreciation thereof. Your discussion of Books on Parade and replies to worldwide questions are most interesting. The thorough way in which the reply was given to a recent question on building in U.S.A. was most informative. I have advised others to listen. I congratulate you on the programme." Edgecliffe, Australia, April 5, 1950.

(Italian)

"Nothing can possibly be criticized in your programs, because of the variety of the topics. The sober and sensible way you treat the various subjects - and they are not always easy subjects makes your programs always pleasant to hear. They are not too 'heavy'. They are really a wise example of 'miscere utile dulci'.  
"I like the news and comments because they are unbiased and objective, and acquire, therefore, greater strength and are more convincing..  
"I like to listen to the 'Asterischi', the news programs and the book reviews....I do not like the music much.."  
Viterbo, Italy, April 10, 1950.

6. Voice of America as a Source of Entertainment

(English)

"...The family is an attentive audience of your regular programs. Father, especially, never misses your news reports. All of us agree that your other weekly features are very educational. Best of all your musical features are entertaining." Baguio City, Phillippines, April 18, 1950.

(English)

"...I look forward to hearing 'Martin Block's Make Believe Ballroom' and 'Your Hit Parade', etc. Just keep up the good work for out here the radio is about the only means of entertainment." Perak, Federation of Malaya, April 23, 1950.

7. Voice of America vs. Radio Moscow

(English)

"...The Voice of America gives me the very hot news that happened all over the world, while Radio Moscow gives unconfirmed, untrue and doubtful news, the Voice of America give me true news...." Koba-shi Sumaku Takakura-cho, Japan, April 5, 1950.

(Russian)

"...I thank you most sincerely for broadcasting the news. How good to hear truthful information in Russian, Polish, Ukrainian and other languages, although they are not my native tongue, but they are near, (I am a Lithuanian). I listen also to Moscow and what a contrast there is between these broadcasts. Moscow broadcasts only lies and everything against the whole world. Please send me your radio program in German." La Guaira, Venezuela, April 18, 1950.

(German)

"...I, a simple country priest, must send you my grateful and appreciative thanks, for your programs and the program booklets of the Voice of America are sources of such great pleasure. Because of my occupation I am unable - unfortunately to listen to every one of the broadcasts of the Voice. But, as soon as the new program booklet arrives here, I select those broadcasts which are most interesting to me - government, politics and technology - and try to arrange my leisure time accordingly. I am happy that the Voice of America maintains its truthfulness and its integrity despite the fact that it has a keen sense of perception of the realities of today....Will you understand that a conquered people who are constantly bombarded with such thoughts from another quarter have a particularly sensitive ear for this? Dahlenfeld, Germany, April 17, 1950.

#### 8. Technique and Delivery

(Italian)

"...I wish to tell you how much I like your broadcasts. I consider them the best foreign broadcasts in the Italian language. Their language is noble, educational, dignified, and reveals a high intellectual power and I am convinced that the United States are really the home of democracy..." Padova, Italy, April 30, 1950.

(French)

"Your voices have grown familiar, and I also like the remote pick-ups. One has the impression of being on the scene. It seems to me that if by chance I went to the U.S., I would find myself in a country I knew. "I also like Mr. Copan's show, which is very well presented." Paris, France, May 6, 1950.

(English)

"....Congratulations to the Voice of America's radio broadcaster for his English clear diction that I am enjoying at 8:15 every morning Monday to Saturday. All of them who are wanting to learn English, Spanish, French, German, etc. languages have the best teacher in the Democracy's champion, The Voice of America." La Habana, Cuba, May 2, 1950.

(English)

"...I dislike the clipped, detached style of BBC...and your enunciation is tops. What I admire also is your natural and easy pronunciation of foreign words and names." Maracaibo, Venezuela, April 10, 1950.



## 9. The Voice of America Creates a Spiritual Bond

- (Italian) "With your broadcasts, with 'Selezioni' (Italian version of Reader's Digest), our minds and hearts are enriched by so many beautiful ideas. They make us better people. I warmly share your triumphs and your marvelous work in all fields and I am saddened by anything painful that may befall you. May God always protect you so that we may live with a bit of sunshine in our hearts, thinking of the sons of the great American who, after all the misfortunes, pain and misery suffered, still love us. I repeat that almost all the Italians reciprocate this feeling." Perugia, Italy, March 16, 1950.
- (French) "I listen regularly to your Voice every evening, with ever renewed pleasure. This open window on a country which is liked but known only in imagination is both pleasant and instructive, and it is to be regretted that all nations cannot as easily broadcast a reflection of their inner life. It would be an auspicious insight on their liberties and also a most useful link between people who fight because they do not know one another, save through the interpretations of politics." Honfleur, Calvados, France, April 23, 1950.
- (Italian) "I had never listened to your broadcasts before September 1949. At that time, I happened to come across one of the booklets of the Voice of America. From that time on, I have been listening to your broadcasts with great interest every night. I must really thank you for the intellectual pleasure they give me. "It is pleasant to spend one hour with a friend. It is even more pleasant because this friend is a whole people, and a people as nice and honest as the American people." Pavia, Italy, May 11, 1950.

