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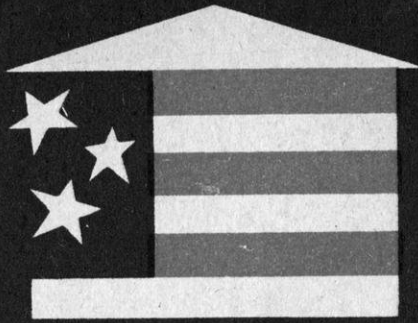
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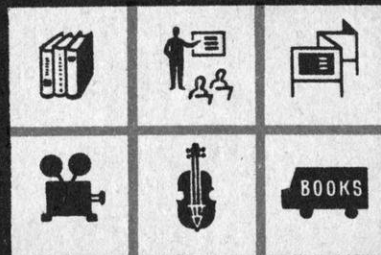
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THE AMERICA HOUSES

A STUDY OF THE U. S. INFORMATION CENTER PROGRAM IN GERMANY



THE AMERICA HOUSES

A Study of the U. S. Information Center in Germany

Prepared by

The Management and Budget Division
and
The Office of Public Affairs

✓
US Office of the U. S. High Commissioner for Germany. *APPENDIX AND*

BUDGET DIVISION

September, 1953

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I. INTRODUCTION

Substance and Form of the Report

The Public Affairs activities in Germany are directed toward a goal which establishes five well-considered and carefully-phrased objectives. As the America House program is a major component of the German program, it is guided by these same objectives, which are to:

1. promote a better understanding of the United States, its aims and ideals, and increase mutual knowledge and respect between the United States and Germany in the political, cultural, and economic fields;
2. stimulate and maintain the interest of the people of the Federal Republic in participation in the European Defense Community and in European integration;
3. reinforce our cultural, political, and economic ties in Berlin; maintain contact with East Sector Berlin and Soviet zone people to strengthen their faith in democratic institutions; and aid in combatting Soviet efforts to disrupt the normal life of the city;
4. win German confidence in our efforts to achieve the unification of Germany on suitable terms and aid in frustrating Soviet efforts to gain control of Germany;
5. support democratic elements in Germany against authoritarian forces of either the Right or the Left.

During fiscal year 1953, concentrated effort was made by 54 American and 961 German employees at a total cost of approximately three million dollars to foster through 47 America Houses, 20 book-mobiles, and approximately 115 German-American libraries the acceptance of the concepts propounded in these same objectives.

The substance of this paper is devoted to the examination of two questions:

1. What could and should the America Houses be expected to accomplish in support of the general Public Affairs program?
2. Having determined the desired range of accomplishments, what could and should be the program ingredients and the program support which are necessary to gain effective and economical progress toward the realization of these accomplishments?

The form of this paper includes four sections which will:

1. examine the characteristics of the America House program which have emerged during the past year;
2. analyze the measurable degree of success achieved by the program;
3. determine from these findings the specific goals which should and could be within the reach of each America House;
4. sift the survey findings for various ideas on program, organization, procedure, staffing, and administrative support which might increase the impact of the America Houses in their communities at a lesser cost.

Method of Approach

This study was conducted jointly by representatives of the Information Centers Division and the General Manager of the Office of Public Affairs and of the Management and Budget Division. In addition, an America House director and a deputy regional Public Affairs officer assisted in the study so that the operating experience of the field staff was represented.

The fact-finding connected with the study was done through the analyses of field reports, interviews with each America House director, the Consuls General, and regional Public Affairs officers, and through a series of evaluation studies undertaken by the Evaluation Staff of Public Affairs.

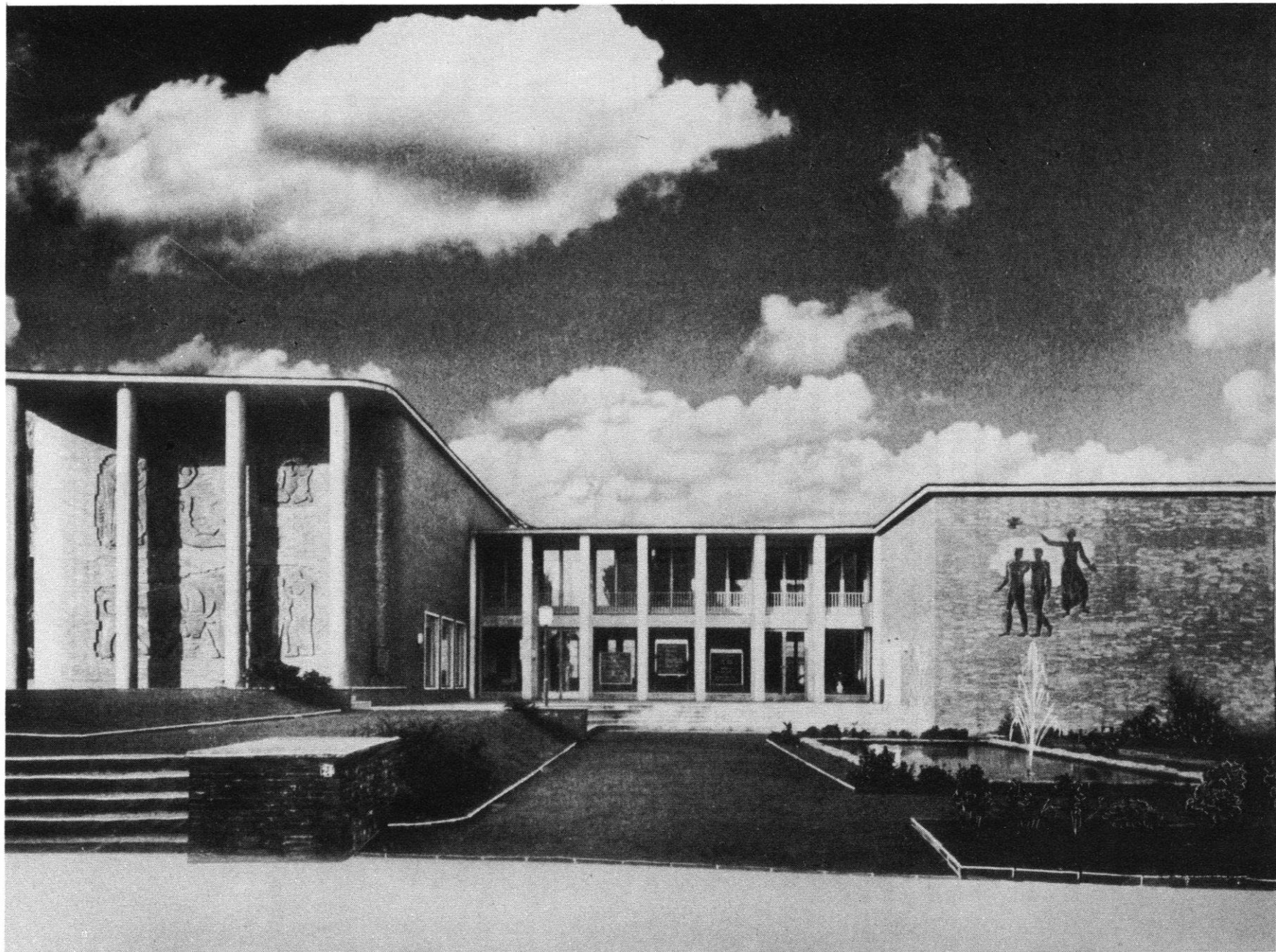
The field reports utilized were both the monthly reports submitted by the America Houses to the Office of the United States High Commissioner for Germany (HICOG) and a one-time factual report designed to provide information pertinent to this study. The field interviews were conducted by teams representing the headquarters of the Office of Public Affairs, the Management and Budget Division, and the Public Affairs field program. An average of one full day was spent interviewing each of the America House directors and his staff, reviewing the program, and observing the activities of the House. At the conclusion of the visits to the America Houses, the team held discussions with the regional Public Affairs officers and the Consuls General in order to obtain the experience gained from the supervisory, coordinating, and field policy levels.

The evaluation studies made by the Evaluation Staff were designed to determine:

1. the types of people who visit the Houses,
2. why people attend and participate in the program,
3. means of strengthening the program and the effectiveness of the present program.

Informal Description of America Houses

Before introducing the factual examination of the America House program in Germany, an informal description of the America House as a German community institution is presented. In addition to serving as a lead-on to the body of the report, it is hoped that a visual image of the America House, its staff, and its patrons will be created which will make more meaningful and personal the detailed material which follows.



II. COMPOSITE PICTURE

During 1952, more than a million adult Germans in 47 cities made 14,000,000 visits to 47 cultural institutions sponsored by a foreign nation. Probably another million youngsters and adults have, during the same period, attended motion picture shows, participated in youth activities, or otherwise utilized the extension, bookmobile, or children's services offered by this unique organization.

"America House" is the name given to the United States Information Centers in Germany by the Germans themselves, and now officially adopted by HICOG as the correct designation for these cultural and information centers. It is a unique phenomenon in the relationship between victor and vanquished, which may herald a new era of cultural exchange between the people of the United States and the peoples of other countries throughout the world.

Enter any one of the German cities with an America House and it will soon be apparent that "something new has been added" to its composite community life. Step up to a Litfassaeule (cylindrical billboard), the omnipresent German advertising pillar, and you will discover between the announcements of the latest billings at the Opernhaus (opera house) and the courses offered at the Volkshochschule (adult education classes) the current program of the Local America House.

Two women with market baskets on their arms are examining the week's offerings. "We must go on Thursday," says one, "color slides and a talk on the Great Lakes area." Three boys scurry past, needing no reminder that the children's film hour starts at four in the afternoon and that only early arrival guarantees a seat. Follow them, if you can keep up. A few minutes up the street and they turn and disappear into the renovated building which houses the United States Information Center. Staff members hope that in the future there will be especially-planned, architecturally-sound, community-centered libraries and information centers in all of the larger cities in Germany.

In the meantime, however, the majority of the America Houses are refurbished buildings: some ancient, a few modern. The Marburg America House, an historic inn loaned under the trusteeship of the German Monuments Protective Organization, is one of the oldest structures in that university town. A former Gestapo interrogation center housed the Augsburg operation. The Passau America House boasts of a shot hole in its side made at the time of the Napoleonic wars, while Kassel shares an old, partially ruined Bibliothek (library) with three other German libraries.

In several towns, shells of buildings formerly housing retail merchandising establishments have been rebuilt or renovated into library centers. In Munich, the marble halls of the building, where in 1938 Hitler, Daladier, and Chamberlain signed the pact which put the name Munich into the dictionaries as a synonym of betrayal, have been converted into a center of American culture. The Frankfurt America House was once a palatial residence of the Rothschild family.

Outside a typical America House, a row of neat showcases containing colorful display panels tells a picture story of the United States: its flora and fauna, its economic strength, its technological "know-how", its democratic philosophy -- all the aspects of its cultural growth, its mores and customs, its people, and its way of life.

Inside most of these typical America Houses, the curious ginger-bread effects of yesteryear have been removed, or covered up and modernized; but even so, in many of the renovated Houses the ornate stairways and other reminders of lavish yesterdays manage to remain. That homes of ex-Nazis and Party headquarters buildings should be requisitioned early in the occupation is understandable; but that they should in so few years serve as bridges of cultural understanding is a surprising achievement.

As the lads in the Lederhosen (leather pants) and pig-tailed girls with Schulranzen (school bags) over their shoulders rush happily past toward the afternoon movie showing, we can see a cross-section of the German citizenry which gravitates toward the America House at four in the afternoon. There are a mother and her teenage daughter on their way to English class. Two tie-less students from the local university arguing a debatable point of economics. A commercial man on his way to the reference room to seek out the address of an import-export firm in New York. A teacher in search of some colorful pictures of the American Southwest to liven up her class. Two elderly ladies with a half dozen American novels under their arms, making full use of the opportunity to keep their school-learned King's English alive without danger of contamination by association with those who speak that foreign-sounding American English in the English discussion group.

In the entrance of most America Houses one finds a large bulletin board with neat announcements of the weekly program. The evening schedule shows a variety of attractions: on Monday, a German professor speaks on "Ernest Hemingway and His Short Stories"; on Tuesday, a returned exchangee talks about an "American Miracle - Television for Everyman"; on Wednesday, a young American singer and a German singer will do excerpts from "Porgy and Bess"; on Thursday, a lecture on "The Friendly Border" is scheduled with color slides of Canada and the Great Lakes States; and on Friday, a three-man panel discussion on European economic integration entitled "Benelux Leads the Way" will be led by an American Fulbright exchange professor teaching in Holland.

At the head of the staircase leading to the library in one large America House is a handsome picture of the President of the United States. Nearby is a large photograph of the United States High Commissioner for Germany flanked by two large maps of the United States. As we pass, two small boys have discovered Death Valley, the locale of the Wild West film they had seen in a downtown German theater the night before.

As we move up toward the charge-out desk in this particular America House, the assistant finishes checking out two books on American personnel practices to a distinguished-looking gentleman, looks up at us with a smile, and says, "May I help you?"

"Yes," we answer, "Is your director in?"

"No, he has a conference with someone at the university, but he should be back around five. Would you like to see his secretary or our house manager?"

"No," we reply, "but we'd like to look around, if we may."

"Of course ... but if you need any special information, please come back. Here are some pamphlets about our America House that may interest you."

One booklet explains the magic of the Dewey Decimal System, the public card catalogue, and the open shelf, those "open sesame" so infrequently used in German libraries, but which bring to every man the riches of the recorded word. The other booklet details the various services and activities offered by the House.

We thank the girl at the desk for the brochures and move on into what was formerly the drawing room, where both economic and aristocratic royalty were entertained. It now serves a double purpose. Its walls are lined with open bookshelves, while the center area is utilized for small exhibits. This week, "The Negro in the U.S.A." is on display here, a subject of great interest to the Germans who have heard many conflicting stories about the lot of minority groups in America today. It is an exhibit beautifully and intelligently conceived by artists having a real understanding of the problem.

The shelves contain American fiction, most of it in English. These books have a slower turnover than the German translations which circulate with remarkable velocity. Gone with the Wind, even after these many years, rarely stays on the shelf more than a few hours. Many other German translations of American books are available to those who are lucky enough to be near the German shelves when they are brought in. These include Percy Marks' A Tree Grows Straight, Katharyn Forbes' Mama's Bank Account, E. B. White's One Man's Meat, and many others which in their varying ways interpret, in fiction, aspects of American life.



In the non-fiction room, too, German and English language books can be found side by side. Here we find both original and translation of John Foster Dulles' War and Peace, Reinhold Niebuhr's Faith and History, David Lilienthal's TVA - Democracy on the March, Eleanor Roosevelt's This I Remember ..., James Robinson's The Mind in the Making, and scores of others.

"Look," whispers one excited youth to another, "books on television." And so there are, as well as on theology, psychology, fine arts, medicine, music, theater, and the entire Dewey classification range from general reference works to books on American history.

The reference room is the heart of the United States Information Center. The librarian is answering a question by telephone as we enter. "I believe I've found what you need," she says. "The Detroit firm which makes those auto accessories is called Mobile Products, Inc. and not Automobile Products. Their address is 47964 Couzens Boulevard, Detroit, 16, Michigan And, if you're interested, their cable code name is MORPROD Is there anything else we can do for you? You're welcome. Goodbye."

Here in this small room, lined with the best reference books that America produces, is the core of the information function of the America House. Many millions of bits of information are here on record to give answers to the thousands of questions which Germans in all walks of life have about America: its commercial firms, its industrial processes, its ecology, its statistics, and data in scores of other subject areas.

In the periodical room Die Neue Zeitung and the New York Herald Tribune vie for attention with Life, Newsweek, and Look; medical journals, sociological quarterlies, pedagogical and scientific journals are in close juxtaposition with the more popular periodicals dealing with fashions, fine arts, or home economics.

We elect to sit beside a young man who has just laid down a businessman's weekly to stare off into space. We introduce ourselves and after some casual conversation ask, "Why do you come to the America House? What do you find particularly useful in this magazine room?"

"That's easy," the young man answers as he pushes the weekly he had been reading toward us. "I like the way most American magazines try to give both sides of the story. Few continental periodicals do this. I've just been reading this analysis of your tidelands oil controversy. This magazine lists in one, two, three order the arguments, good and bad, on each side. Last week, they ran an article on 'Trade-Not Aid' giving the points of view of both the high tariff protectionists and those of the people who want a freer flow of trade. By reading articles like this one, I can better understand the America which so confuses most people who read German or other European newspapers."

On the stairway wall leading to the second floor of this America House a series of modern pictures is hung. It is a selection of advertisements representing each State in the Union, made by a contemporary artist in each State for the Container Corporation of America. An interesting example of how private industry can encourage and subsidize new trends in art, help relatively unknown painters gain some recognition, and publicize its products through this remarkable series of attention-getting layouts.

After the children's film program has ended and the boys and girls have noisily avalanched toward the children's library on a lower floor, their places in the film room are taken by a mixed crowd of students, retired pensioners, elderly ladies, and gesticulating salesmen, with a sprinkling of housewives and businessmen. They are assembling to see a German-language film "package" on the theme of Western unity.

It opens with a cartoon, "Mr. Shoemaker and Mr. Hatmaker", a whimsical color film, which points up the nonsense of high tariff walls in Europe. Our time is limited so we tiptoe out between films and explore the rest of the house.

In one conference room an advanced English class grouped around a large round table is busily throwing questions at two Texas soldiers, one a negro, who are guests for the day. We find that the teacher often invites Americans to participate in order that her class may obtain firsthand information about various States, along with some authentic regional dialect. The questions which pop from all directions range from serious queries about race relations and off-shore oil to lighter ones concerned with the mortality of the bison and one in which a smart-aleck student shows off his erudition and wit by querying, "Is it true that some Texans are so poor they have to wash and polish their own Cadillacs?" The negro soldier responds with a broad smile and then points out that there are many in his home state who cannot afford large automobiles, adding that those who do wash cars for a living earn enough to be able to ride in Fords and Chevrolets.

