

THOMAS C. SORENSEN

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Background	
Early pre-USIA work in journalism	
Entrance into USIA predecessor Agency: Beirut	1951-1952
Information officer: Cairo, Egypt	1957
Arab world's love/hate relationship with U.S.	
Role of USIA in Arab world	1950's
No split between cultural and informational aspects of USIA programs	
Exchange of Person's program	
Most effective USIA effort in Arab world	1950's
Reasonably effective USIS activity: keeping stream of information	
U.S. used press and other media	
VOA was utilized in Arab world	
USIS efforts kept open a valuable link between U.S. and Arabs	
Could never sell Arabs ideas that they did not like	
Deputy Director/USIA	1960
Circumstances leading up to appointment	
Prior acquaintances with President Kennedy	
Intent to reorient Agency Objectives and operational methodologies	
USIA: new statement of mission	
VOA fear that policy oversight at agency level would damage credibility	
Turf battles followed	
Ed Murrow as Program administrator	
Was USIA "in on the takeoffs" as well as "the crash landings"?	
USIA was not in on Bay of Pigs	
Were in on Cuban Missile Crisis	

Disagreement with VOA on handling President Kennedy's speech
President Kennedy gave a speech at American University

Effectiveness of WorldNet Telecasts
Importance of putting the right officials on the programs

USIA – CIA relationships

Meetings with Jack Kennedy
Before and after he became president

Role and importance of USIA
Cold War era
Post – Cold war climate

Interplay between government public diplomacy and Private media today
Private media cant – or wont – do their job

Governmental vs. Private news dissemination
Where does VOA belong?

Exchange of Persons program: Where?
Department of State or USIA?