## 8. Suggestions

### 1. Programming

- (English) "It is a matter of course, that the Voice of America with its more than 23 languages is of great significance to the world's population. Moreover, its broadcasting in Indonesian to the Far East interests our 70,000,000 Indonesians. "So, in order to have a real friendly relation between the Indonesian and American Students, I would like to

hear Students' voices in the United States by way of Voice of America; explaining Students' problems, spoken by themselves. For, a direct broadcast gives a clearer picture than books or magazines." Surakarta, Central Java, Indonesia, May 25, 1950.

(English)

"This is to inform you that your broadcasts are enjoyed very much by all the family, in particular your dance and music programmes which I can assure you are always welcome - however sir at this point of my letter I wish to put forward a suggestion of a programme that I am quite certain would be enjoyed by your vast radio audience and it is this, why not broadcast a "Radio Quiz" which could consist of old vocal dance tunes and prizes for the best correct entry." Roby, Liverpool, U.K., May 5, 1950.

(Spanish)

"As a suggestion, I think you should include a section devoted to sports in the United States and also, in the musical part, give preference to North American music which is what we are interested in learning about, rather than to South American, since the latter is the basis for Spanish broadcasts and, for the most part we in Spain are well acquainted with it. Such is not the case with the music of American composers of both concert and dance music." Oijon, Asturias, Spain, May 10, 1950.

(Turkish)

"We follow your broadcasts with interest. To listen to Turkish Music from America is very pleasing. I send my sincere greetings to those who prepare these very delightful programs. I have two requests to make: In your programs, give more place to recent inventions and by cutting down the music program a little, make some broadcasts on farming and the use of agricultural equipments." Sivas, Kangal, Turkey, April 10, 1950.

## 2. Broadcast Times

(Persian)

"Also I have a suggestion for improvement; since the Delhi Radio's news broadcast starts at 8:20 P.M. and at the same time Voice of America's news is broadcast I would like to suggest to change the time of your news broadcast so that we shall be able to listen to both radios (Delhi Radio and Voice of America)." Kerman, Iran, (undated).

(Italian)

"...I wish to make a suggestion: in Milan, we are in the cradle of the theater and the opera and we listen to

your reporters with great pleasure. We would like, if possible, to have your Theater Review twice a week and we would like one of the two broadcasts to be in the evening...People, in Milano, work in the afternoon and they cannot always listen to the Voice of America at 6 P.M." Milan, Italy, April 17, 1950.

(Greek)

"You have many admirers (of your program) but it is difficult for some of us to listen to it. It is too early in the day for it. Most of us are not at home. Because your programs are so interesting, we should like to ask New York Radio Station to change your time, so that we might listen to you later in the day. This desire is not only my own, but has been expressed by many friends of mine. It has also been expressed by people that I do not know. I have overheard it said... 'Sibylla speaks so well, but she speaks at such an inconvenient hour for most people.' Athens, Greece, May 11, 1950.

### C. Criticism

(Italian)

"I have been listening to the Voice of America broadcasts, both to the 5:50 and the 10:30 programs...I would like the music to be taken out of your very interesting 'Panorami d'America'...Panorami, yes. Music..No! The request show is excellent, but the questions are somewhat peculiar..

"I would like more time to be given to politics in general, considering the leading part the United States are now playing, and considering also the fact that the United States are the object of certain radio stations' hate and campaigns every day, five broadcasts a day. "I thank you for your magnificent bulletin and for the script on Einstein you sent us." La Spezia, Italy, April 13, 1950.

(Turkish)

"I listen to your broadcasts and like it. Especially the cultural parts interest me. Please permit me to tell you that I do not like the music pieces 'Canto Koeek' which you play on your programs usually. I want to tell you that if we listen to more modern Turkish music over the broadcasts of the Voice of America we will be much more pleased." Istanbul, Turkey, March 10, 1950.

(English)

"Just what has happened to Don Voorhees and his orchestra? It's my favorite program on short or long wave.

"In my listening, there is definitely too much talking on the Voice of America." Palmar, Costa Rica, May 12, 1950.

(English) "Incidentally - please don't be offended if I find it necessary to mention that - such a voice as Mr..... possesses could never 'add' to your program." Caracas, Venezuela, May 20, 1950.