The adjacent music room, its somewhat imperfect soundproofing leaking through a bit of symphonic music, next catches our attention. A small circle of music lovers is relaxing in comfortable chairs listening to the American Forces Network's Outpost Concert program. The walls are lined with cabinets filled with recordings of American folk pieces and classical music performed by American artists as well as recordings of contemporary poetry and drama read by Carl Sandburg, Eleanor Roosevelt, Charles Laughton, and others. These are played at regularly scheduled "Listening Hours" three times each week or, when requested by music lovers or drama teachers, for special performances to interested groups at other period during the week.

As we step into the hallway we note that the discussion group has disbanded and a circle of men and women surround the American soldiers to ask a few last minute questions. In the conference room, the audio-visual technician is helping the English teacher set up a slide projector which she uses with beginner classes to project pictures of American life. She finds this apparatus useful as a visual aid in vocabulary building and as a device to explain the United States.

A trim young woman, the director's secretary, approaches and informs us that he has returned. In reverse protocol, having seen most of his Information Center, we walk into the office of the American in charge of this many-sided operation.

The directors are used to having American visitors drop in unannounced, be they Congressmen, inspectors, journalists, or ordinary touring taxpayers bent on seeing what is done with their money. They have confidence that their staff will be courteous, efficient, and fully able to answer most of the queries put to them.

"Sorry I was out," he apologized. "Had to see the head of the medical school at the university. But I'm glad you had a chance to look around the place ... although you should have had the chief librarian or our house manager explain the finer points of our operation. We're proud of our staff ... from the cleaning woman to our top professional people They know their jobs and what is equally important ... they work together as a team."

The director is a typical American in his early thirties. He has his liberal arts degree with a major in sociology and political science, he tells us. He has nearly finished his master's degree in international relations but took this overseas assignment before he could wind up his thesis. He dreams of the day he can "stay put" long enough to earn a doctorate.

His background of interests and activities is broader than his college specialization would indicate. On the campus he edited the semi-weekly paper, sang in the glee club, and took small parts in school plays. He worked in the college library to help pay expenses and thus picked up enough understanding of library practices to be conscious of how little he knows about the craft. He has several hobbies and is devoted to his wife and four year-old son.

As he explains the many phases of the surprisingly complex operation, he livens up his explanation with numerous pertinent anecdotes.

"This afternoon," he says, "we worked out a plan with Dr. Sprecher ... he's head of the medical school here ... to tie into the big cancer conference which will be held here next fall. We are going to borrow the latest American films on this subject for them. Of course ... they'll have English sound tracks ... and it would be too expensive and

unprofitable to dub them in German. However, we've faced this problem before. Our audio-visual man and Dr. Sprecher will put their translation on tape ... and we can cut out the English track when the doctors see the films. Of course, these will be closed performances. We don't want any curious laymen or hypochondriacs in on this.

"Some people may wonder what cancer research has to do with selling democracy. Well ... cooperation of this sort impresses German professional people with American "know-how" and lets them know we want to share this knowledge for the betterment of mankind. Working with these professional groups ... which Washington agrees are good 'targets' ... brings them into the America House where they learn about our technical books, periodicals, and other services.

"The fruits of this kind of cooperation can't be anticipated in advance. About two months ago a returned exchangee talked on the United States Employment Service. We sent special invitations to personnel directors and government employment office chiefs. About three out of five who came had never been in the America House before. What was more revealing was that most of the personnel men hadn't met before. During the discussion, the exchangee mentioned that in many American cities personnel men with similar problems met once a month for a luncheon meeting to discuss matters of mutual interest. The personnel man in one of the machine tool plants here in town ... a real gogetter ... suggested that they try this luncheon club idea. Understand that twenty-two showed up at their first meeting."

We hear about his community advisory committee, his relationships with the Landesbibliothek (state library), the Volkshochschule (adult education classes), and the Landesbildstelle (state audio-visual association). We learn how some years ago he solved the problem of breaking up a group of black-marketeering loafers who were using the America House for their rendezvous through the simple expedient of having plain-clothes detectives (who looked like brother bookworms to the other patrons) wander through the House at irregular intervals.

He shows us a map of the eight counties surrounding the city and points out the location of six former America House Reading Rooms which have been converted into German-American libraries, where he still runs extension activities. He indicates the public libraries, universities, and public schools where book deposits are on long-term loan; the meandering back-country route of his American-made bookmobile; and the 27 communities which, with the cooperation of local film committees, are enjoying regular informational and cultural film showings. He is thoroughly acquainted with the community, its leaders, its problems, and its place in the world. He knows the operation in detail. We have known many of these men; they are sold on their jobs and convinced of their value. In composite they would probably describe their tasks and impact this way:

"Besides these book and film activities, our extension people schedule speakers and artists into adult education centers and community libraries wherever possible. This area of our activity is not as well known as the work inside the America House, but people in the hinterland seem to be more appreciative of our cultural offerings than folks in the larger cities, where the healthy and stimulating competition of other foreign and local German cultural activities exists.

"The people feel that the America House is and should remain a part of their community life. They always refer to it as 'our America House'. Chancellor Konrad Adenauer has repeatedly given public praise to the program and is said to have told President Eisenhower personally that the America Houses were one of the finest activities Americans had undertaken in Germany and urged him to continue or even to expand the program.

"You probably know from reading the papers that the announcement of plans to close America Houses in Bavaria caused a cascade of letters and petitions of protest. This has happened elsewhere in the past in other sections of Germany. I can remember one sad letter from a refugee who had found spiritual refuge in a small House we had to close two years ago. He wrote, 'I am bewildered. In Roumania, in Hungary, in Poland, in Bulgaria, in China, in Czechoslovakia, the communists have closed the America Houses. But here in Germany you Americans are closing our America House. Why? Why?'

"This warm, possessive feeling so many Germans have toward the America House is easy to understand when one looks at our beginnings. Spontaneously, in many parts of Germany, many understanding occupation officers, recognizing how starved Germans were for knowledge about the outside world, put together small collections of books from Special Services, army orientation, and other sources and lent them to their local employees and other townspeople.

"The idea grew and so did the collections. At least ten centers as widely separated as Ulm, Regensburg, and Kassel were in operation in 1946, and by 1947 there were 17 major houses and a tremendous number of branch reading rooms in operation. It is true that these were not professionally-run libraries or true community centers, but they were operated by people of good will and imagination. What did it matter if in some Bavarian city the local women left their bomb-cracked coal-less homes to gather around the pot-bellied stove in the America House where they could knit and gossip in comfort while their unemployed menfolk sat around in some corner to bandy about politics, reconstruction, and the good old days. From this 'country-stove', democratic atmosphere grew many a town meeting and forum after the local town hall was rebuilt, and many of those who learned to enjoy the exchange of opinion in those desperate food-rationed and fuel-starved days are now participating in roundtable discussions in their local Volkshochschule.

"We have been successful, I think, because we have never broken faith with our German patrons. At first, they were suspicious that we were operating propoganda centers like Goebbels and that we would feed them a monotonous, unrelenting, Americans-are-the-chosen-people line. But we have not sledge-hammered them. We have tried to give them a full and fair picture of the American way of life and the advantages of democratically cooperating with freedom-loving, freedom-understanding, and freedom-practicing peoples of the world.

"Most of us in this program have a sense of mission and we know what we are trying to do. We try to interpret and implement American policy in every reasonable way. But the foundation on which we work can best be summed up in the succinct words of Warren Austin in the United Nations: 'Our policy is to keep the free world big.' Or, if we can extend this thought in an evangelical sense, the basic policy of the America House is to make the free world bigger. Maybe," he said, "we'll be able to send our bookmobiles into other parts of Germany some day and even reopen those Centers in Poland and Czechoslovakia!

"This program of translating United States foreign policy into the practical development of American-German relationships on a basis of mutual understanding has made friends, and this friendship and trust have been manifested in many ways. The civic fathers in a number of cities have set aside some of the choicest sites in their communities on a long-term, rent-free basis for our use in building modern America Houses. In Frankfurt, for example, the city planning commissioner, the Buergermeister (mayor), and the Stadtrat (city council), have given the American government a 99-year agreement to build and operate a United States Information Center on a site which would be the envy of any library commission back in the United States. It is on the foremost north-south artery in town, a three-minute walk to the main traffic circulation point, is in one corner of a large green park, and is within strolling distance of nearly all of the worthwhile cultural institutions in town.

"Several years ago at a conference, a HICOG official laid down the rule, 'The America House should be the kind of institution we want the Germans to emulate.' The wisdom of this policy has been proved by the fact that scores of German libraries are adopting the open shelf system and are offering their public such cultural activities as Great Books discussions. And perhaps the most subtle and flattering evidence of our effectiveness is the desire of many Bonn cultural leaders some day to establish reciprocal Germany Houses in the United States, thereby anchoring this cultural bridge on both sides of the Atlantic."

Our director looks at his watch. "It's way after six," he says, "I've talked far too long and my little son will be waiting for me But why don't you come to our 'Porgy and Bess' program tonight? Then we can continue this talk at my place over a cup of coffee. We've invited our artists ... Miss Aye and Herr Neugebauer and the director of our opera house. Like to have you meet my wife, too."

We agree to this arrangement and walk down the stairs together. From the not-too-well insulated music room come saxophonic moans of a Dixieland band. "Our local Hot Club's weekly session," the director says. "But they're a cool bunch of boys -- the intellectual type -- no tapping feet -- silent listening with lots of cool talk between discs. This group has a long history. Went underground and ran a clandestine jazz resistance group when Hitler tried to ban modern music as degenerate. Smuggled in records from France and England."

A marginal activity, this, we thought, but just one of the hundreds taking place during an America House week. We look at the young director as he personally greets passing patrons with a "Guten Abend, Herr Doktor Schmidt", "Guten Abend, Herr Landrat". What a many-sided operation this United States Information Center is!

A good director must have an aptitude for and an interest in music, literature, politics, philology, library service, cinema, fine arts, group discussions, and a dozen other fields. He must be able to take time out for visitors like us, Congressmen, taxpayers, German officials, and for the little old lady who insists on his personal advice on which book she should borrow. He must be practically bilingual, entertain speakers and artists, confer with school teachers and city officials. He must plan publicity campaigns, write reports, keep time sheets, sign papers. He is responsible for an inventory of many thousands of dollars worth of furniture, office equipment, books, audio-visual apparatus, and other equipment. He is a Public Affairs officer representing the Consul General and the United States of America in his eight-county province. Indeed, he is America's local attache in adult education, press, radio, the arts, exchange of persons, and is, upon occasion, even called upon to give unofficial advice to United States Army brides in search of visa and other migratory facts of life. He must administer and wisely delegate authority to the professional staff of librarians, teachers, audio-visual technicians, program manager, exhibits artists, and others, all Germans, who are charged with the responsibility of conducting the scores of activities within the House and in the vast extension area in the adjacent counties. He must run effective staff meetings, be an understanding supervisor, build a cooperating team, and maintain high organizational morale.

We walk together toward the lot where our cars are parked. As he drives away in his 1949 Ford, we realize that men like this, working day and night to further American policy through these America Houses, are in the front lines of the never ending American campaign to "make the free world bigger".



III. A. THE LIBRARY

The nucleus of each America House is its library, which is an entity in itself and which provides the backbone for all America House activities. Forty-two per cent of the staff time spent in the America House is devoted to library functions. Services include: circulation of books and periodicals, reference work, library extension by means of long-term loans, and the bookmobile.

The library backstops and supports such other activities as the audio-visual aids program, the discussion groups, lectures, the English language instruction program, the exchanges program, and the speakers and artists program. These support services include the preparation of bibliographies and displays and the giving of information to people who are interested in the America House programs either as performers or as participants.

The library functions within the framework of the small American public library, which has two objectives as outlined in the American Library Association's National Plan for Public Library Service (1948). These are:

"To promote enlightened citizenship and to enrich personal life. They have to do with the twin pillars of the American way, the democratic process of group life and the sanctity and dignity of the individual person. The public library serves these objectives by the diffusion of information and ideas. By selecting and organizing materials, it makes an educational instrument out of a welter of records. By providing a staff able to interpret materials, it eliminates the gaps between the seeker and the sources of enlightenment. When animated by a sense of purpose, reading skill, and community identification, the public library constitutes an important and unique service agency for the citizen."

Objectives

The America House library has the specific objective of being a center of information on American politics and government and on American accomplishments in such fields as the social studies, useful and fine arts, history, literature, biography, and commerce.

The America House library differs in purpose from the American public library in that while the American public library, within the limits of the funds at its disposal, tries to assemble a segment of the world's knowledge and of information about the world, the America House

library is literally a United States information library. The American public library collection that does not include a copy of the Iliad or of Gibbons' Decline and Fall of the Roman Empire is probably a bad collection. It may be said that an America House library that does own these books is a bad collection, or, at least, that it is giving shelf space to books that are meaningless to the program. On the other hand, an American public library collection may still be excellent, even though it lacks such books as Jacob's Amerikanische Umgangssprache (American Colloquialisms) or Gunther's Inside U.S.A., while an America House library without these books is open to a charge of inadequacy.

The Book Collection

The book collections of the America House libraries grew out of so-called Basic Collections assembled by the United States Army when the America Houses were under its auspices. Subsequently, in 1951, after the America Houses had been transferred to the Department of State, a Basic Book Collection of 5,048 books was drawn up by the International Libraries and Institutes of the Department of State for United States Information Centers in Germany.

Changing policy and the lack of sufficient professional personnel have not failed to have their effect on the book collections of the America Houses. Gifts from various sources have not always been competently screened. The problem this has presented is further discussed under the heading, Book Weeding, elsewhere in this report.

The present aim in selecting books for the America House libraries is to have book collections similar to those to be found in any small to moderate size American public library. The difference between the two is that while the American public library is under no obligation to choose books by American authors, the America House, as a United States Information Center, has this obligation. Consequently, the aim is always toward showing American accomplishments in government, history and politics, in science and the fine arts, and in literature. Books by non-American authors are generally purchased only if they have some bearing on program aims.

How the Collection Is Used

At the end of September, 1952, the America House libraries had a total of 316,000 registered borrowers: 167,000 adults and 149,000 children. The registration is a "live" group of readers since the non-users are culled every two years. There was a total of 711,280 books in the libraries which circulated at the rate of 255,605 per month. This latter figure represents 36 per cent of the total collection. It is very good for an "angled" collection, comparing favorably with the circulation of the West Berlin public libraries for the same period, which was 45 per cent. It is significant that a hard core of the German population, equal in size to the population of Nashville, Tennessee, is continually in contact through books with American ideas.

Unfortunately, local America House circulations varied from 18 per cent to 67 per cent. The chief reason for this variation is local differences in English language facility. Another reason is lack of adequate staff training in the knowledge and use of books. A book, left alone on the shelf, will find its way to some readers, but true animation of a collection of books occurs only when librarians know books and how to use them and this from the inside out.

Some effort is now being made to familiarize librarians with the contents of books. A few America House libraries hold staff meetings at which new and old books are discussed, and the Central Distribution Section issues a monthly annotated book list of titles newly received in the America Houses.

German Volksbuechereischulen (schools for public librarians) train their students in library reference methods in much the same way that American library schools train theirs. Since in Germany, as in the United States, the stress is upon the national bibliography, with consideration given only to the greatest monuments of bibliography of other nations, it follows that a new librarian in an America House knows next to nothing about American reference books and scarcely has time to learn what she so badly needs to know. Yet reference work furnishes more readily than any other library activity a measuring stick of library impact. A fuller discussion of this point will be found under Reference Services in this report.

Instruction in reference work is now being given by a German librarian attached to Central Distribution Section as a bibliographer. She has compiled a brief list of basic reference works in the use of which she instructs the librarians when visiting the America Houses for this purpose. She spends two days in each of the larger Houses, one in the smaller. Test of the ability of the librarians to do reference work is the reference log book, in which reference questions are noted, together with a statement of how questions were dealt with. This book is reviewed by the chief, Central Distribution Section, who is thus able to measure effectiveness of this medium at the local level.

The Statistical Profile of the Libraries

The next six pages, the first two in summary form, present comparative statistics for all of the America Houses on the number of books in the libraries, rate of circulation, library employees, man hours per thousand circulation, and ratio of library employees to total America House employees.

In order to handle the statistics conveniently, the America Houses are arranged in ascending order of the number of books in their libraries. To clarify the picture further, the Houses are classified as small, medium, or large, depending on their book holdings in September, 1952, the month referred to in all the statistical tables.

