

CLIFF SOUTHARD

TABLE OF CONTENTS

Some special events in Southard's career	
Summary of assignments during career	
Philippines	1955
First overseas assignment	
Tremendous publications output	1950's
USIS objective in Philippines	1950's
Difference between Philippines operations in 1950's and 1980's	
American image in Philippines is still high and favorable	
USIS acceptance in Embassy improved	1950's
Source and attribution of USIS printed materials	1950's
The USIS library	1980's
Foundation of USIS Philippines program	
A shift from students to business, Government, communications persons as targets	
Effect of U.S. military bases on U.S./Philippines relations	
Programs in support of retaining U.S. military bases	
Tokyo, Japan	1961-1963
Book Translations Officer	
Effectiveness of Japan Book Program	
Living in Tokyo	1960's
Ne Win's Burma	1966
Burma's stifling government censorship	
Fulbright exchanges forbidden	
Decision to retain USIS even in face of difficulties was wise	
Lagos, Nigeria	1973-1974
Special effectiveness of VOA Bureau in Lagos	

Head of USIA inspection Staff; interest and values
The things an inspection staff looks for

The rise, and perhaps decline, of personal contact activity