(German) "I find that you really try to be as diversified as possible. However, it strikes me that your political commentaries deal very little with the most recent history. Perhaps you cannot imagine how many chauvinistic, militaristic and fascistic ghosts still inhabit the minds of my compatriots..." Stuttgart Vaihingen, Germany, May 18, 1950.

(English) "I thank you for your letter and enclosures of the 26th. April which I have received today. "Re, the radio scripts which you so kindly sent. It was very good of you indeed to trouble and you can be sure that my small son will enjoy them. He is pretty far advanced in his education considering his age and I do the best I can to give him an understanding of every day life. "I am anxious for him to learn something of your American folk tales, tales of Lincoln, Washington, and Roosevelt as well as the colourful history of the early pioneers, folks like Daniel Boone and of course, Paul Revere. "Our Scottish school books give meagre details of the Boston tea party and barely mention Washington. Besides they are, of course, from the British point of view." Glasgow, Scotland, May 13, 1950.

(English) "Thank you so very much for your very kind and interesting letter of the 5th instant which arrived a few days ago. "In the first instance I wish to thank you for your kindness and service - service in every sense of the word. Your interest in my problems proves once again beyond all doubt that I am right when I state that the American people are the most cooperative in the world. That has been my experience, at any rate." Bradford, Yorks, England, May 28, 1950.

(French) "I want to thank you from the bottom of my heart for your kindness and promptness in answering my letter of May 9 about Vitamin B-12. "I received your answer on May 16; it was immediately given to my mother's physician, and I hope that thanks

to you her condition will improve. I have been deeply touched by your gesture and thank you a thousand times again." Pont-de-l'Arche, Eure, France, May 23, 1950.

(French)

"I would be very grateful to you to forward my thanks to the member of your staff who sent me privately some magazines, which I found very interesting...it is a kind gesture.

"I don't know what to send him to thank him, so I enclose some lily-of-the-valley picked in the woods outside my village, which I hope will bring him luck. So that our united and friendly people will never know again the horrible nightmare of war." Gandela, Aisne, France, May 5, 1950.

(Italian)

"...I am a student from Rome and I follow your broadcasts with interest. A short time ago, I wrote you and asked for the script of your lecture on Einstein's theory. I must confess that I was somewhat skeptical. On the contrary, unexpected and welcome, the script I requested arrived today. I greatly praise this cultural service." Rome, Italy, April 17, 1950.

D. Acknowledgment of Voice of America Services

(English)

"It gives me great pleasure as President of the New Zealand Radio DX League to congratulate the 'Voice of America' on the excellent bi-monthly program schedules being sent to listeners.

"Along with the fine photographs and paintings, the short articles illustrating the various aspects of the Stateside people, and the programs broadcast from the 'Voice of America' are most interesting and educational." Dunedin, S.N. New Zealand, March 27, 1950.

(French)

"...I also received your schedule for May-June and am most grateful. I read it with great interest. The activity of your organization is an agreeable surprise for my curiosity. Your biographical notes on your painters and the political personalities of the great star-spangled republic are most interesting for me. "From all that comes from your country emanates something simple and great, and, to better express my thought, something humane. I think all your activities come from the heart; it is a peaceful way to conquer the world. I do not think I am mistaken in saying that already the results are encouraging." Brussels, Belgium, May 10, 1950.

(English)

"It contains a lot of interesting reading - the back cover pictures are very good indeed - 'Up the Hudson' is quite a masterpiece. I should like to see a portrait of F.D.R. or Mayor La Guardia on future 'Voice of America' because they did so much to further Democracy through the medium of Radio." Knowle, Mr. Birmingham, England, May 15, 1950.

(Portuguese)

"As President of the Santacruz Labor Union, an organization without political or partisan affiliation, whose purpose is to help all labor, I take pleasure in informing you that your bulletin has aroused the interest and curiosity of this association, above all because it encourages solidarity among the various continents to which your excellent radio programs are directed." Santa Cruz, Rio de Janeiro, Df, Brazil, April 1950.

Content of Letters - excerpts

WRUL

A. Praise <sup>41</sup>

1. General

"I consider that the Boston Programmes always have been and still are the best from the U.S.A. I like the American type of home programme, interviews with Hollywood celebrities. The jame put out by the Russians..This method of jamming all adjacent stations while they pour out propaganda from their own, is absolutely irritating."  
Kirkcaldy, Fifeshire, Scotland, May 17, 1950.

"Lived in a locality where there is no Christian Science organization, and only two or three others who are at all interested, you don't know what it means to be able to 'attend' a lecture in our own living room. The nearest church is in Winnipeg, Manitoba, which is about 150 miles away."  
Cheadle, Kenora, Ontario, Canada, May, 1950.

"We certainly listen to your wonderful programs. We are located on the east shore of Hudson's Bay at 57° latitude North. There are three white men at this place and never a chance of going out. Our nearest planes are based at Churchill which is 125 miles away."  
York Factory, Manitoba, Canada, May, 1950.