SMALL LIBRARIES. The small libraries are the ten which had from 4,500 to 12,000 books in September, 1952. Their statistical profile is as follows:

<u>Books</u>	<u>Range</u>	
	<u>Low</u>	<u>High</u>
Holdings of books in English	63 %	85 %
Holdings of books in German	15	27
Monthly Circulation:		
Per cent of total books circulated	20	60
Per cent of English books circulated	10	29
Per cent of total circulation	23	50
Per cent of total library holdings	8	20
Per cent of German books circulated	64	128
Per cent of total circulation	50	77
Per cent of total library holdings	10	44

Staff

Total library staff	2	6
Monthly man hours given to library work	284	1008
Monthly man hours per House	805	3083
Monthly man hours per 1,000 books circulated	79	421
Ratio of library man hours to total man hours	21 %	43 %

Library Hours

Hours library is open weekly	33	54
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MEDIUM SIZED LIBRARIES. The medium sized libraries are the 15 which had 13,000 to 20,500 books in September, 1952. Their statistical profile is as follows:

<u>Books</u>	<u>Range</u>	
	<u>Low</u>	<u>High</u>
Holdings of books in English	62 %	83 %
Holdings of books in German	17	38
Monthly Circulation:		
Per cent of total books circulated	18	51
Per cent of English books circulated	7	26
Per cent of total circulation	27	56
Per cent of total library holdings	5	19
Per cent of German books circulated	48	124
Per cent of total circulation	44	73
Per cent of total library holdings	12	37

<u>Staff</u>	<u>Range</u>	
	<u>Low</u>	<u>High</u>
Total library staff	3	11
Monthly man hours given to library work	442	1686
Monthly man hours per House	1256	5293
Monthly man hours per 1,000 books circulated	63	364
Ratio of library man hours to total man hours	23 %	48 %

Library Hours

Hours library is open weekly	35	66
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LARGE LIBRARIES. The large libraries are the 11 which had 20,600 books or more in September, 1952. Their statistical profile is as follows:

<u>Books</u>	<u>Range</u>	
	<u>Low</u>	<u>High</u>
Holdings of books in English	60 %	78 %
Holdings of books in German	22	40
Monthly Circulation:		
Per cent of total books circulated	25	67
Per cent of English books circulated	10	40
Per cent of total circulation	23	65
Per cent of total library holdings	6	29
Per cent of German books circulated	47	149
Per cent of total circulation	35	77
Per cent of total library holdings	15	38

Staff

Total library staff	8	23
Monthly man hours given to library work	1190	4600
Monthly man hours per House	2916	9115
Monthly man hours per 1,000 books circulated	120	306
Ratio of library man hours to total man hours	24 %	50 %

Library Hours

Hours library is open weekly	46	60
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BOOK CIRCULATION. The average circulation picture is as follows:

	<u>Size of Libraries</u>		
	<u>Small</u>	<u>Medium</u>	<u>Large</u>
Total circulation	41 %	34 %	36 %
Circulation of books in English	19 %	17 %	21 %
Circulation of books in German	95 %	85 %	77 %

LIBRARY BOOK HOLDINGS

<u>AMERICA HOUSE</u>	<u>Total (English and German)</u>	<u>English Language Books</u>	<u>Per Cent in English</u>	<u>German Language Books</u>	<u>Per Cent in German</u>
BAYREUTH	4,594	3,475	76 %	1,119	24 %
ESCHWEGE	5,223	3,466	66 %	1,757	34 %
HOF	5,238	3,571	68 %	1,667	32 %
PASSAU	6,235	3,917	63 %	2,318	37 %
KIEL	6,603	4,983	75 %	1,620	25 %
KOBLENZ	7,341	5,905	80 %	1,436	20 %
KAISERSLAUTERN	7,507	5,330	71 %	2,177	29 %
TUEBINGEN	9,481	8,036	85 %	1,445	15 %
COBURG	12,577	8,010	64 %	4,567	36 %
HEILBRONN	12,790	7,802	71 %	4,988	29 %
FULDA	13,459	10,173	76 %	3,286	24 %
BAMBERG	14,278	8,834	62 %	5,444	38 %
FREIBURG	14,947	11,178	75 %	3,769	25 %
WUERZBURG	15,401	11,209	73 %	4,192	27 %
BREMERHAVEN	15,418	12,304	80 %	3,114	20 %
REGENSBURG	15,482	10,636	69 %	4,846	31 %
ULM	15,719	11,592	74 %	4,127	26 %
KARLSRUHE	16,854	12,356	73 %	4,498	27 %
GIESSEN	17,257	13,521	78 %	3,736	22 %
ERLANGEN	17,361	12,852	74 %	4,509	26 %
ESSEN	18,060	14,762	82 %	3,298	18 %
WIESBADEN	19,777	14,833	75 %	4,944	25 %
HANNOVER	20,192	16,725	83 %	3,467	17 %
MANNHEIM	20,321	14,597	72 %	5,724	28 %
DARMSTADT	20,589	15,296	74 %	5,293	26 %
HEIDELBERG	20,931	14,421	69 %	6,510	31 %
KASSEL	22,330	13,550	61 %	8,780	39 %
NUERNBERG	22,607	15,373	68 %	7,234	32 %
AUGSBURG	22,726	13,637	60 %	9,089	40 %
MARBURG	23,019	16,489	72 %	6,530	28 %
BREMEN	23,762	17,573	74 %	6,189	26 %
HAMBURG	24,382	18,941	78 %	5,441	22 %
STUTTGART	25,289	18,727	74 %	6,562	26 %
FRANKFURT	29,012	22,221	77 %	6,791	23 %
MUNICH	36,464	27,824	76 %	8,640	24 %
BERLIN *	51,315	38,237	75 %	13,078	25 %

* Includes the 5 branch libraries.

CIRCULATION

SUMMARY - ALL BOOKS

BOOKS IN ENGLISH

	Monthly Total	Per Cent Circulated	Monthly Circulation	Per Cent of Total Circulation	Per Cent of Total Engl. Holdings Circulated	Per Cent of Total Library Holdings
AMERICA HOUSE						
BAYREUTH	1,561	34 %	763	49 %	22 %	17 %
BESCHWEGE	3,131	60 %	885	28 %	26 %	17 %
BOFFINGEN	3,096	59 %	1,042	34 %	29 %	20 %
BASSAU	3,587	58 %	817	23 %	21 %	13 %
BOFFINGEN	1,555	24 %	517	33 %	10 %	8 %
BOBLINGEN	2,392	33 %	919	38 %	16 %	13 %
KAISERSLAUTERN	3,374	45 %	1,239	37 %	23 %	17 %
BOFFINGEN	1,916	20 %	958	50 %	12 %	10 %
BOFFINGEN	4,774	38 %	1,268	27 %	16 %	10 %
BOFFINGEN	4,324	39 %	1,080	25 %	14 %	10 %
BOFFINGEN	4,035	30 %	1,651	41 %	16 %	12 %
BOFFINGEN	5,605	39 %	1,598	29 %	18 %	11 %
BOFFINGEN	5,682	38 %	2,422	43 %	22 %	16 %
BOFFINGEN	4,388	28 %	1,753	40 %	16 %	11 %
BOFFINGEN	5,421	35 %	1,672	31 %	14 %	11 %
BOFFINGEN	5,312	34 %	1,900	36 %	18 %	12 %
BOFFINGEN	7,941	51 %	3,060	39 %	26 %	19 %
BOFFINGEN	2,959	18 %	797	27 %	7 %	5 %
BOFFINGEN	7,667	44 %	3,031	40 %	22 %	18 %
BOFFINGEN	5,320	31 %	2,075	39 %	16 %	12 %
BOFFINGEN	4,552	25 %	*	*	*	*
BOFFINGEN	8,830	45 %	2,891	33 %	19 %	15 %
BOFFINGEN	5,663	28 %	3,177	56 %	19 %	16 %
BOFFINGEN	7,286	36 %	2,464	34 %	17 %	12 %
BOFFINGEN	5,020	24 %	1,594	32 %	10 %	8 %
BOFFINGEN	5,582	27 %	2,493	45 %	17 %	12 %
BOFFINGEN	7,214	32 %	1,896	26 %	14 %	8 %
BOFFINGEN	5,621	25 %	2,033	36 %	13 %	9 %
BOFFINGEN	6,036	27 %	1,418	23 %	10 %	6 %
BOFFINGEN	6,423	28 %	1,824	28 %	11 %	8 %
BOFFINGEN	10,671	45 %	3,703	35 %	21 %	16 %
BOFFINGEN	10,330	42 %	6,762	65 %	36 %	28 %
BOFFINGEN	12,046	48 %	6,338	53 %	34 %	25 %
BOFFINGEN	8,881	31 %	3,893	44 %	18 %	13 %
BOFFINGEN	10,649	29 %	*	*	*	*
BOFFINGEN **	34,572	67 %	15,126	44 %	40 %	29 %

Represents figures not available because library uses Recordak for circulation records.

Includes 5 branch libraries.

CIRCULATION

B O O K S I N G E R M A N

AMERICA HOUSE	Monthly Circulation	Per Cent of Total Circulation	Per Cent of Total German Holdings Circulated	Per Cent of Total Library Holdings
BAYREUTH	798	51 %	71 %	17 %
ESCHWEGE	2,246	72 %	128 %	43 %
HOF	2,054	66 %	123 %	39 %
PASSAU	2,770	77 %	119 %	44 %
KIEL	1,038	67 %	64 %	16 %
KOBLENZ	1,473	62 %	103 %	20 %
KAISERSLAUTERN	2,135	63 %	98 %	28 %
TUEBINGEN	958	50 %	66 %	10 %
COBURG	3,506	73 %	77 %	28 %
HEILBRONN	3,244	75 %	103 %	30 %
FULDA	2,384	59 %	73 %	18 %
BAMBERG	4,007	71 %	74 %	28 %
FREIBURG	3,260	57 %	86 %	22 %
WUERZBURG	2,635	60 %	63 %	17 %
BREMERHAVEN	3,749	69 %	120 %	24 %
REGENSBURG	3,412	64 %	70 %	22 %
ULM	4,881	61 %	118 %	31 %
KARLSRUHE	2,162	73 %	48 %	13 %
GIESSEN	4,636	60 %	124 %	27 %
ERLANGEN	3,245	61 %	72 %	19 %
ESSEN	*	*	*	*
WIESBADEN	5,939	67 %	120 %	30 %
HANNOVER	2,486	44 %	72 %	12 %
MANNHEIM	4,822	66 %	84 %	24 %
DARMSTADT	3,426	68 %	65 %	17 %
HEIDELBERG	3,089	55 %	47 %	15 %
KASSEL	5,318	74 %	61 %	24 %
NUERNBERG	3,588	64 %	50 %	16 %
AUGSBURG	4,618	77 %	51 %	20 %
MARBURG	4,599	72 %	70 %	20 %
BREMEN	6,968	65 %	113 %	29 %
HAMBURG	3,568	35 %	66 %	15 %
STUTTGART	5,708	47 %	87 %	23 %
FRANKFURT	4,988	56 %	73 %	17 %
MUNICH	*	*	*	*
BERLIN **	19,446	56 %	149 %	38 %

* Represents figures not available because library uses Recordak for circulation records.

** Includes 5 branch libraries

LIBRARY STAFF AND HOURS

	Total Library Staff	Monthly Man Hours Library	Monthly Man Hours per 1000 Circulation	Monthly Man Hours for House	Ratio of Library Man Hours to Total Man Hours	Hours Library Open Weekly
AMERICA HOUSE						
BAYREUTH	2	320	205	898	36 %	54
ESCHWEGE	3	528	169	1,556	34 %	54
HOF	2	320	103	805	40 %	44
PASSAU	2	284	79	1,371	21 %	45
KIEL	3	480	309	1,582	30 %	33
KOBLENZ	6	1,008	421	2,355	43 %	54
KAISERSLAUTERN	3	489	145	1,350	36 %	42
TUEBINGEN	2	480	251	1,778	27 %	39
COBURG	3	536	112	1,879	29 %	44
HEILBRONN	4	736	170	3,083	24 %	36
FULDA	5	883	219	1,849	48 %	35
BAMBERG	5	649	116	2,059	32 %	50
FREIBURG	10	1,600	282	3,827	42 %	42
WUERZBURG	8	1,300	296	3,621	36 %	38
BREMERHAVEN	4	442	82	1,256	35 %	63
REGENSBURG	6	1,008	190	4,348	23 %	48
ULM	3	508	63	1,334	38 %	43
KARLSRUHE	4	630	213	1,896	33 %	35
GIESSEN	4	704	92	2,334	30 %	38
ERLANGEN	6	890	167	2,864	31 %	59
ESSEN	9	1,656	364	5,293	31 %	60
WIESBADEN	9	1,686	191	4,199	40 %	58
HANNOVER	10	1,600	283	4,548	35 %	50
MANNHEIM	11	1,600	220	3,629	44 %	66
DARMSTADT	3	520	104	1,574	33 %	36½
HEIDELBERG	10	1,707	306	4,667	37 %	48
KASSEL	12	1,800	250	4,969	36 %	54
NUERNBERG	9	1,440	256	5,368	27 %	53
AUGSBURG	8	1,261	209	2,880	44 %	46
MARBURG	8	1,190	185	2,916	41 %	67
BREMEN	12	1,280	120	4,640	28 %	63
HAMBURG	14	3,064	297	4,636	66 %	52
STUTTGART	12	1,760	146	4,524	39 %	57
FRANKFURT	15	2,576	290	5,716	45 %	58
MUNICH	14	2,230	209	9,115	24 %	48
BERLIN	23	4,600	133	9,112	50 %	60

THE IMPACT OF THE LIBRARY. When asked to evaluate activities in terms of attracting people to the America House, opinion of the directors was divided as follows for the library:

First in attracting visitors	59 %
Second in attracting visitors	14 %
Third in attracting visitors	10 %
Fourth in attracting visitors	14 %
Fifth in attracting visitors	3 %

When asked to evaluate activities in terms of effectiveness in carrying out the aims of the program, their opinion regarding the library indicated that it is:

First in carrying out program aims	57 %
Second in carrying out program aims	14 %
Third in carrying out program aims	25 %
Fourth in carrying out program aims	4 %

The Gesellschaft fuer Markt- und Meinungsforschung (Association for Market and Opinion Research) made an analysis in April, 1953 of the people who visited the America Houses. Its findings indicated:*

1. 75 % of the frequent visitors used the library
3/4 of all visits to the America Houses were made by this group
2. 45 % of the occasional visitors used the library
1/5 of all visits to the America Houses were made by this group
3. 13 % of the infrequent visitors used the library
Less than five per cent of all visits to the America Houses were made by this group

THE STAFFING PATTERN. The staffing pattern of the libraries is as follows:

	<u>Range</u>	<u>Median</u>
Small libraries	2 - 6	3
Medium libraries	3 - 11	6
Large libraries	8 - 15	12

Berlin is not included here because it has a main library and five branches; therefore, it needs its apparently disproportionately large staff of 23.

*These are preliminary figures and are merely indicative. A frequent visitor is one who comes to an America House more than 7 times a year, an occasional visitor is one who comes 2 to 6 times, and an infrequent visitor is one who comes once a year.

The man hours per 1,000 books circulated is as follows:

	<u>Range</u>	<u>Median</u>
Small libraries	79 - 421	170
Medium libraries	63 - 364	191
Large libraries	120 - 300	209

When buildings are built for library use, prime consideration is given to grouping like services together, so that minimum staff supervision is required. This is not always possible in Germany where buildings have in most cases been adapted to library use. Hence, for example, Bremerhaven requires 4 librarians to man a one-floor library whereas Regensburg requires 6 to man a two-floor one. The size of the two collections is the same.

The survey showed that clearly-defined duty limits for positions do not generally exist. This means that librarians perform such specifically non-library activities as managing puppet-shows, instructing English language classes, serving as music specialist, introducing speakers or making oral translation of speeches being made, serving on the library committee, or conducting round table discussions. In addition, some of the America House librarians perform bookmobile duties. This work does not show up in the time analyses, and the figures on man hours per thousand circulation for the library are thereby increased, since bookmobile and library statistics are recorded separately. The man hours, however, represent the time actually spent on library work.

LIBRARY HOURS. The time the libraries are open varies from 33 to 67 hours per week. The range is as follows:

	<u>Range</u>	<u>Median</u>
Small libraries	33 - 55	44
Medium libraries	35 - 66	45
Large libraries	46 - 67	54

The Periodical Collection

America House basic periodical collections, just as their basic book collections, are the same in all Houses. In addition to these basic collections, further specialty periodicals are purchased for each House whose community has a particular specialization. For example, Nuernberg receives Toys and Novelties, while Munich and Hof receive American Brewer. Neither of these magazines is sent to Bayreuth, a glass manufacturing center, which receives Glass Industry.

While trying to build up representative and balanced book and magazine collections in their libraries, the America Houses appear to have built up medical collections on a scale of more than program size.



There are many reasons for this. German medical knowledge suffered a serious setback in the years just previous to and directly following the Second World War, when relatively little information concerning foreign medical research filtered into Germany. Doctors and medical students constituted a large part of the professional group which used the newly-opened America House libraries - doctors because they were eager to fill in the gaps in their knowledge, medical students because the American medical texts were difficult to obtain and exceedingly expensive and, therefore, not often purchased by the German university libraries.

The doctors were quick to inform each other of the material to be found in the America Houses, and articles such as this one from Der Tag, Berlin, appeared in the press:

"We are here offered technological and medical literature providing unique opportunities for professional and post-school study ... periodicals, presenting all fields of knowledge, are available to visitors The Quarterly Cumulative Index Medicus renders members of the medical profession invaluable service Not only all that is new in medical literature can be found in its registers, but it also records every single medical article published in medical periodicals the world over."

Stimulated by this reader interest, and realizing that periodicals by their very nature give the very latest information in all fields, the America Houses built up their periodical holdings. The Frankfurt America House, for example, subscribed to 450 periodical titles in 1952, of which 160 were in the field of medicine.

Meanwhile, some of the smaller Houses were voicing the complaint that their magazine holdings were too large and too specialized. This fact, and the fact that a memorandum from the Department of State, dated August, 1952, specifically requested a reduction in magazine subscriptions for 1953, moved Information Centers Division to draw up in committee two lists of periodicals, one of which was ordered automatically for the smaller Houses, the other for the larger. The two lists had a total of 692 titles, as opposed to 864 in 1952. Each House was permitted to choose for itself 10 per cent to 75 per cent of its total periodical subscription list in accordance with the interest of the readers in the House, this number also being in proportion to the size of the House. Under this plan, Frankfurt placed subscriptions for 270 periodicals for 1953, of which 30 were in the field of medicine.

Many America Houses dropped certain titles in the field of science, especially medicine, because they were informed that these titles could be obtained in certain scholarly libraries in or very near their cities, having been placed there by the Deutsche Forschungsgemeinschaft (German Research Union), an organization which provides German scholarly libraries with those books and periodicals which they need but cannot

afford to purchase. Since items paid for by the Forschungsgemeinschaft are of interest to a rather specialized but widespread clientele, the Forschungsgemeinschaft decides which scholarly library shall get what and then prepares catalogues and finding lists.

In the years immediately following the Second World War, the Rockefeller Foundation furnished funds to the Germanistic Society of New York which placed orders for American scholarly periodicals for German libraries, the decision concerning their locations being the responsibility of the Forschungsgemeinschaft. Later, the Department of State, through CARE, continued the work of the Rockefeller Foundation.

When, however, the Frankfurt America House told research workers that 21 periodicals dropped from the Frankfurt America House in 1952 could be found in the Senckenbergische Bibliothek or the Stadt- und Universitaetsbibliothek Frankfurt, it was learned that eight of the periodicals were in neither place. Some of the periodicals were gifts, not purchases, and gift subscriptions are usually short-lived; others were bought by these librarians out of their own funds, but were not available because of supply line difficulties.

At present, each America House library collects its own periodical archive without thought of duplication in other America Houses. Since these periodical files are frequently incomplete, they are not bound, and as the years pass, storage problems will arise.

Library Publicity

Publicity work in American public libraries, beginning within the walls of the libraries in the form of case displays, book jacket displays, giveaway bibliographies, and single title displays ("A good historical novel", "A good biography"), branched out into newspaper listings of new books received in the library, book reviews and story hours over the radio, and essay contests with prizes. At first frowned upon as smacking of "trade", the need to publicize even a good thing has become known in the United States, and today most medium-sized and large public libraries, realizing that their field of usefulness is broadened and their community worth increased by promotion, have a staff member whose duty it is to publicize the library.

Although German library schools give almost no instruction in this field and their own public libraries do little along this line, a few America House librarians have had the initiative and imagination to go beyond the case displays in their libraries (and some of these are unusually good, as in Bremerhaven and Mannheim) and have had excellent results.

In Hamburg, for example, it was found that three copies of U.S.A. - The Permanent Revolution had circulated only once each from the "New Books Received" shelf. The librarian felt that the book deserved a wider circulation, procured 30 additional copies and set up a table display,

placing it in the very center of reader traffic. With an attractive and somewhat challenging placard: "A book about which one speaks - This book can be loaned out immediately", the book began to move, and within a very short time every copy was in circulation. The librarian of the Bremerhaven America House arranged a display of a model library, set it up at an industrial fair held in the city, and stationed library assistants at the display to explain the services of the America House and to register borrowers.

While some attempt at general publicity is made by all America Houses, publicity concerning specific library activities is made by relatively few Houses. A passive kind of advertising is the essay contest held in some Houses. No America House is at present known to mail out postcards to "target" readers informing them of the arrival of new books in the field of their special interest. Yet this exceedingly simple device would bring into the House a type of reader who would help the House by his presence in it. The reader who sees his priest in the America House, for example, cannot help feeling that the purpose of the House is good. No House appeared to publish any sort of newspaper notification of books recently received in the library.

Tie-in with Other America House Activities

Cooperation between the various activities of the America Houses is, like publicity, largely undeveloped. Nearly all America House libraries issue bibliographies of books and magazines available in the library, relative to the subject of a particular lecture held in the House, but lack of staff time cuts down on the number of such bibliographies that can be prepared locally. In many Houses, librarians seek out instructional reading material for English classes. The Stuttgart America House posts beside the theater entrance a small bibliography of books and periodical articles on the film currently being shown. When the Mannheim America House presented a lecture on William Faulkner, the librarians checked loan records of every Faulkner book in the library and sent a notice of the coming lecture to each person who had borrowed a book by this author. Heidelberg's monthly book lectures and their attendant round table discussions are led by a librarian; and librarians in three America Houses conduct English language classes.

Lack of understanding of the problem, lack of staff, lack of know-how, all contribute to the fact that not enough is being done to coordinate and interrelate the various activities of the America Houses. Like publicity, inter-activity cooperation needs regional and headquarters sparking.

Long-Term Loans

In their eagerness to extend the influence of the America House beyond its walls, directors in most Houses have developed systems of deposit collections of books, known as long-term loans. There are now 617 such collections of, in all, 73,759 books. Of these, 7,704 books

were loaned to 33 German universities and institutes. Some of these collections are to all practicable purposes permanently on loan to one institution, but the majority remain from one to three months, after which they are replaced by new selections.

This rotation of books is valuable for two reasons: it keeps the collection from becoming a dead issue, and it gives the America House librarian or director an opportunity to make periodic visits in which he can see if and how the books are used and can show his friendly interest in the institution using the books.

The books go to a variety of places, among them hospitals, schools, teachers' colleges, prisons, university institutes, labor service companies, community centers, public libraries, old people's homes, Pfadfinder (Boy Scout) groups, university libraries, and medical clinics.

Hamburg, Bremerhaven, and Bremen have developed sea-chest systems, by which cases of books are sent out with a ship ready to sail, coming back when the ship returns. Hamburg's system flourishes on a very simple output of work since the chests' contents are seldom changed, the chests being rotated by number instead.

The long-term loan system proves its worth when it sparks a public library. Such was the case in the little town of Burglengenfeld which asked the Regensburg America House for a long-term loan of books and then decided it "liked" books and established its own public library. This experience has been reported in other communities throughout Germany.

The Bookmobile

American public libraries have for many years effectively employed the bookmobile as a means of extending library service into regions too sparsely populated to support a public library, and the bookmobile was chosen as the obvious method of serving population areas beyond the normal scope of the America Houses as well. Each one supplied with a constantly-renewed collection of 1,800 - 2,000 books, the 19 bookmobiles which were operating at the time of this survey made scheduled stops in 245 communities, most of which had less than 10,000 inhabitants. Visits are scheduled from one to three times monthly. The populations served are predominantly rural with refugee groups coming second and laboring groups third. Circulation for the quarter ending in September, 1952 was 85,679 books. In this same period, there were 21,880 registered borrowers, of which 14,921 were adults and 6,959 were children.

Facility to read English, as might be expected, is lower among bookmobile readers than it is among patrons of the America House libraries in the cities. For this reason, German translations of American books are even more desperately needed in the bookmobiles than they are in the America Houses themselves.

AUTOBÜCHEREI
AMERIKA HAUS

AMERIKA HAUS
AUTOBÜCHEREI



The fact that bookmobile patrons generally have no other access to books is probably the reason for their unusual responsiveness to the program. They think nothing of standing in line an hour in order to get books, take greater care of them, and lose fewer than do readers in the metropolitan areas.

The first bookmobile run was made from the Mannheim America House on January 8, 1952. In July, 1952, an office memorandum was issued by the Division of Cultural Affairs, HICOG, giving advice on the points that must be considered before a bookmobile can begin its first run:

1. survey of community needs,
2. gaining interest of community leaders,
3. enlisting support of German library officials,
4. local situations which make the bookmobile unwelcome.

Cooperation between German public libraries and the bookmobile librarians has always been good. In some districts the German public library system contributes books to the library stock and in others the German librarians go out on bookmobile runs. Such cooperation is encouraged, but the tacit understanding is that final authority for all decisions rests with the Americans.

Book Presentation

The presentation program of the America Houses follows the directive laid down in Presentations and Donations of Books and Other Publications in the Educational Exchange Manual, presenting to German universities and other institutions and to individual people books and pamphlets which are sent by the Department of State or which have been ordered from the Department of State for this purpose. Forty-five America Houses reported to the survey group that they had presented 67,865 books in the period from November, 1951 to October, 1952. This is an unanalyzed figure. As of March, 1953, 20,816 books and 3,168 periodicals had been presented to German universities and institutes alone. As will be seen, the second figure is a part of the first, the difference between the two figures being the individuals and the institutions other than universities to whom presentations were made. No statistics are available on the number of presentations made to individuals under this program, but it is a very small amount. Generally, a book is presented to an individual only when he has requested it in the America House library and the local librarian's request has been rejected by the Book Selection Committee on the grounds that the book is not of sufficient general interest to warrant purchase. The chief, Central Distribution Section then asks the America House director if he wishes to present the book, and if he does, it is ordered from the Department of State for this purpose, after approval by the Information Centers Division.

German-American Libraries

In the early days of the America Houses, branches were set up, called American Reading Rooms or Branch Libraries, supported and managed by their parent America House. Gradually these branches were put under German sponsorship at which time they were given the name Integrated Reading Rooms. Their book collections were left intact if their new sponsor was a city library, a city, a school, a women's club, or a similar group, and modified if a youth club became sponsor. The new sponsors agreed to maintain open shelves, to lend the books without charge, and to be open a minimum of fifteen hours a week.

In 1953, these Integrated Reading Rooms began to be called Deutsch-Amerikanische Buechereien (German-American Libraries). At present there are 99 such libraries. They receive one copy of every book supported by the HICOG book translation program and additional books, chiefly German translations of American authors, to make a total of about ten titles a month, as well as subscriptions to ten American and three German periodicals. Fifty-one libraries also receive eleven additional American periodicals. The libraries are susceptible to the guidance and influence of the America House directors. In addition to providing a medium for circulation of American books and magazines, they furnish a contact for joint sponsorship of America House films and the speakers and artists extension program. There is some indication that this guidance, which is relaxed in some areas because of the workload of the directors, should be increased.

Reference Services

The library, for obvious reasons, cannot run overt tests on its readers to find out exactly what impact it is having on their thinking. It can, however, make books available to readers and assume that most books which readers take home receive some sort of attention there. The questions readers ask in the library and the answers they receive are an even clearer indication of what the people are interested in and how well the library answers their needs.

In October, 1952, the America Houses answered a total of 6,695 reference questions. Forty-three additional questions were referred to the bibliographer at Central Distribution Section because the local Houses were not able to answer them from the sources at their disposal. The local libraries are careful to exclude from any tabulation those questions which are purely informational in nature, such as "Where is the children's library?" The nature and scope of the questions asked may be judged from the following examples. At the same time, the value and influence of the reference work will become clear.

A patron of the Ingolstadt America House, preparing a lecture on the danger of involving the German Supreme Court (Oberster Gerichtshof) in politics, asked for information on the role of the Supreme Court in the United States. A political economist in Regensburg asked for data on



the Interstate Commerce Commission and the Federal Trade Commission. The Institute for Physical Chemistry of the Kiel University asked the Kiel America House how to obtain a thesis published by Stanford University. The Department of Labor in the government of Lower Saxony asked the Hannover America House for material on full employment legislative measures in the United States. The Wiesbaden America House was asked for a list of United States clinics authorized to train doctors from foreign countries. A reader in the Schweinfurt America House asked for the marriage laws of the State of New Jersey. The Hamburg America House was asked for the American Public Health Association Standards' definition for a certain color quality of methanol. The director of a school for deaf-mute children asked for books explaining American methods of training children so afflicted. The Kohlenbergbau-leitung Ruhr (Board of Directors for the Ruhr Coal Mines) asked the Essen America House for statistics on United States coal exports. The America House Regensburg was asked to produce photographs of the leads in the movie "Johnny Belinda". A school in Neubeuern asked the Rosenheim America House for a list of German language textbooks for American children. The Hamburg America House was asked for material on the Marshall Plan in Germany and on the history of woman suffrage in the United States. The West German Library in Marburg asked for aids used in cataloguing United States serial publications. Not all questions were as complicated as these; one reader asked, "Who was the first President of the United States?"

Children's Libraries

The establishment of libraries for children and youth, not as common in Germany as in America, has also been influenced by the America House libraries for young people. On this question, Dr. Gustav Kafka of the Psychological Institute of the University Wuerzburg wrote to the director of that city's America House: "Your approach to taking care of the children seems to me example setting ... in the still so neglected field of child guidance in Germany."

Here, again, the influence of the America House is felt. When the city of Augsburg decided at the end of 1950 to establish a youth library of its own, and subsequent difficulties held it up, the Augsburg America House offered the use of three of its rooms. These were accepted by the City Council, and it was decided to run the library as an open shelf arrangement. At a meeting of the City Council (Stadtrechtrats), Dr. Uhde, Cultural Advisor, said in this connection, "We shall free ourselves substantially from the German ideas about what a youth library should be like and adopt the American customs."

The Open Shelf Library

The question as to whether the public should have free access to the library shelves, the so-called "open shelf plan" or whether it should be forbidden direct access to the books, the "closed shelf plan", is widely argued in Germany today, possibly because money is short and the open shelf plan regrettably results in the loss of more library books than the closed shelf.

However, although it is not so common here as in the United States, Germany is no stranger to the open shelf. Statistics show that of the 525 public libraries in the 205 West German communities of city size, 254 libraries now have, or plan for, the open shelf. The open shelf plan of the America Houses has influenced many German authorities to adopt it, or at least to consider it for buildings in, among others, such cities as Lohfelden near Kassel, Tuttlingen, Bad Pyrmont, Verden, Nienburg, and Offenbach. The public library in Stederdorf, the first open shelf library in Land Niedersachsen, was designed by an architect from the Information Centers Division, HICOG. When the America House in Schweinfurt was closed early in 1953, the local Tagblatt happily stated that with the opening of the new public library, which would be made up in part of the former America House collection, the lending fee for books would be abolished, and further, "In the future the reader will seek out his books for himself. With the establishment of such an open shelf library, one follows the example of other libraries." And then the point in which the America House influence is clearly seen: "The reading room will be available also for exhibitions and literary readings."

The Library Staff

The librarians of the America Houses are the key to the effectiveness of the program in their own libraries and indirectly throughout Germany, since a librarian who knows books and how to use them and is aware of the best in library practices has an influence which, properly used, can benefit the whole program. Only 25 per cent of the America House librarians have had formal library training.

Experience in the America Houses has shown that librarians who are graduates of German library schools are generally more effective in the program than those who are not, because they have a better understanding of the functions of a library and of the service mechanics which support these functions. The Central Distribution Section has for this reason taken on the task of acting as a clearing house for applicants for library positions, advising America House directors of people who are available for appointment.

Since most of the technical book processes are performed by the Central Distribution Section, a Library Committee has been organized as a normal extension of this service. This committee consists of seven German America House librarians, of which four have been to the United States as library exchangees. Their training, experience, and knowledge of the work especially fit them for their task of visiting the America House libraries in their respective regions, advising on the work being done, and finding ways in which it may be improved. They report to the chief, Central Distribution Section on their findings, and she, in turn, discusses any desired changes with the America House directors.

The chief, Central Distribution Section gives further guidance to librarians by means of office memoranda in which she notes helpful pointers on operational procedures and pertinent articles in professional magazines, and by means of technical guides such as filing rules, brochures on the card catalogue, bibliographies, and book marks.

Book Selection

Book selection practices of the America House libraries are based on the Educational Exchanges Manual's directive on Selection of Library Materials. It is their constant aim to select "materials to meet local conditions and interests ... as interpreted by responsible field personnel Current materials which will present a balanced view of the United States; ... basic reference and bibliographic materials, examples of American scientific, governmental, historical, social, and cultural development, as well as current topical publications which present a balance of the opinion and thinking in the United States on national and international questions."

The function of book selection is now carried on by the Central Distribution Section which orders books under the guidance of the Information Centers Division, receives catalogues, classifies, and marks the books so that, accompanied by their catalogue cards, they may be sent to the America Houses, ready for immediate public use.

Librarians in the United States buy very few books which they have not actually examined or which have not been very carefully reviewed in the journals. The time element in Germany is such that examination copies of books published in the United States cannot be procured and final selection be made in anything like a desirably short space of time. The result is that librarians in Germany must rely heavily on American reviews as book buying guides. Reviews written for readers in the United States naturally do not stress the points one looks for when buying books for the America Houses, and, therefore, it sometimes happens that books that prove to be of little or no program value are purchased on the basis of a review favorable by American library standards.

To guard against this contingency, and partially as a result of survey findings, a new book order procedure has been planned during the writing of this survey. Librarians and directors of America Houses will be given a detailed memorandum on book selection guidance, on the basis of which the local librarian will draw up a 3 x 5 inch card for each title she desires. This card will give full book purchase information together with a note indicating the librarian has read a review of the book and her opinion concerning its usefulness in her own library. This card will be signed by the America House director and forwarded to Central Distribution Section.

At Central Distribution Section, the book cards will be checked for further critical comment. The book cards will then be discussed at the monthly meeting of the Book Selection Committee which consists of seven permanent members, the chief, Central Distribution Section, the field liaison librarian, four members of the Library Committee, and a German member of the German book unit at headquarters.

The book titles selected for purchase by the Book Selection Committee will be forwarded to the Information Centers Division where a committee consisting of headquarters staff working in the fields of book publishing and library work will pass on the selections made. Books selected at this meeting will be listed and America Houses informed of titles ordered. Librarians will be expected to find reasons why books were rejected from the list of basic criteria of book selection. Reasons for rejecting books will be given only to America House directors and at their specific request.

Annotated Card Service

The great disadvantage of the above described system of direct procurement of books is its slowness, five to eight months' time being the normal lag between the day the book order leaves Germany and the day the books themselves arrive in Germany, the book order, meanwhile, having been reviewed in Washington and the books procured in New York. For some time a plan has been under discussion in Washington by means of which annotated cards on approved new books will be sent to every America House library, selections made, and cards for desired titles sent to Central Distribution Section, where a composite order will be prepared for all the America Houses and sent on to New York for procurement. While it is hoped that this service will speed up procurement of books, it is not intended that it should totally supplant book selection on the local level. This Annotated Card Service, which was supposed to have become active in March, 1953 has not yet been activated and its effectiveness is therefore not proved.

The Book Kit

Before discussions on the Annotated Card Service were begun, the Department of State had developed the Book Kit to bridge this time lag. The Book Kit Service was begun late in 1949. It consists of a monthly shipment of multiple copies of 18 to 35 newly-published books, one copy for each America House. Very often the Book Kit contains titles which America House librarians have requested, and such previous requests are simply cancelled in New York.

The Book Translation Program

The Book Translation program, whose function it is to inform German publishers of newly published, worthwhile American books and to support their publication in Germany in German translation by paper allocation or guaranteed purchase, usually acquires 1,000 copies of each book it supports, of which 314 copies are distributed to America House libraries, 100 each are distributed to bookmobiles and Deutsch-Amerikanische Buechereien, and 200 to United States Information Centers libraries in Austria.

Book Weeding

The first America House in Germany was actually opened in Frankfurt on November 14, 1945 as the United States Information Center, although the date for the opening of this House is usually given as May, 1946, when it moved to a more permanent location. It was not until February, 1949 that a professional librarian came into the program at headquarters level. Meanwhile, 22 America Houses had been opened and stocked with collections averaging 10,000 books each. These books were largely selected in New York and distributed from the Centers in Frankfurt, Munich, Stuttgart, and Berlin.