"Thank you so much for your program each Sunday. Do, please, continue to broadcast as often as you can."  
Newton Park, England, May, 1950.

2. Reactions to Particular Broadcasts

"We look forward a whole week to WRUL's Mother Church broadcast Sunday nights. I think you are doing a great work."  
Blaricum, Holland, May, 1950.

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41. The letters that were in English were the only ones taken. The experimenter did not attempt to do any of the translations.

"I always listen to your business program and strongly plead for its continuance."

Tangier, North Africa, May, 1950.

"We heard Mr. Sammon's lecture perfectly from beginning to end. Please thank everyone concerned. These efforts are tremendously appreciated here."

Geneva, Switzerland, May, 1950.

"It was a great surprise and joy to hear the greeting from our son Oscar, like having him here in the living room with us."

Furstrand, West Norway, May, 1950.

"The stock market reports are received very well in this section of Bolivia and are extremely useful."

Quechisla, Bolivia, May, 1950.

"I will again express the gratitude of the people of this mining camp for your daily business bulletins."

Potrerrillos, Chile, May, 1950.

"We highly appreciate the financial and economic radio review, which can be picked up quite properly here."

Sao Paulo, Brazil, May, 1950.

"It was a great pleasure for me to hear Mrs. S. Wagner Sandow - being an old friend of the family Wagner. What a pity that you do not have the occasion to use a European middle wave."

Berlin, Germany.

"I listen to your program every night and personally know about fifteen others who listen also. There are about 1000 Americans in this camp. My friends and I listen to the Stock Market report in order to judge our orders and sales of stocks, and some also listen to the grain market reports. We could not buy and sell without your reports since the newspapers arrive here rather late."

Las Predras, Falcon, Venezuela, May, 1950.

"Hoping your 'Dinner Music From Back Bay' continues so we may have many more nights of good listening."

Santa Marta, Columbia, S.A., April, 1950.

### 3. WRUL as a Source of Information

"I enjoy your programs and especially el Espanol, I am a student in this language and find it very pleasant to listening to English, Spanish."

Paramaribo, Surinam, May, 1950.



"Just by chance I tuned into your International Friendship League program and heard you say that you like to receive letters from people and that you would help us to find pen pals. I don't know if that applies to us foreigners but I'm writing in the hope that it does. I am interested in pen pals in the U.S.A. or anywhere else. I am 19 years of age. My hobbies are reading and music."  
Beyoglu, Istanbul, Turkey, May, 1950.

"I would be happy if you would help me by means of an appeal to the youth of your country through your wonderful programmes to write to me. I am a 19 year old boy. I am interested in radio, aviation, and sports."  
Springs, Transvaal, South Africa, May, 1950.

This note was made by the translator and director of mail to the President of the Foundation: "Majority of mail coming from Iron Curtain or near it, has been International Friendship League requests for pen pals - young people of the age who will be decisive in politics of the next generation, from 15 to 20. They want to correspond. They certainly would be instrumental in building peace and friendship feeling. I think more space should be devoted to references about these letters in our programs."

#### 4. Technique and Delivery

"The reception wonderful in Aruba." Marine Office,  
Aruba, N.W.I., May, 1950.

"Reception is full strength on 16 meter band." London, England."  
London England, May, 1950.

"I wish to express complete satisfaction in the programs you produce. The news broadcast is very, very good and informative. You have a grand way of giving it out. Reception is best on the 25 meter band."  
Eire, Ireland.

"The musical programs are excellent. Reception is excellent on 16 meter band."  
Leiden, Netherlands, May, 1950.

"I listen regularly and like your programs. The reception is best on 17 meters. The signals are very strong."  
Vingram, Norway, May, 1950.

"I want to thank you for your broadcasts. The quality of your

transmission is excellent."  
Barrencabermeja, Columbia, May, 1950.

#### 5. WUL Creates a Spiritual Bond

"I have shown your letter to many of my friends and acquaintances and several of them have promised to listen to your broadcasts and I hope to interest them in your movement. The more exchange of views and ideas between our two countries, the more we shall be bonded together in common endeavor for World Peace."  
Yorkshire, England, May, 1950.

"My husband and I are eager listeners to every one of your broadcasts. It is good to feel so near to your wonderful country."  
Bergen, Norway, May, 1950.

"Dear Mr. Wesley, My English is not very good but I understood quite well the broadcast you arranged with Mrs. Wagner-Sandow. It was touching to remark the way you built the bridge from your country to good old Europe in illustrating an individual fate, the course of life of a lady, who once was at home in Germany and who now feels as much at home in the States. It is time to overcome the idea that everybody must long for the place where he was born and cannot feel happy somewhere else. It is especially healthy for us Germans to make this clear to ourselves and to help with it to reduce the hyper-national feelings many of us had."  
Berlin, Germany, May, 1950.