The early America House program was a Military Government program, and the book collections in the libraries were a rather heterogeneous collection of Special Services Libraries' surplus books, gift books, and books acquired by purchase. When a professional librarian became chief of Central Distribution Section in 1949, she immediately began the process of book evaluation and discard known as weeding. Weeding is a normal library procedure by which out-of-date books, books which time has proved of little worth, worn-out books, and books which are not in fields of reader interest are disposed of so that the space they occupy may be devoted to books germane to the library's program. Since each America House had catalogued its own books, employing German librarians for this work, little thought had been given to the problem of book weeding by anyone capable of dealing with the problem from the American viewpoint.

In the spring of 1951, the Department of State sent a librarian to Germany to continue this process of weeding. She prepared a list of books she considered of little program value or which should be withdrawn because of physical condition. Weeding is continuing today, sometimes being done by local America House librarians, sometimes by a representative from Central Distribution Section, occasionally by America House directors.

III. B . PROGRAMMING

1. Planning

Programming consists of the planned activities which take place in an America House. These activities consist of the following: lectures, discussions, films, concerts, English language instruction, exhibits, and children's activities. Emphasis placed on the various elements varies greatly, depending on the interests and wishes of the directors and their staffs, the availability of speakers and artists, the characteristics of the community, and the objectives of the regional Public Affairs officers.

The Director as Dominant Factor

The dominant factor in determining programming content is the American director. A reflection of the variation among directors as to where the emphasis should be placed is indicated by their opinions as to which elements of the program, including the library, best fulfill Public Affairs objectives. When asked to give their opinions, the directors rated the program elements as follows:

	<u>Rank in Effectiveness</u>		
	<u>Most Effective</u>	<u>2nd Most Effective</u>	<u>3rd Most Effective</u>
Library	64 %	8 %	20 %
Films	16	20	25
Lectures and Discussions	20	52	45
Exhibits	-	8	7
Concerts	-	4	3
English language instruction	-	8	-

In order to present an indication of the scope of the programming, two samples are presented. One is an example within one America House, the other is a summary of all (8) America Houses within the region of one Public Affairs officer.

Sampling of Programming Distribution

The following summarizes programming for a two-week period in one of the most active America Houses:

<u>Kind of Activity</u>	<u>Number</u>	<u>Attendance</u>
Film showings	11	1035
Films for schools	10	655
Lectures	5	435
Live concerts	3	465
Record concerts	3	106
English classes	10	449
Group meetings:		
Discussion groups	5	142
Music group	1	28
Play-reading group	1	31
Introduction to library	1	35
Course for parents	2	58
Other small group activities	4	63
Closed-group activities	2	142
Children's theater	1	140
Total	59	3784

Further elaboration on the nature of the lectures and discussions appears in the section of this report dealing with these programs.

The program distribution of eight America Houses within one regional Public Affairs office for a 12-week period is summarized on the next page. Although the breakdown according to subject matter is not clearly formulated, this table gives some indication of the spread of activities over a given period in one group of America Houses.

The variation of emphasis on the different elements of programs summarized is shown by the distribution of programming activities among the eight Houses.

<u>Type of Program</u>	<u>Per Cent of Total Performances</u>	
	<u>House with Highest Number</u>	<u>House with Lowest Number</u>
Lectures	49 %	28 %
Discussions	11	0
Recitations	1	0
Concerts	15	5
Films	40	25
Exhibits	25	0

The Target Groups Sought

The variation among America Houses in regard to programming extends also to the target groups sought. In spite of general policy to the contrary established by the Office of Public Affairs (e.g. Technical Instruction No. 9) the general impression gained is that the prime objective running through all the Houses is to reach mass audiences. The extent to which modifications of this exists follows

no consistent pattern. A number of directors believe that the most effective way of making a positive impression is to provide carefully selected programs aimed at specific groups such as educators, trade unions, community leaders, and professional groups. This thinking is becoming increasingly reflected in the programming, but the bulk of emphasis still is placed on attaining large volume of audience participation.

A growing number of the directors are beginning to realize that the enjoyment of active participation of local groups is oftentimes best attained by joint sponsorship of a program with such organizations as the local university, Volkshochschule, or the trade unions. Here again, it is usually agreed that the America House label should be prominent although, remembering that the main goal is to get the United States message across regardless of who gets the credit, it is sometimes agreed a program can be more objectively presented if it is co-sponsored with a local organization.

Scope of Programming Content

Closely related to type of audiences at which programming is directed is the question as to whether programming should be of a diffused, "pure cultural" nature or whether it can afford to be a hard-hitting, pinpointed "political" information activity. Expressed another way, are the America Houses to be passive library operation intersticed with concerts, non-controversial films, and talks of a primarily cultural nature, or are they to be articulate, positive outlets of the complete Public Affairs program, using the facilities of the Houses to achieve a better understanding and support of the United States and its policies?

While all the Houses follow the working premise that basically they operate a cultural institution, the majority of them interpret this rather broadly to assume responsibility for including timely subjects of a governmental, international, economic, or political nature. The stronger Houses are not afraid of controversial subjects. The one ever-present guide line is that the America House be known as a place where a full and fair picture of a subject is presented and that the House must not permit itself to become identified as narrowly partisan in areas where there is divided opinion within the community.

Progressing from this premise, an increasing number of the Houses recognize that in order to attain maximum effectiveness, they must be a vehicle for the complete output of the entire Public Affairs program. While there is acceptance of this by nearly all of the America Houses, there still remains spottiness in the extent to which it is reflected in program content.

PROGRAM DISTRIBUTION FOR 12-WEEK PERIOD
IN EIGHT AMERICA HOUSES OF ONE REGIONAL AREA

Subject Matter	Total Number of Performances	Percentage of Total Number of Performances	Breakdown Percentage of Performances by Type					
			Lectures	Discussions	Recitations	Concerts	Films	Exhibits
Americana	259	36.58 %	15.68 %	0.56 %	0.14 %	3.81 %	9.75 %	6.64 %
International, Including Anti-Communism	267	37.60 %	13.63 %	0.56 %	-	2.95 %	16.50 %	3.96 %
West European Integration	53	7.48 %	3.95 %	1.55 %	-	-	1.13 %	0.85 %
Music, Literature, and Art	121	17.21 %	7.78 %	1.13 %	0.47 %	3.90 %	1.81 %	2.12 %
Purely German Affairs	8	1.13 %	0.42 %	-	-	-	0.42 %	0.29 %
TOTAL	708	100.00 %	41.46 %	3.80 %	0.61 %	10.66 %	29.61 %	13.86 %

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Program Development

Program planning is usually the sole responsibility of the individual America House director and his staff. Participation of the regional Public Affairs officer, or of headquarters, in the planning of programs is seldom direct. The most practical impact of higher organizational levels on programming is found in the supplying of speakers and artists for lectures and concerts. This is, indirectly, participation in program planning since this type of centralized servicing is usually guided by the types of performers who are available in Germany. Insofar as centrally procured speakers and artists are concerned, the local America Houses survey the availability of talent, select those who appear meritorious, and schedule them as they are available. This provides the skeleton of an advance program. The director and staff then proceed to plan the rest of the program from films, locally available lecturers, discussion leaders, and artists.

America House programming as a part of the regional Public Affairs office programming objectives is recognized in principle but in actual practice the integration is loose. One of the regional districts observed during the field study regularly planned programs for the entire area, including the America Houses. The America House directors, in this case, played an active part in the regional programming, and the other staff members likewise contributed to the planning of the America House programs. In most instances, however, while the regional Public Affairs officers are interested in America House programs, the participation is very general and the directors of the Houses plan independently.

Opportunity and need for the America House program to be a broad one using all Public Affairs media and reaching all target groups is greater now than during recent years. Heretofore, large staffs of specialists in the various cultural and information areas were a part of the regional Public Affairs offices. The fact that these specialists had continuous and direct program contact with various groups acted, in fact, to prevent the maximum impact of the America House directors. Now, as the specialized staffs in the regional offices are being sharply reduced, the America Houses are being looked to for assumption of a large portion of their load.

"Package programs" is a term currently popular in principle even though still in the experimental stage. This means the mobilization of all resources of an America House to present an integrated series of programs on the same theme. For example, if a United Nations theme were to be sponsored for a particular week, lectures, discussions, film showings, exhibits, library displays, bibliographies, and even English language classes would all be concerned with the same subject. The trend is toward the package program concept, but the extent to which the programs actually reflect it is still limited.

III. B . PROGRAMMING

2. The Audio-Visual Aids Program

The audio-visual aids program, particularly the motion picture showings, reaches more people per dollar expended than any other America House program. It has demonstrated ability as a medium for transmitting ideas. The number of people attending, however, has been considered the criterion of its effectiveness, and there has been a tendency for this program to operate independently of the other America House activities.

Objectives and Scope

Although the major objectives of the America House audio-visual aids program are identical with those for the Public Affairs program as a whole, this specialized area of activity, by the nature of the media used, has additional characteristic objectives and can reach target groups which cannot be influenced as well by other media.

In assaying the relative success of all media in attracting people to the America House, two-thirds of the directors listed films first or second in a list of a dozen elements considered. However, in listing the import of the twelve elements on their relative effectiveness in carrying out the aims and objectives of the Public Affairs program, only one-fourth thought films were worthy of being rated first or second in importance.

The audio-visual aids program of the America Houses in Germany utilizes:

- 16 mm German language documentary films
- 16 mm English language documentary films
- 35 mm film strips
- 35 mm 2 x 2 inch slides
- Opaque projectors
- Musical recordings
- Documentary recordings
- English language instruction recordings
- Tape recorders
- Radio
- Miscellaneous (picture file, charts, maps, graphs, posters, panels)

The most important and best known element in the audio-visual aids program is the distribution and utilization of 16 mm German-language cultural and documentary films. The major portion of this section will be devoted to the study and analysis of the extent and the effectiveness of this motion picture activity.

What is Being Done

The motion picture activity in the America Houses accounts for seven per cent of the total amount of staff time and is second only to library activities in the amount of time spent on programs.

All America Houses conduct audio-visual programs in varying degrees, dependent upon the size of the community, the types of equipment and materials available, the geographic area served, the size and extent of skill of the local staff, the capacity and quality of the auditorium and other audio-visual rooms in the building, the needs and interests of the community and cooperating cultural agencies, and various other factors.

Approximately 458 different documentary, cultural, and other informational films are currently available for showing in United States Information Centers and by film committees in counties served by the various America Houses.

All America Houses have 16 mm sound projectors and, in all but a few cities, are indirectly responsible for nearly 1,200 projectors on loan throughout the American, British, and French zones.

Sources of Films Used

There are several sources from which films have been obtained. A few were purchased outright from American producers during the early Military Government period. A great number are American films produced for the Department of State, or purchased from American sources, or from other Western democratic countries. The arrangement calls for rights to translate, adapt, synchronize, and distribute non-theatrically. Other films on productivity, European coordination, and related topics have been received from Foreign Operations Administration (formerly Mutual Security Agency). An important source of documentaries is original German language films which were produced by HICOG in studios rented from Germans or by contracts with German producers under American supervision in Munich or Berlin.

Types of Films Shown

The 16 mm German language documentary film programs which best support the Public Affairs program present:

1. A general cross-section of life in the United States, its ideals, and its people. Films showing the nature of American free enterprise and depicting the daily problems and living patterns of farmers, businessmen, professional leaders, laborers, and other typical Americans are delineated and dramatized. Others show developments in education, science, industry, and agriculture, and, in particular, the fruit of individual and cooperative initiative and planning.

2. Films on Western European integration, cooperation of the free democratic countries, United Nations, and related international subjects.
3. An interpretation of democratic concepts, techniques, methods, ideals, and activities. These include films on community cooperation, labor-management councils, group discussion techniques, and community councils. The responsibilities of the individual in the democratic state are traced in films showing the relationship of the citizen to his municipal, county, state, and federal governments. Other films throw light on social consciousness, health, group problems, family relationships, job counselling, recreation, and other problems of everyday living. These lead to a better understanding of American concepts of democratic living and tacitly suggest to German audiences possible solutions for their own problems.
4. Comparisons between the free world and those areas dominated by communist totalitarian governments.

Analysis of Subject Matter Shown by America Houses

A recent survey of German language films shown indicated the following breakdown by category of subject matter for a month's experience:

BREAKDOWN OF FILM SUBJECTS

<u>Category</u>	<u>No. of Showings</u>	<u>Per Cent</u>	<u>Total Attendance</u>	<u>Average Attendance</u>
Agriculture & Forestry	556	6 %	53,423	98
Crafts & Occupations	446	5 %	37,228	84
Cultural Affairs	368	4 %	40,424	110
Education	434	4 %	40,641	94
Sociology	541	6 %	40,100	74
Geography	2,005	21 %	189,010	94
Natural Science	401	4 %	40,003	100
Health & Welfare	377	4 %	32,704	87
Industry & Technology	411	4 %	39,453	96
International	505	5 %	47,024	93
National Resources	178	2 %	15,571	88
Public Affairs	574	6 %	55,300	96
Recreation	586	6 %	49,364	84
Religion	147	1 %	15,239	104
Women's Affairs	155	2 %	16,387	106
Youth Affairs	682	7 %	60,419	89
Others	1,258	13 %	127,374	111
GRAND TOTAL	9,624	100 %	899,664	94

Target Groups

Audio-visual media, and particularly 16 mm German language documentaries, are universal, inasmuch as they can be employed to influence everyone from leading university-educated cultural and civic leaders to poorly-educated back-country peasant masses.

Among the target groups the film program has concentrated on during the past year are refugees, youth, professional groups, women's groups, farmer groups, labor, church, and film clubs.

Film Extension Program

A large proportion of the films shown by the America House staff are given outside the House, principally through film committees, civic organizations, schools, refugees camps, and institutions. The film committees were organized by the Public Affairs field officers following the discontinuance of the Kreis (County) Resident Officer program in order to stimulate the showing of films by local groups to take the place of showings previously conducted by HICOG employees. These committees have been assisted by providing films and projectors and, prior to June 30, 1953, by providing automobiles for distribution. The committees are permitted to charge a small admission fee in order to cover their overhead.

Four hundred fifty-two committees have been organized in Western Germany. Some of these are serviced directly by the film officers of the regional Public Affairs offices, but the bulk of them are served by the America Houses.

Teachers Preview Films

In some communities, such as Frankfurt, school teachers have been invited into the America House to preview films as new shipments arrive and to discuss their value for classroom or other pedagogical use. The Pestalozzi-Froebelverband (Pestalozzi-Froebel Association) in Frankfurt analyzed the films in the local America House library and classified them in four categories: recommended for children, for children and parents, for parents, and for pedagogical experts.

Film Catalogues and Instructional Aids

The Film Division of the Office of Public Affairs has published a catalogue of all available 16 mm films with a synopsis of content and suggestions for their use. This catalogue is printed in German and in English and has been given wide distribution throughout Germany.

A series of six-page monographs on each film is issued at the time a new documentary is released. These monographs summarize the scenario, recommend which groups would find the film useful and interesting,

suggest which other films can be used with it for a balanced program, and give other practical information regarding its use. These monographs are coded for filing purposes. For example, the film "Die Insel" (The Island) is marked IB-1 for International Relations, with minor tabs showing it is also useful in the fields of education and public affairs. Another, "Moderne Medizin" (Modern Medicine), tabbed GF-1 for public health, is also shown as having considerable secondary usefulness for public affairs or educational programming.

The wide-spread distribution of these Film Division publications by the Public Affairs regional film officers and the America Houses makes it easy for German institutions borrowing films to group specific films conveniently for programs they assemble, and it enables them to communicate with America House audio-visual technicians with commonly understood symbols.

Some America Houses issue lists of new films and suggestions for their use. In Wiesbaden, a mimeographed publication, called Von Uns zu Ihnen (From Us to You), is prepared by the audio-visual technicians for distribution to youth groups, adult education leaders, and other users of 16 mm films. This inexpensive but worthy publication contains previews of new HICOG documentary films and prints or reprints such articles as an analysis of Robert Flaherty and his films (many of which are in the HICOG film libraries), hints on handling film equipment, and suggestions on how film committees can effectively publicize showings, conduct discussions, and provide additional audio-visual services to the community. This publication is useful, but many America House directors believe that headquarters specialists should produce and edit this type of audio-visual information and give such a publication regular, Germany-wide distribution.

English Language 16 mm Film Program

Nearly 400 English version single copy titles of 16 mm film are available for America House use through the Film Division's headquarters library. These include the original versions of many films which have been dubbed into German, as well as scores of others which were sent by the Department of State to the Film Division for consideration and which were, for various reasons, rejected for the German sound translation program.

An example of those which have been dubbed is "Winged Scourge", a Walt Disney health and welfare film, and "Women and the Community", a United States Army film useful for community affairs and women's rights programs. Among those which have been turned down for German sound-tracking due to lack of widespread interest or limited propaganda effect are "Oliver Wendell Holmes", "English Influence in the United States", and "Children's Emotions".

America Houses in larger cities where there are heavier concentrations of English-understanding community and professional groups have made some use of these films for advanced English discussion groups, for physicians, teachers, artists, philologists, and other cultural groups, and as a tie-in for community cultural weeks, film festivals, and industrial fairs.

Use of "Packaged" English Language Films

The Frankfurt America House has shown "packaged programs" (a group of films on a related subject) to artists, teachers, and other groups. One program of art films consisting of "Painting an Abstraction", "The Case for Color", "Looking at Sculpture", and "Adolph Dehn's Technique in Water Color" was so successful and caused so much community discussion that a repeat performance was booked.

A group of English language films selected by the Frankfurt program director for presentation to the German equivalent of our youth counselors consisted of "Finding the Right Job", "Choosing Your Occupation", "Counseling -- Its Tools and Techniques", and "Careers for Girls".

About 35 per cent of the films in the English language are in color. This enables German audiences to learn about new techniques in American color photography, and it gives the program director an opportunity to add variety to a program "packaged" around a specific occupational, cultural, or propaganda theme.

Other "package" combinations among the 400 available titles considered by the Frankfurt America House are:

Conservation: "The River", "Erosion", "Top Soil", "Fundamentals of Irrigation", and others.

The American West: "Boulder Dam", "Tulsa", "Oklahoma", "San Francisco", and "Sheep Trails of Arizona".

The American East: "Story of a City -- New York", "Hudson River", "Maine", "This is New York", and others.

The American Southeast: "Meet North Carolina", "Holtville, Alabama", "Mount Vernon in Virginia", and others.

Community Relationships: "Your Town", "Homeplace", "Problems of a Small Community", "Community Advisory Service", "Community Chest", and others.

Film Strips

Film strips on numerous sociological, geographic, economic, cultural, and related topics are found in most America Houses. The utilization of this visual device varies from total non-use to its thorough exploitation

by several Houses as a tool for teaching English, stimulating group discussions, and providing visual backgrounds for school teaching units.

Chief drawback to full utilization is the fact that most of these films do not have accompanying texts, a factor which negates their usefulness to a considerable degree. A second factor is the lack of knowledge concerning the use of strip film on the part of the audio-visual technician as well as the American director and other staff who, if properly trained, could make this visual medium an important tool in their work. There is much evidence to show that film strips, when projected and discussed by a person competent to deal with the subject matter, are often superior to motion pictures, particularly in areas where the audience is handicapped in understanding the fleeting foreign concepts so often projected in motion pictures.

Slides (35 mm and 2 x 2 inch)

Nearly all America Houses are equipped with lantern slides (2 x 2 inch) and 35 mm slide projectors which are primarily used by lecturers who bring with them their own color slides to illustrate talks and to stimulate discussions. A few America Houses have cut up strip films into metal frames so that they can be released for school loans with less danger of deterioration.

The Fulda America House and several Houses in northern Bavaria have a chain projector of the type frequently used for advertising purposes, which is used to show a repeating series of scenes of American life, to advertise forthcoming events, and to publicize other America House activities.

Continuous Slide Projectors

Both the Nuernberg and Frankfurt Public Affairs offices have recently experimented with making positive black-and-white slides of 35 mm negatives showing Public Affairs activities in their area. These can be used in any 35 mm slide projector but are most completely utilized and are more effective if they are projected (from behind) onto an opaque glass screen at such points of pedestrian traffic as railroad stations, conventions, fairs, etc. Short scenarios using from 12 to 25 slides can be assembled and placed on an automatic "endless belt" and projected for hours on end without the necessity of an operator attending the machine.

The Kassel America House, following an accepted German tradition, uses the lantern slide and the epidiascope to announce forthcoming attractions, to advertise new book acquisitions, and to publicize the program to seated audiences who are waiting for film showings and other auditorium programs to begin.

Opaque Projectors

Opaque projectors (usually German-made epidiascopes) are available in nearly all America Houses. However, their use varies greatly due to the needs of the House and the skill and imagination of the staff.

In some America Houses, English teachers, using techniques learned in in-service training courses, project non-transparent flat pictures of everyday objects as an attention-getting audio-visual aid for vocabulary building.

Persons who have been on exchange trips to the United States have, at gatherings of returned exchangees and at briefing sessions for prospective exchangees, projected with the opaque projector black-and-white photographs for discussion purposes. The epidiascope is so constructed that the operator can switch with very little difficulty from opaque projection to diapositive color or black-and-white slide projection.

Frequently, exhibits managers and staff artists use the opaque projector to "blow up" sketches and pictures onto panels where they can be readily sketched and later painted at a considerable savings of time and effort.

Recordings

During the past year the flow of American recordings to United States Information Centers has increased appreciably. At the beginning of 1953, a total of 31,458 phonograph records were available in the America Houses. Munich with 1,708, led the list, with Bremen, 1,582; Frankfurt, 1,499; Heidelberg, 1,299; Nuernberg, 1,260; and Marburg, 1,246 closely following. A few newly opened Houses such as Kiel had only 33, but the increasing flow of recordings of all types indicates their music libraries will expand rapidly.

Long playing albums of works of American composers and American artists, native folk music of the United States, documentary albums recording historic events and voices, and sets of dialogues, readings, and narrations of American drama, prose, and verse have been received. Among numerous folk discs, Burl Ives, with guitar accompaniment, sings "On Springfield Mountain", "Colorado Train", and other native songs, while Aaron Copland arranges old American songs which are sung by William Warfield. Negro spirituals sung by Marian Anderson and genuine native music by Sioux and Navajo Indian tribes are also available. The supply of documentary recordings such as "I Can Hear Their Voices Now" is small but popular, particularly in the larger Houses or in university towns where students of history, sociology, or philology find elements of value therein for their scholastic work. Included in many libraries are "Great Moments from Great Plays", with stars such as Henry Fonda reading "The Farmer Takes a Wife" and Tallulah Bankhead doing "The Little Foxes"; Orson Welles, Carl Sandburg, Walter Huston, and Agnes Moorehead

reading the prose of Abraham Lincoln and the poetry of Edwin Markham, Walt Whitman, and Vachel Lindsay. A few America Houses borrow Voice of America platters to interpret the contemporary American scene Germans. Many recordings lend themselves to dramatic use as tie-ins on American holidays and for special international events.

Most of the America Houses now have special recordings designed to facilitate the study of the English language. These are a combination Anglophone English language course packet consisting of "pocket" size books, film strips, and nine records. These sets, however, have been utilized very little.

Another teaching unit, the Ameriphone, consisting of 24 records, is found in nine Houses but, as the Anglophone, is little used.

Nearly all America Houses now possess tape recording devices. Some audio-visual technicians have written and recorded their own German language sound track to be used with English or French strip films. In a few cases, sound track or tape have been made for simultaneous use with silent films or English language films running without the integrated sound track. In still other Houses, trained English teachers utilize the tape recorder as a device for teaching the language.

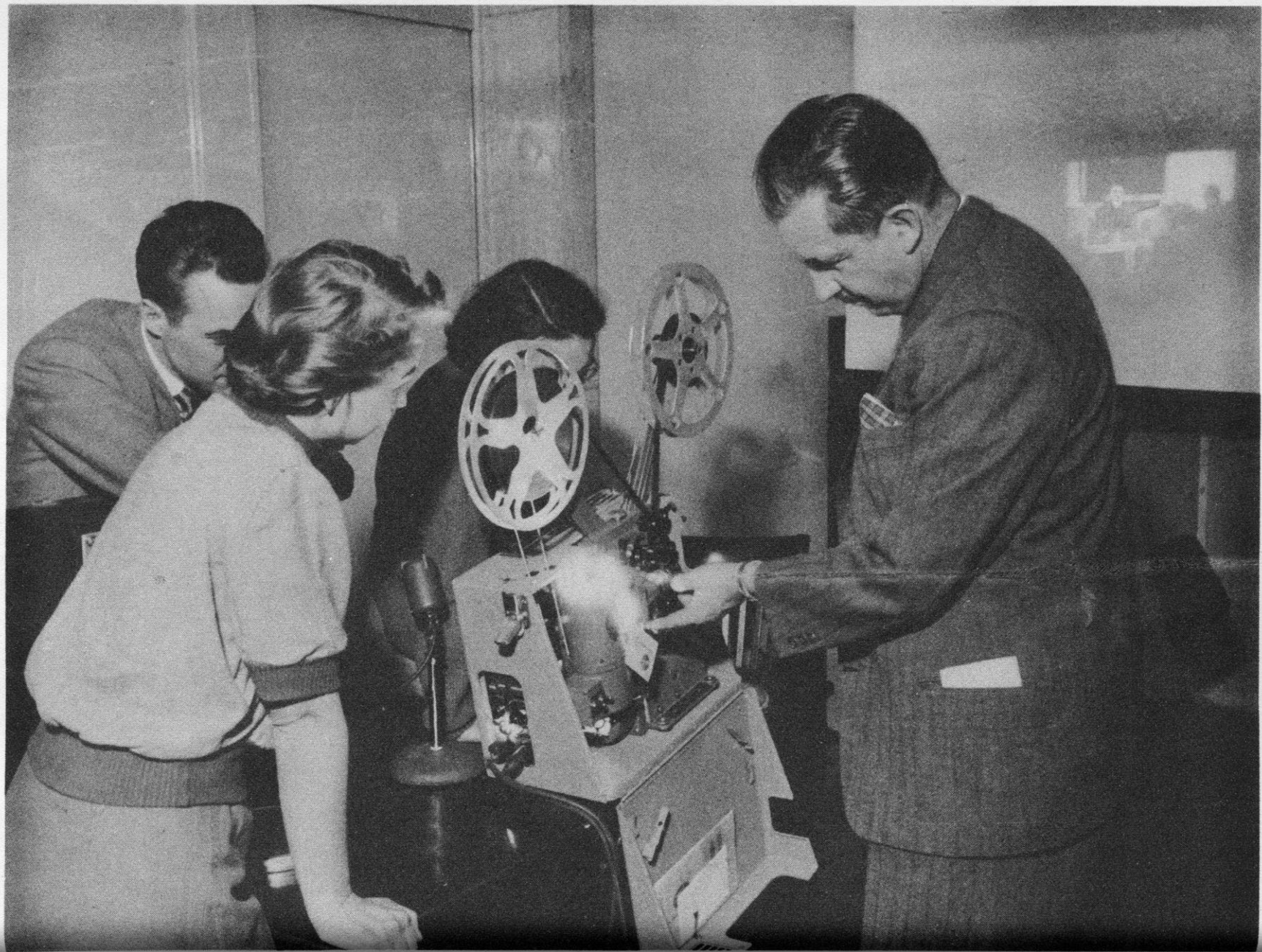
The Speakers and Artists Section at headquarters has made use of the tape recorder by taping an original America House talk by Thornton Wilder on "Six Tips to Young Authors". This recording was then sent on an America House circuit with a competent discussion leader. Press reaction to this technique was good, and the audience participation was enthusiastic.

Special events are often recorded, and one House transfers recordings from borrowed discs onto tape, thus enlarging its own library of readily available documentary and musical wealth.

Radio

The use of radio, which in the early post-war days was a patron-attracting device at a time when millions of Germans did not possess this apparatus, has diminished in importance, although numerous Houses tune in Voice of America broadcasts and have the radio available when historic events are broadcast, such as the debates in the Bundestag on the Contractual Agreements and significant concerts of American and European music. The Fulda America House has experimented with a practice used in a few American public libraries, that of piping quiet music into the library.

Some Houses use radio, phonograph records, or tape recordings to entertain audiences waiting for film showings, lectures, or other America House events.



Others

All America Houses file and lend additional visual materials, such as photographs, maps, charts, graphs, and clippings, usually under the supervision of the library staff. Almost all have a staff member who spends part of his time in producing exhibition panels and posters. This area of activity will be examined and evaluated elsewhere in this report. The most ambitious picture file project was started in Wiesbaden in 1949 under the name of Bild und Graphik Archiv (Picture and Graphic Archives) with some grant-in-aid funds. When the local governmental library was unable to continue subsidizing this program, the picture library was given to the Frankfurt America House. It is particularly useful to school teachers who borrow American geographic pictures clipped from such picture-rich magazines as Holiday, National Geographic, Life, Arizona Highways, and Look. Other frequent borrowers are commercial and fine arts students and craftsmen who find ideas and inspiration in these files.

Although a complete picture file like that of a large, modern, American public library is out of the question in an America House, keeping clipped pictures of purely American subject matter is, in the opinion of staff members, a desirable and worthwhile activity. These materials can be borrowed by teachers, book illustrators, television and stage set workers, and others who need accurate pictorial information about American scenery, personalities, housing, flora, and fauna. This can become an important part of a United States Information Center.

Field Comments on Audio-Visual Program

Through the use of questionnaires and interviews, the survey teams were able to get from America House directors, Public Affairs officers, and Consuls General a complete, sometimes contradictory, cross-section of field opinion on the nature and effectiveness of various aspects of the audio-visual program.

The varied comments are summarized by the following:

1. The audience is disappearing in old established Houses because too few new films are coming in to hold them, and old films are becoming too worn to be effective.
2. Films are needed which implement the program. For example: films on the United Nations, European integration, defense and unity, and the Schuman Plan.
3. Children's films are urgently needed.
4. There is an undesirable multiplicity of films on the same subject. For example: four films on children playing in the street and four films on the modern kitchen.

5. Suitability of film subjects for German audiences is bad and their treatment leaves much to be desired. Many films go back to the aimless early days before much direction had been given to the program. "Java" and "Valley of the Ganges" are examples of this type.
6. Some directors feel that mass showings do little more than roll up impressive attendance figures. They feel that impact is made when selected films are shown to an invited audience.

Liaison between America Houses and Film Officers

In response to inquiries regarding the division of responsibility between the America Houses and the regional Public Affairs film officers for showing and distribution of films outside the America House, cooperation was generally reported as good and the areas of responsibility reasonably well delineated.

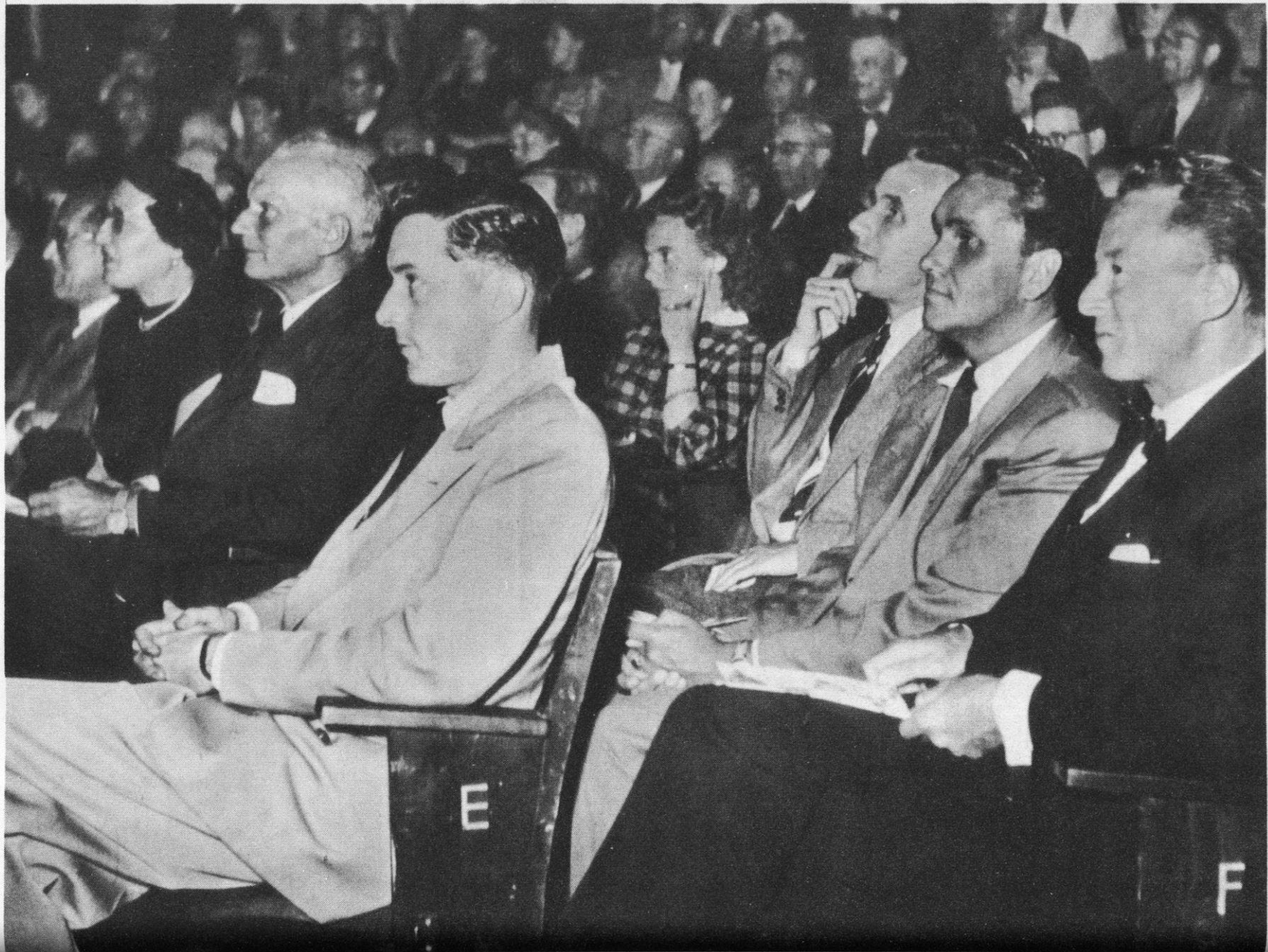
The only serious problem revealed by the study was the incongruous fact that in the larger Houses, such as Berlin, Frankfurt, Stuttgart, and Hamburg, the America Houses do not have film libraries but are dependent on the film officer's library, which is usually located in another building separate from the America House. On the other hand, small Houses have the advantage of controlling their own film library, thus giving their program more versatility.

Chief complaints center around such factors as not having enough films available in the larger America Houses to give to patrons, such as school teachers, who may wish to pick up informative material for a teaching unit. For a one-stop service, the borrower can obtain books, maps, pictures for opaque projectors, folk song recordings, and 16 mm films. In the larger America Houses, the teacher must be told to pick up the motion pictures at the consulate film library which is often located a considerable distance from the Information Center. Some directors point out that a film library within the House often enables the program manager to substitute films or strip films on related subjects when a speaker fails to appear.

The Use of English Language Commercial Films

A few directors in bigger Houses have suggested that some method be devised, similar to that used by the French and British, to bring outstanding American 35 mm films with their original English sound tracks to Germany for special showings. These presentations, co-sponsored by the America House and the film committees and shown in local theaters at special morning matinees, on weekends, or at midnight performances, would not interfere with or compete with the normal operation of the theater.

Among the original versions suggested by the Public Affairs staffs in Bremen, Berlin, Frankfurt, and elsewhere as being useful in interpreting American life and literature or in documenting American leadership in the cinematic arts are "Our Town", "American in Paris", "Moulin Rouge", "The Best Years of Our Life", "Detective Story", "Border Incident", "He Walks by Night", "Pursuit of Happiness", and the current Walt Disney wild life series. Semi-documentaries released during the last decade which dramatically illustrate the work of such American public servants as Public Health Service doctors, conservation experts, border guards, state and city police, fire fighter, and others could conceivably entertain paying customers while telling the story of usual and unusual American occupations and our way of life. One America House director was of the opinion that producers and distributors could easily be sold on this idea on the basis that it could provide them with preview audiences to help them determine if these films should be dubbed with German sound to make them available for country-wide commercial distribution.