#### B. Criticism

"The Voice of the Andes' is stronger broadcasting from Ecuador. Can't you do something about yours."  
San Pedro Macoris, Dom. Rep., May, 1950.

#### C. Requests

"Please send me full information describing some of the activities of the Foundation, building international good will and understanding."  
Nietzachestr, German British Zone, May, 1950.

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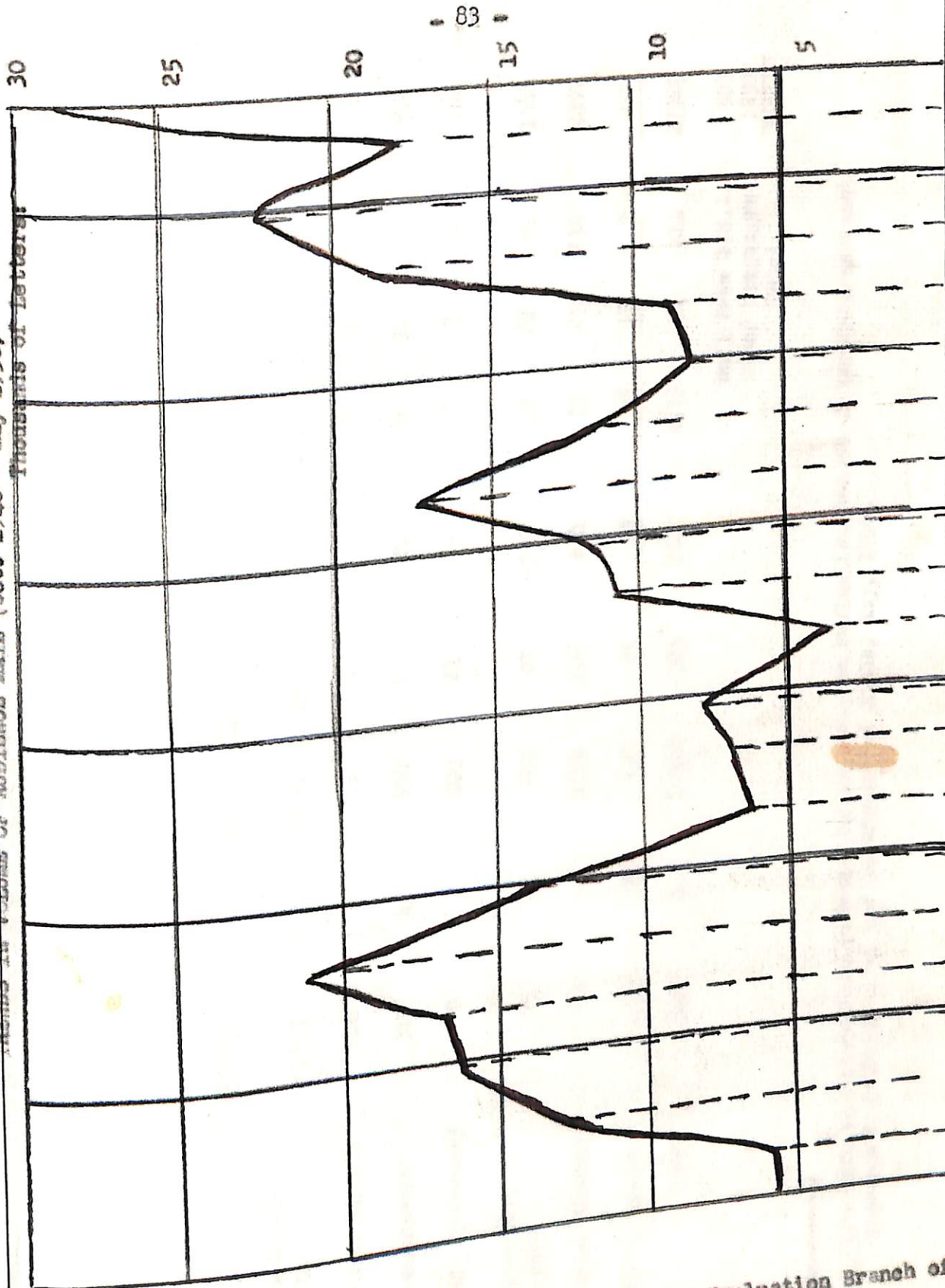
"I would like to buy a receiver. I am a Czechoslovakian refugee and I want to know where I can buy one cheaper."  
Blackburn, England, May, 1950.

FIGURE II

42

TRENDS IN VOLUME OF AUDIENCE MAIL (Oct. 1948 - May 1950)

Thousands of Letters



42. Statistical information released by the Program Evaluation Branch of International Broadcasting Division of the Department of State.

43. Statistical information released by the Program Evaluation Branch of the International Broadcasting Division of the Department of State, May, 1950.

TABLE XI

CLASSIFICATION OF MAY MAIL (by Major Languages)<sup>43</sup>

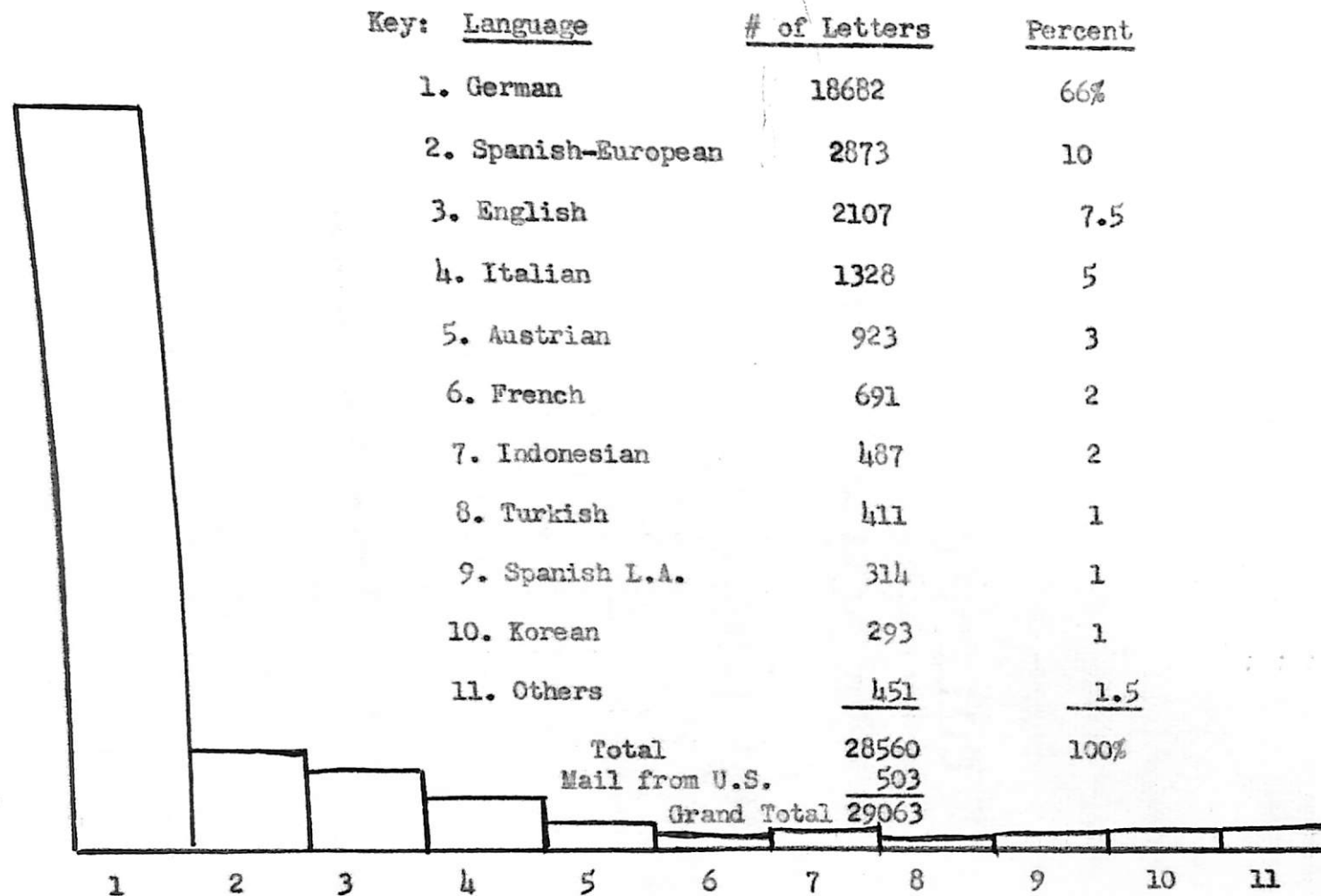
<u>Subject</u>	<u>English</u>	<u>French</u>	<u>German</u>		<u>Italian</u>	<u>Spanish</u>		<u>Turk.</u>	<u>Total</u>
			<u>German</u>	<u>Austria</u>		<u>Europe</u>	<u>L.A.</u>		
Program Booklet Requests	1357	492	15651	667	422	2716	163	38	21506
Reception Reports	246	8	22	1	3	9	5		294
Program Comment	319	41	350	17	29	31	38	10	835
Political Comment	9	7	300	22	5	5	3	2	353
Information Requests	29	56	968	97	197	10	62	124	1543
Service Requests	86	63	1154	105	634	87	27	235	2391
Miscellaneous	<u>61</u>	<u>24</u>	<u>237</u>	<u>14</u>	<u>38</u>	<u>15</u>	<u>16</u>	<u>2</u>	<u>407</u>
Total	2107	691	18682	923	1328	2873	314	411	27329
Mail from U.S.A.									503
Other Languages									1231
Total									29063

43. Statistical information released by the Program Evaluation Branch of the International Broadcasting Division of the Department of State, May, 1950.