III. B. PROGRAMMING

3. Lectures and Discussions

Of all the media used in the America Houses to attain United States information objectives, the lectures and discussions are the most direct. In this manner, information on and the philosophy of the American pattern of life and United States foreign policy are presented to the German people in a straightforward manner with minimum assistance from entertainment type programs. Lecture and discussion programs, of course, do not stand alone, for their success depends upon the effectiveness with which they are an organic part of a balanced and comprehensive America House offering.

Scope of Program

Five per cent of the total manpower of the America Houses is spent on lectures and discussions. The equivalent of 24 full-time staff positions is spent on planning, developing, and conducting this activity. This represents only the time of the regular staff. The time of the lectures themselves is not included in this estimate. In addition, the Speakers and Artists Section at headquarters, with a staff of four, is responsible for selection and scheduling of centrally-sponsored speakers and artists. This central programming accounts for approximately 30 per cent of the lecturers, singers, and musicians who appear on America House programs. Arrangements for the remainder of the speakers and artists are made either by the field Public Affairs officer or directly by the America House staff.

A sampling of a month's experience of lectures and discussions in 36 America Houses shows the following:

	<u>Lectures</u>	<u>Discussions</u>
Total programs for month	349	433
Average number programs per House	10	12
Total audience for month	41,000	23,522
Average audience for each program	120	55

The tabulations on the next three pages present a month's experience for each House and include a comparison of the number of hours of staff time required by each House for planning, developing, and conducting these programs.

There is no consistent pattern among the Houses as to the degree lectures and discussions contribute to the total program. The summary of a month's activity indicates the following variations; (Note that the subject fields are not clearly defined.)

MONTHLY LECTURE PROGRAMS AT THE AMERICA HOUSES

LOCATION	<u>AMERICANA</u>		<u>OTHER COUNTRIES</u>		<u>POLITICAL</u>		<u>LITERATURE</u>		<u>ART</u>		<u>OTHER</u>		<u>TOTAL</u>		<u>NO. OF STAFF HOURS PER PROGRAM</u>
	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	
AUGSBURG	1	625	6	835	1	160	1	60	1	351	1	170	11	2,201	8.2
BAMBERG	1	95	2	250	4	255	3	332	1	75	-	-	11	1,007	5.0
BAYREUTH	2	180	3	700	1	85	3	220	2	215	1	35	12	1,435	4.8
BERLIN	4	886	-	-	4	581	11	1,015	1	85	20	449	40	3,016	7.5
BREMEN	1	260	1	260	5	521	-	-	1	385	1	300	9	1,726	30.2
BREMERHAVEN	-	-	1	150	-	-	-	-	-	-	3	310	4	460	12.5
COBURG	2	165	1	65	1	593	-	-	1	65	1	85	6	973	7.8
DARMSTADT	2	128	2	490	-	-	3	92	1	120	-	-	8	830	3.8
ERLANGEN	3	435	-	-	2	335	2	60	-	-	-	-	7	830	29.7
ESCHWEGE	1	24	-	-	3	232	3	121	2	138	1	48	10	563	12.0
ESSEN	2	265	-	-	1	87	1	46	2	?	1	280	7	678	18.3
FRANKFURT	2	190	1	100	2	160	1	140	-	-	3	325	9	915	12.2
FREIBURG	1	131	1	165	1	84	-	-	1	62	-	-	4	442	5.0
FULDA	1	57	-	-	2	130	3	136	1	204	2	405	9	932	6.1
GIESSEN	2	85	1	25	-	-	3	465	-	-	1	100	7	675	30.0
HAMBURG	-	-	2	245	1	200	7	1,669	-	-	2	300	12	2,414	14.0
HANNOVER	2	232	1	87	1	93	-	-	-	-	2	195	6	607	50.0
HEIDELBERG	2	250	1	220	2	365	2	240	-	-	1	80	8	1,155	7.5
HEILBRONN	-	-	1	78	4	382	2	119	-	-	1	192	8	771	27.8
HOF	3	395	2	180	5	555	2	110	5	890	-	-	17	2,130	3.4
KAISERSLAUTERN	1	45	-	-	-	-	-	-	2	107	1	46	4	198	21.2
KARLSRUHE	2	400	1	225	-	-	2	460	1	220	3	415	9	1,720	15.6
KASSEL	2	100	1	500	3	470	5	940	-	-	1	500	12	2,510	14.3
KIEL	1	50	3	240	1	130	3	95	2	145	-	-	10	660	5.0
KOBLENZ	2	130	-	-	2	85	1	50	1	70	-	-	6	335	2.3

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MONTHLY LECTURE PROGRAMS AT THE AMERICA HOUSES (Cont'd.)

LOCATION	<u>AMERICANA</u>		<u>OTHER COUNTRIES</u>		<u>POLITICAL</u>		<u>LITERATURE</u>		<u>ART</u>		<u>OTHER</u>		<u>TOTAL</u>		NO. OF STAFF HOURS PER PROGRAM
	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	No.	Att.	
MANNHEIM	-	-	1	450	2	149	1	95	2	150	1	440	7	1,284	4.6
MARBURG	1	198	1	241	4	921	1	19	-	-	2	427	9	1,806	18.9
MUNICH	5	625	-	-	1	60	1	70	1	110	1	60	9	925	44.4
NUERNBERG	1	130	3	350	4	440	2	145	1	90	1	110	12	1,265	32.5
PASSAU	-	-	-	-	1	250	-	-	-	-	-	-	1	250	33.0
REGENSBURG	2	200	2	440	6	1,245	1	120	1	200	1	200	13	2,405	29.2
STUTTGART	1	45	-	-	2	230	1	150	2	145	-	-	6	570	10.0
TUEBINGEN	-	-	-	-	2	105	2	210	-	-	-	-	4	315	13.8
ULM	1	87	2	265	2	129	1	26	1	86	-	-	7	593	9.1
WIESBADEN	-	-	2	210	4	495	-	-	2	175	1	110	9	990	11.1
WUERZBURG	1	35	3	180	7	553	1	90	1	64	3	575	16	1,497	18.7
TOTAL	52	6,448	45	6,951	81	10,080	69	7,295	36	4,152	56	6,157	349	41,083	14.6

Average Attendance
per Lecture

113

154

120

106

109

110

118

MONTHLY DISCUSSION PROGRAMS AT THE AMERICA HOUSES

AMERICA HOUSE	POLITICAL		COMMUNITY PROBLEMS		OTHER		TOTAL		NO. OF STAFF HOURS PER PROGRAM
	No.	Att.	No.	Att.	No.	Att.	No.	Att.	
AUGSBURG	2	42	-	-	10	1,165	12	1,207	1.3
BAMBERG	-	-	-	-	1	50	1	50	32.0
BAYREUTH	4	88	8	2,648	2	29	14	2,765	.3
BERLIN	-	-	41	1,092	-	-	41	1,092	3.3
BREMEN	2	106	6	241	1	100	9	447	2.7
BREMERHAVEN	-	-	2	249	-	-	2	249	3.0
COBURG	-	-	-	-	-	-	-	-	*
DARMSTADT	-	-	3	603	-	-	3	603	10.0
ERLANGEN	4	50	9	120	4	40	17	210	*
ESCHWEGE	2	210	3	705	4	52	9	967	4.0
ESSEN	-	-	2	1,225	2	79	4	1,304	*
FRANKFURT	2	80	2	180	-	-	4	260	17.5
FREIBURG	-	-	-	-	-	-	-	-	*
FULDA	3	66	10	227	7	187	20	480	2.2
GIESSEN	-	-	-	-	-	-	-	-	*
HAMBURG	-	-	56	1,531	-	-	56	1,531	3.0
HANNOVER	-	-	9	928	12	853	21	1,781	.5
HEIDELBERG	1	533	2	199	5	174	8	906	6.5
HEILBRONN	-	-	3	226	3	300	6	526	11.0
HOF	1	35	3	168	-	-	4	203	5.0
KAISERSLAUTERN	1	85	2	155	-	-	3	240	10.0
KARLSRUHE	-	-	-	-	-	-	-	-	*
KASSEL	-	-	-	-	-	-	-	-	*
KIEL	-	-	1	30	-	-	1	30	50.0
KOBLENZ	-	-	1	10	15	397	16	407	.5
MANNHEIM	-	-	8	274	-	-	8	274	2.5
MARBURG	-	-	8	70	3	26	11	96	.4
MUNICH	1	110	4	1,035	31	1,078	36	2,223	.6
NUERNBERG	-	-	14	642	-	-	14	642	8.9
PASSAU	-	-	-	-	-	-	-	-	*
REGENSBURG	-	-	7	265	8	502	15	767	1.3
STUTTGART	-	-	35	550	15	329	50	879	.2
TUEBINGEN	-	-	4	130	-	-	4	130	7.5
ULM	-	-	1	23	-	-	1	23	*
WIESBADEN	4	520	12	680	-	-	16	1,200	*
WUERZBURG	-	-	27	2,030	-	-	27	2,030	1.1
TOTAL	27	1,925	283	16,236	123	5,361	433	23,522	

Average Attendance
per Discussion

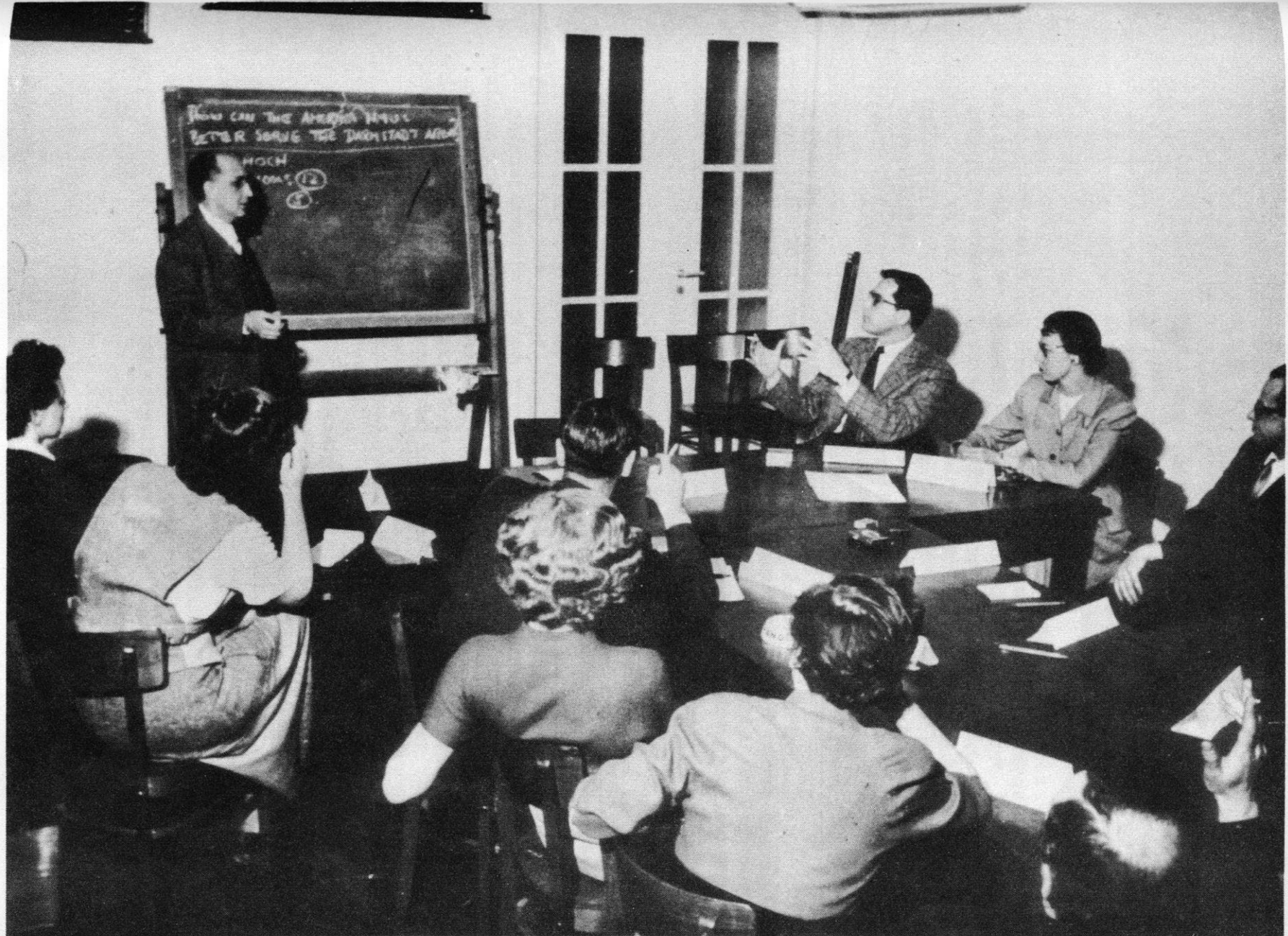
71

57

44

54

* Information not available.



	<u>Lectures</u>	<u>Discussions</u>
Number of America Houses Scheduling		
None during the month	-	6
Between 0 and 5	5	10
Between 5 and 10	19	5
Between 10 and 15	8	4
Between 15 and 20	3	4
20 or over	1	7
Total	<u>36</u>	<u>36</u>

The speakers and discussion leaders arranged for directly by the individual Houses or by the Public Affairs officers are mostly selected from individuals residing in or visiting the area. Consequently, the choice of subjects for lectures and discussions is limited by the availability of competent speakers. The directors encourage participation of those Americans who may be in the area either with HICOG, the Armed Forces, or as students or visitors.

Nature of America House Discussions and Talks

Discussion groups tend to employ a very wide range of subjects, selected mainly by the participants and representing practices followed by normal civic groups or community libraries. As a case study of the nature of discussions and lectures, the experience of one America House is summarized below. The House selected for this analysis is one which has an especially good reputation in this type of activity.

It is interesting to note that the discussion subjects listed below for the adult group have little program value, whereas the young people's group consistently discusses topics which further the America House mission. The director of this House explained that he was displeased with the composition of the adult group, but that he could not radically change its nature nor redirect the selection of topics without causing a minor furor. He therefore established a second group for young people, for which he personally undertook the responsibility of supplying topics. He thus avoided offending anyone, while at the same time reaching a much sought-after target group with topics of program value.

DISCUSSION GROUP TOPICS

Adult Groups

June 19, 1952	Travelling around the globe
June 16	Astrology - the pros and cons
June 30	Norman Mailer
July 14	American political conventions - are they necessary?
Sep. 15	Organizational meeting
Sep. 15	Should gambling be forbidden?

- Oct. 6 Which are the three books to take with you on a lonely island?
- Oct. 13 Is life in the United States easier than in Germany?
- Oct. 20 Could inter-marriage contribute to world peace?
- Oct. 27 Pros and cons of corporal punishment
- Nov. 3 Is the world going to be overpopulated?
- Nov. 24 How would you live if you knew when you were going to die?
- Dec. 1 Television's advantages and disadvantages
- Dec. 8 Is there any point in maintaining old-fashioned forms and traditions?
- Dec. 15 Has the true character of the Christmas festival changed during the last 50 years?
- Jan. 12, 1953 Europe seen with American eyes
- Jan. 19 Development and change of attitudes and beliefs
- Jan. 26 Outstanding German and American films in 1952
- Feb. 9 Social gathering
- Feb. 23 Is money the root of all evil?
- Mar. 2 What factors prevent people from mutual understanding?
- Mar. 9 Was the ancient Briton's life happier than ours?
- Mar. 16 Were people in ancient times happier than nowadays?
- Mar. 23 How large a role do dictators play in the history of a nation?
- Mar. 30 Herman Wouk's book Caine Mutiny
- Apr. 13 Quiz
- Apr. 20 Art and photography
- Apr. 27 What strikes Americans most upon their arrival in Germany?
- May 4 The 1st of May in America and Germany
- May 11 Is German high school education adequate for the later requirements of life?
- May 18 Are marriage counseling offices necessary and desirable?

Young People's Groups

- Sep. 2, 1952 Should Germany participate in her own defense?
- Sep. 16 How do Germans and Americans spend their leisure time?
- Sep. 23 What are Americans and Germans expecting from the presidential elections in the United States?
- Sep. 30 The oil problem
- Oct. 7 Comparison of American and German folksongs
- Oct. 14 Discussion with Mr. Grossman about his lecture, "The Reporter in America"

Oct. 21	Could the United Nations be the answer to the world's problems?
Oct. 28	The differences between American and German educational systems
Nov. 4	Everyday life in the United States and Germany
Nov. 11	Is there still a justification for colonies?
Nov. 18	What is the foreign policy of the United States and is it effective?
Nov. 25	The story of the Negro spirituals
Dec. 2	Will military training make better citizens of youth?
Dec. 9	The role of minorities (racial and others) in a community
Jan. 13, 1953	Does Western Germany's youth participate in political party life?
Jan. 20	Colonial problems (with students from Nigeria, Liberia, Union of South Africa, and British Guiana)
Jan. 27	Will the Republican government change the policy of the United States to a great extent?
Feb. 2	Will there be a future for the United States of Europe?
Feb. 10	Do the Americans in Germany fairly represent America?
Feb. 24	Overcoming racial prejudice - the progress being made throughout the world toward it (in the Synagogue Center)
Mar. 4	Are cultural differences the reason for group discrimination? (Jewish corporal and Hindu student participating)
Mar. 10	What does the General Agreement mean to Germany and the United States?
Mar. 17	Is family life still an educational force in our society?
Mar. 24	What does Stalin's death mean to the Western world?
Mar. 31	Are churches still reaching the hearts and minds of men?
Apr. 14	Film showing and discussion
Apr. 21	The documentary film
Apr. 28	The increase in juvenile delinquency and its reasons
May 5	Adenauer's visit to the United States
May 12	European emigration, its problems and reasons
May 19	The role of the citizen in community life

LECTURE TOPICS

For a period of nine months, the lectures presented at this America House are summarized as follows: (Note that the subject fields are not clearly defined.)