FIGURE III

DISTRIBUTION OF MAY MAIL ACCORDING TO LANGUAGES <sup>44</sup>



<sup>44</sup>. Statistical information released by the Program Evaluation Branch of the International Broadcasting Division of the Department of State, May, 1950

Results from Analysis of Mail

Another way by which the effectiveness of the short-wave broadcasts may be measured is by the amount and type of mail received. The audience Mail Section handles approximately 150,000 letters annually, addressed to the Voice of America, from the far corners of the world.<sup>45</sup> It acknowledges all audience mail in the language of the original letter, supplies as far as is possible all information requested, and prepares audience-mail content studies. Since October 1948, 53,000 Voice of America listeners have requested short-wave program brochures. A total of 72,849 letters have been received by the Voice of America from listeners since October 1948.

In response to special request for this report, the writer received a complete summary on the audience mail for May 1950.<sup>46</sup> The month in itself is significant since it was just prior to the Korean situation. The effectiveness of the Voice of America broadcasts can be seen in a careful study of the mail for that month.

Listeners mail received in May 1950 set an all-time high since the State Department assumed responsibility for Voice of America operations. Mail in May reached a total of 29,063 letters. The highest month on record prior to this peak was March 1950, when 22,323 letters were received. Previously, the record stood at 21,597 letters received

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<sup>45</sup>. Complete statistical report was sent to the experimenter for the month of May 1950 audience mail by the Program Evaluation Branch, The International Broadcasting Division, The Department of State.

<sup>46</sup>. Ibid.

in February 1949. It is interesting to note that the volume of mail in the first five months of 1950 ran 50 per cent higher than in the corresponding period in 1949. There were 293 letters received from Korea, as opposed to a previous total of 198 for the period from October 1, 1948 through April 30, 1950. The contents of these letters are not available for analysis, because of the burden of translation. Another significant event in May was the arrival of a private letter from U.S.S.R., the first such letter since 1947. It contained a derogatory request for the Reader's Digest Russian edition. A larger number of letters was received from Russian-controlled areas of Germany (320 letters) than ever before.

The effectiveness of the short-wave broadcasts can be seen by the content of the letters. The letters have been classified under various groups in order to see the effectiveness of the broadcasts. Excerpts from these letters will be found in the following pages under the following headings: General Praise, Effectiveness, Reactions to Particular Broadcasts, Voice of America as a Source of Information, Voice of America as a Source of Entertainment, Objectivity of the Voice of America, Technique and Delivery, and the Voice of America Creates a Spiritual Bond. Another section of this May audience mail is divided under the heading of Suggestions. These suggestions should certainly be used in telling what can be done to improve the programs. Taking into account the difficulty of obtaining writing materials in many parts of the world, and the cost of overseas postage, this volume of mail certainly indicates an interested audience.



The classification of the May mail may be divided into six main groups. (See Table XI at the end of this chapter.) The program booklet requests comprised 21,506 of the letters. This meant a total of 79 per cent of the May mail was for program booklets. This certainly indicates the people's interest in the types of programs offered. There was a total of two hundred and ninety-four letters in reference to reception reports. These letters, which are about 1 per cent of the total May mail were probably written as a result of many requests by the announcers of the programs. The comments on programs, which were 3% of the total May mail, were unquestionably sent spontaneously by the listeners. The information requests, a 6% of all the May mail, were not always written as a result of these broadcasts, for example, the case of the parent who wanted more stories in order to enrich his child's knowledge of United States history. The miscellaneous letters total 1% of all the May mail. They are such requests as, where a listener might buy a short-wave radio cheaply.

In regard to WRUL mail, we see a much smaller volume. There are several reasons for this. The first reason is the fact that there are several offices where mail may be received for this organization. The second reason may be the fact that WRUL broadcasts are only four hours a day. However, there is more requesting and urging on the air being done by World Radio University than Voice of America to receive fan mail. The letters received by WRUL are more intimate in tone and are addressed directly to the announcers rather than to the station. It is also very interesting to note that the majority of mail coming from the Iron Curtain or near it, has been International Friendship

League requests for pen pals. These young people are of the age who will be decisive in politics of the next generation. They wish to correspond with American youth of the same age. These youths would certainly benefit from this correspondence. They may also be instrumental in building peace and friendship feeling.

The letters seem to represent what might be classified as the "middle group" in the world. As is indicated by the letters, the audience is not poor, since they seem to be able to afford stationery and postage. Yet, the content of the letters indicate that they are written by people who have seen the ravages of war and are desirous of wanting peace for the rest of their lives.

The simple request made by Professor Alfred Schneyder of the German British Zone certainly speaks eloquently for all cases when he wrote: "Please send me full information describing some of the activities of the Foundation, building international good will and understanding."

## CHAPTER X

### CONCLUSIONS

Confidence among nations can grow only out of mutual understanding, and that understanding can come only from full and accurate information. The passage of the Smith-Mundt Act and its accompanying appropriations were a recognition by the Congress of the importance of this task.

It so happened in the last war and during this period, our best weapon has been the truth - at least most of the time, since sometime knowledge would have aided the enemy during the war. Today, we are trying to combat aggressive propaganda based upon lies and distortions. Yet, our programs will win for us the confidence of peoples and all nations. The study of problems of control and support contribute greatly to the understanding of the influence of these short-wave stations abroad. It is readily seen that a four hour day program will have less influence than one having four times that amount. The role of government is important whether this role is as a restrictive, facilitating, regulating, or a supplementary agency.

World Radio University was born from the vision of Walter S. Lemmon. Lemmon noticed at the Paris Peace Conference in 1918 that the delegates stood on no real basis for understanding. He realized that something revolutionary would have to be done if people of different outlooks, cultures, and customs were ever to be brought together in mutual understanding. With knowledge and with facts about American

culture, science, industry, and spiritual heritage the World Radio University breaks the barriers of prejudice and international misunderstanding.

During the Second World War, to fill the need of projecting news to the allied as well as to the subjugated nations, the Voice of America was established under the Office of Inter-American Affairs and Office of War Information. It is important to note that World Radio University was established long before the Voice of America broadcasts. One of the conclusions from this fact might be that private individuals like Lemmon saw the necessity for such work long before the government saw the need.

Improving the physical facilities becomes absolutely essential if people are to hear our broadcasts. The radio receiver sets in each country are some indication of the possible audience. Yet, the numbers given are mere estimates in some cases. In other cases the data was gathered in surveys completed when Russia was our ally.

Independent studies, newspaper accounts, and radio fan mail indicate that the activities of the Voice of America and World Radio University are effective only as far as they go. One of these surveys is the Mark May report released in May 1949. This report is divided in two parts: behind the Iron Curtain and in the free countries of Europe. Some of the suggestions made by May are discussed in the next page.

Improvements in the effectiveness of short-wave communication may be made in several ways. One of these ways is to increase the

physical facilities in order to strengthen the signals and provide more medium-wave relay bases. In this way more people will listen, since they will always be assured of hearing the Voice regularly and clearly on well-known frequencies. It is also important that the number of broadcasts be increased. The broadcasts to most countries are a continuous thirty minutes. If these broadcasts were broken up into fifteen-minute periods or in several different periods so that a listener would have a choice of times at which he could hear the Voice, the audience would certainly be increased. Another advantage for increasing the air-time is that it would provide a greater opportunity for diversification of programs, for example, for labor, youth, women, etc. There is also a great need to broadcast programs in more Eastern European languages. In the free countries of the world, American short-wave radio may be able to lease the time from local networks for medium-wave relays, and it is also important to give more programs of local interest as well as world interest. Scandinavian countries have written often that they want to hear the Voice on medium-wave in their own languages. A greater audience could be had if this were done. In Greece, the audience could be increased if cheap battery sets were distributed free to leaders in villages.

Another way in which the effectiveness of the short-wave broadcasts may be measured is by the amount and type of mail received. Listeners mail received in May 1950 set an all-time high since the State Department assumed responsibility for the Voice of America operations. May mail reached a total of 29,063 letters. The content of

the letters was also interesting since it showed: 79% of the letters were for program booklets, 1% of the mail was in reference to reception reports, 6% of the mail was for the informational requests, and 1% of the total mail was miscellaneous items.

In conclusion, if others are to follow our lead, they must not misunderstand and distrust our policies. Sidney Hook realized the importance of this when he said two months ago, "It is not too late for American officials, and the American public who must back them up, to understand the importance of political warfare and the close relevance of our own domestic and foreign policies to that warfare. If Stalin can be defeated in political warfare before he unleashes total military warfare, it will be a blessing not only to Americans but to all mankind and not least the Russian people."<sup>47</sup>

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<sup>47</sup>. Hook, Sidney, "To Counter the Big Lie - A Basic Strategy", The New York Times Magazine, March 11, 1951, p. 16.

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