<u>Subject Category</u>	<u>Number</u>	<u>Attendance</u>	<u>Average Attendance</u>
Politics	18	2453	136
Literature	15	1451	96
History	13	1448	111
Geography	12	1827	152
Philosophy	10	1594	159
Art	3	300	100
Cultural History	3	265	88
Human Relations	3	170	56
Public Opinion Research	3	115	38
Education	2	163	81
Theater	1	120	120
Technology	1	110	110
Press	1	140	140
Biography	1	80	80
Music	1	35	35

Locally planned talks or discussions which have been particularly successful are those which have been developed cooperatively with a university or community organization. A good example of this is in Heidelberg where, in cooperation with the University of Heidelberg, a series of lectures was scheduled over a nine month period consisting of:

1. American Literature
Series of 8 lectures
2. The Contractual Agreements
Series of 5 lectures
3. American History
Series of 13 lectures (conducted by an American university professor)
4. The West in Danger
Series of 6 lectures
5. America and the Americans
Series of 4 discussions with returned German exchangees who had been to the United States

Speakers Provided by the Headquarters Speakers and Artists Section

The Speakers and Artists Section at headquarters plans, recruits for, and organizes a series of lectures for as many of the America Houses as wish to use them. The Section is authorized to pay only the travel costs and daily expenses allowance of 42 Deutschemarks (\$10). This automatically limits the source of speakers to individuals who come to Germany without the financial assistance of HICOG. Exception to this restriction occurs in those instances when United States specialists brought to Germany as a part of the exchange of persons program are available and qualified to speak at the America Houses. The situation also tends to limit the extent of positive selection of subjects since the topics so frequently hinge on what the available speakers are able to discuss.

During fiscal year 1952, the Speakers and Artists Section provided 69 speakers who gave a total of 925 lectures in the 47 Houses in operation that year.

An analysis of the nationality of the 69 speakers provides the following distribution:

<u>Nationality</u>	<u>Number</u>
United States	42
Germany	8
Switzerland	5
Great Britain	4
India	2
Austria	2
Finland	1
Canada	1
Eire	1
Cuba	1
Stateless	<u>2</u>
Total	69

The subjects of talks given by the 69 speakers are summarized under the following categories:

<u>Subject Category</u>	<u>No. of Speakers</u>
International affairs and United States foreign policy	13
United States subjects	
Political	4
Cultural	1
American Indian	1
Social	3
Psychology and Philosophy	3
Religion	1
Music, Theater, Art	12
Public Relations	1
Science	2
Historical studies in universities	1
Education	1
General	5
German - American relations	8
English folk songs	1
Africa	1
Israel	1
Switzerland	3
Women in India	2
Latin American art	1
Puppet shows for children	1
Community activities	1
Labor	1
Education for democracy	1
United States Technical Assistance Program	1

The inflexibility of the selection of speakers due to being almost entirely limited to individuals who happen to be travelling in Europe is further aggravated by legislative requirements for security clearance. Consequently, it is difficult to use visitors who are in Germany for short periods because of the necessary time required for obtaining the security clearance.

HICOG employees, although many have the training, experience, and qualifications of desirable speakers, are not used very frequently by the America Houses. This is partly accounted for by lack of fluency in speaking the German language and because demands of their regular duties makes scheduling difficult.

Popularity of Program

The monthly attendance of 41,000 for lectures and 23,000 for discussions is not large when compared to the estimated 1,250,000 total visitors. However, it has never been intended that this activity should seek to reach mass audiences. Rather, the main objective is to reach selective and specialized groups.

This non-appeal to mass audiences, especially for discussions, is borne out by the opinions of the directors when asked to rate America House activities in order of attracting people. Their replies are summarized as follows;

	<u>Lectures</u>	<u>Discussions</u>
Ranks in upper 3rd in attracting people	38 %	12 %
Ranks in middle 3rd in attracting people	55	35
Ranks in lower 3rd in attracting people	7	53

It should, on the other hand, be noted in this context that when asked to rate these programs from the standpoint of their effectiveness in achieving the objectives of the America House, the directors said:

	<u>Lectures</u>	<u>Discussions</u>
Ranks in upper 3rd in attaining objectives	70 %	60 %
Ranks in middle 3rd in attaining objectives	30	30
Ranks in lower 3rd in attaining objectives	-	10

It is interesting to note that when directors were asked: "What activity of the America House most fills a gap in what the community itself has to offer?" the most frequent answer was lectures and discussions.

III. B. PROGRAMMING

4. Music Programs

Music is an important factor in America House programming because of the unique position of music in the cultural life of Germany. In Germany, music has known its greatest flowering, and it continued to be enjoyed, studied, and practiced by the broad masses of the people. Music is the easiest avenue to a German's heart.

The objective of the America House music programs is to impress upon the German audience that the United States is a worthy heir to the great Western musical tradition and that our people are doing their part in carrying on and developing this tradition. This musical objective is implemented in several ways:

1. by the presentation of young American artists who can demonstrate the high level of musical competence, sensitivity, and technical perfection achieved by our present rising generation of musicians and who can show their grasp and mastery of the great classics;
2. by the performance of American compositions in order to acquaint the German audiences with the many American contemporary composers and their great creative effort;
3. by record concerts of the great American symphony orchestras and choral ensembles in order to show the vast public interest and support which alone make these expensive organizations possible;
4. by a serious and intelligent presentation of pure jazz and musicals to show America's unique contribution in these art forms.

Scope of Program

Only two per cent of the total manpower of the America House staff is devoted to the music programs. This, of course, is exclusive of the musicians. Also, as noted in the discussion on Lectures and Discussions, the Speakers and Artists Section at headquarters contributes to the support of this activity. This section of the report is concerned primarily with live programs since the record concert activities are discussed under Audio-Visual Aids Programs.

As in the case of Lectures and Discussions, a considerable portion, approximately 50 to 60 per cent, of the live music programs are presented by musicians obtained locally by the America Houses or by the Public

Affairs officers. The use of local artists makes it difficult to emphasize the contribution of American musicians to music. A policy generally applied is either to present American artists or to present music written by American composers.

A sampling of a month's offering of musical programs in the 36 America Houses shows the following:

	<u>Live</u>	<u>Records</u>	<u>Total</u>
Total programs for the month	117	234	351
Average number of programs per House	3	6	9
Total audience for month	40,000	9,150	49,150
Average audience for each program	350	40	390

The tabulation on the next page presents a month's experience for each America House. Although there is more of a pattern of frequency of programs than for lectures or discussions, the outside range is great. The experience ranges from no programs to a high of 31 live programs and 69 recorded programs.

A summary of the month's programs indicates the following variations among the America Houses:

<u>Number of Houses Scheduling</u>	<u>Live</u>	<u>Recorded</u>
None during month	2	7
Between 0 and 5	29	15
Between 5 and 10	4	8
10 or above	<u>1</u>	<u>6</u>
Total	36	36

Central Scheduling of Concerts

During fiscal year 1952, the Speakers and Artists Section of headquarters supplied a total of 47 singers and musicians who gave a total of 934 concerts in the 48 America Houses then in operation. The nationalities of these artists were divided as follows:

United States	38
Great Britain	1
Holland	2
Germany	2
Latvia	1
Greece	1
Bulgaria	1
Hungary	1

MONTHLY MUSICAL PROGRAMS AT THE AMERICA HOUSES

LOCATION	LIVE		RECORDINGS		TOTAL		NO. OF STAFF HOURS PER PROGRAM
	No.	Att.	No.	Att.	No.	Att.	
AUGSBURG	1	60	69	1,806	70	1,866	.9
BAMBERG	1	90	-	-	1	90	8.0
BAYREUTH	1	280	-	-	1	280	19.0
BERLIN	3	680	2	468	5	1,148	40.0
BREMEN	7	3,290	23	538	30	3,828	1.3
BREMERHAVEN	3	380	-	-	3	380	7.3
COBURG	3	565	1	185	4	750	5.0
DARMSTADT	4	376	3	24	7	400	11.4
ERLANGEN	1	50	3	145	4	195	5.0
ESCHWEGE	2	142	4	507	6	649	13.3
ESSEN	3	415	6	295	9	710	7.0
FRANKFURT	3	520	7	95	10	615	8.5
FREIBURG	2	399	3	516	5	915	9.0
FULDA	-	-	5	113	5	113	4.0
GIESSEN	2	215	-	-	2	215	60.0
HAMBURG	2	420	10	456	12	876	11.7
HANNOVER	4	579	10	392	14	971	10.0
HEIDELBERG	3	530	7	554	10	1,084	6.6
HEILBRONN	1	145	-	-	1	145	50.0
HOF	1	400	1	30	2	430	9.5
KAISERSLAUTERN	1	180	2	111	3	291	10.0
KARLSRUHE	2	335	-	-	2	335	50.0
KASSEL	7	3,620	8	386	15	4,006	12.3
KIEL	7	2,125	-	-	7	2,125	14.3
KOBLENZ	1	200	4	205	5	405	2.4
MANNHEIM	2	610	10	131	12	741	2.5
MARBURG	3	461	3	247	6	708	30.7
MUNICH	31	20,786	12	699	43	21,485	7.4
NUERNBERG	4	1,150	1	60	5	1,210	26.0
PASSAU	1	70	2	55	3	125	10.3
REGENSBURG	5	835	4	110	9	945	12.4
STUTTGART	1	200	9	175	10	375	4.0
TUEBINGEN	-	-	4	410	4	410	6.8
ULM	1	153	4	205	5	358	7.6
WIESBADEN	3	425	9	180	12	605	2.0
WUERZBURG	1	230	8	58	9	288	1.7
TOTAL	117	40,916	234	9,156	351	50,072	7.6

Average Attendance
per Program

350

39

143

The breakdown of types of concerts presented by these 47 artists is:

Piano	16
Organ	2
Harpsichord	1
Violin and piano	5
Cello and piano	1
String quartets	2
Singers	18
Choir	1
Dancer	1

The financial arrangements, the source of artists, and the restrictions on scheduling, as described in the section of this report on Lectures and Discussions, likewise apply to the scheduling of musicians.

Popularity of Program

In comparison with total America House visitors, the number attending music programs is not large. However, when it is considered that an average of less than one live concert a week per House attracts a Germany-wide monthly audience of 40,000 and the average size of the audience is 350, it appears to be a relatively popular program. An additional audience of 10,000 attends record concerts.

Directors in the smaller cities cite the role of concerts at the America Houses in helping to meet the demands of the community for cultural program. On the other hand, in the larger cities a common observation of the directors was that since there is such a splendid supply of quality music programs in the community, the need for the America Houses' contribution in this area is not great.

It was also frequently pointed out that to remain within the policy governing reimbursements which HICOG can pay artists for their services in the America Houses, it is difficult to present programs of the quality normally presented elsewhere in the communities.

When asked to rate the various America House programs in order of their ability to attract people, the directors rated the music programs as follows:

Ranks in upper 3rd in attracting people	60 %
Ranks in middle 3rd in attracting people	35
Ranks in lower 3rd in attracting people	5

The directors, however, when asked to make a similar rating with regard to their effectiveness in achieving the objectives of the Public Affairs program, gave the answers as summarized below:

Ranks in upper 3rd in achieving objectives	10 %
Ranks in middle 3rd in achieving objectives	80
Ranks in lower 3rd in achieving objectives	10

III. B. PROGRAMMING

5. Exhibits

Exhibits are related to all programs of the America House. The Exhibits Section has demonstrated ability to initiate ideas and convert them into persuasive visual form, but the themes of the exhibits and priorities of work do not represent collective planning on the part of the Office of Public Affairs. The program as a whole tends to be rated low by the America House directors both in effectiveness and in attracting people because of too many weak pointless subjects, improper timing, or inadequate physical facilities for display.

The exhibits program contributes to the total United States information program through the preparation and distribution of visual aids or displays to the America Houses, museums, fairs, public libraries, universities, and other appropriate places where large numbers of people gather.

Characteristics of the Program

America House exhibits displayed in Germany are prepared at three levels by the:

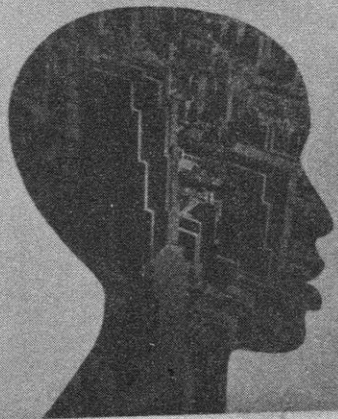
United States Information Agency in Washington
HICOG Exhibits Section
America House or regional Public Affairs office

Fifteen to twenty large exhibits are prepared annually in the United States and are shipped to HICOG headquarters where they receive necessary reconditioning and appropriate titles. The catalogues and interpretative materials are also printed here. The exhibit is then scheduled for display in the America Houses and other appropriate institutions and forwarded by means of American Express to these locations. This work accounts for 30 to 40 per cent of the time of the HICOG headquarters Exhibits Section.

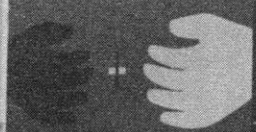
The Exhibits Section, in addition to processing exhibits prepared in Washington is concerned with the production and distribution of major exhibits, referred to as photo exhibits (about 15 a year); window panels for outdoor exhibit cases in front of the 36 America Houses (14 panels every three weeks); and photograph feature stories and news photographs.

Exhibits which originate locally are designed and displayed locally by the regional Public Affairs office or by the individual America House. These exhibits consist primarily of themes to advance or exploit special regional occasions in which the United States Mission in Germany is interested or which provide an opportunity to interpret American developments which parallel or supplement these local events.

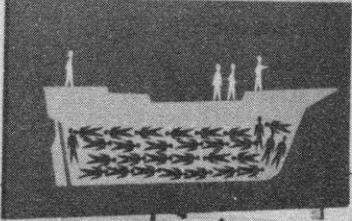
DER NEGER IM AMERIKANISCHEN LEBEN



HABT ES EIN NEGERPROBLEM IN AMERIKA?



Die 17. Jahresversammlung der National Association for the Advancement of Colored People (NAACP) in New York City am 1. Dezember 1954. Die Teilnehmer sind: (vorne links) Walter P. Reuther, (vorne Mitte) Martin Luther King, (vorne rechts) A. J. Brown, (hinten links) W. E. B. Dubois, (hinten Mitte) C. Vann Woodward, (hinten rechts) Bayard Rustin. (Quelle: NAACP Archives)



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In addition to preparing exhibit materials, the staffs at various levels make the necessary contacts with German institutions, arrange schedules, and prepare feature stories and promotional materials to stimulate attendance. Transportation for exhibits prepared in the United States or at headquarters is arranged by the headquarters staff through contract with the American Express Company. The Exhibits Section is also responsible for arranging for import and export licenses, insurance, necessary replacements, and scheduling of exhibits. Because of the size and complexity of the exhibits received from the United States Information Agency, the Exhibits Section at HICOG headquarters in many cases installs the exhibit and in others, when the German institution has adequate staff, the HICOG personnel serve in an advisory capacity.

The annual headquarters cost of the exhibits program for Germany is approximately \$125,000. This does not include the costs experienced at the America Houses themselves. The breakdown of the \$125,000 is as follows:

Departmental Stateside Cost

Salaries (Estimated)	\$ 15,000	
Program	<u>38,000</u>	\$ 53,000

HICOG

Salaries		
Headquarters	23,000	
Program	45,000	
Non-Salary (Estimated)	<u>4,000</u>	72,000
Total		<u>125,000</u>

For the \$125,000 spent on the program in 1952:

1. 22 exhibits were produced in the United States and each was displayed an average of 4 1/2 times throughout Germany.
2. 13 major exhibits were produced by the Exhibits Section in HICOG, and each was displayed an average of 13 times throughout Germany.
3. 7 exhibits were borrowed from other agencies and displayed an average of 5 times each throughout Germany.
4. 239 poster-like window panels were produced by Exhibits Section and routed through 22 America Houses for exhibit in display cases before the Houses.
5. 46 photo stories (including 371 different photographs) were distributed to all America Houses.

6. 35 sets of news photographs, including 273 different pictures.
7. 475 copies of photo posters on four different subjects were distributed to all America Houses and Public Affairs offices.
8. 300 enlargements were reproduced for permanent decoration of the America Houses.
9. A new type of exhibition stand was designed and developed.

Popularity of Program

The timing of exhibits, their subject matter, and their quality were consistently the subject of criticism from the field. While many of the exhibits are appealing, the exhibits in a number of America Houses tend to be unimpressive.

The Exhibits Section, HICOG has demonstrated ability to produce high quality exhibits, but it is apparent that the scope of activities has been steadily increased over the years without the weighing of relative benefits and without the appraisal of the most effective way of expending available resources.

The origin and implementation of ideas and themes is the responsibility of the Exhibits Section. Selection of exhibits topics to be produced by HICOG Exhibits Section is not based on the pooling of thinking such as is back of selection of motion picture titles, pamphlets, and books produced or procured by HICOG.

All of the criticism has not been limited to the Exhibits Section. A review of samples of the posters and exhibits materials prepared by individual America Houses shows that there is a great deal of poor quality workmanship displayed. For various reasons, local programs often have been unimaginative in presenting American objectives coincidentally with the presentation of local German events.

Subject matter of exhibits prepared in the United States was another cause for dissatisfaction in the field. Of the 22 exhibits prepared during calendar year 1952, nine presented some aspect of architecture or design, two were on the dance and theater in America, two were on book jackets, and one was on American wall paper.

Many of the exhibits prepared by the United States Information Agency are of an industrial nature, such as "Container Corporation of America", "Ford", "Cotton Producer", and "Tin Production in the USA". While these exhibits are sometimes criticised because they do not have direct connection to the promotion of United States goals in Germany, they are, nevertheless, popular, receive excellent press comment, and draw large audiences. They are often expressly requested by German museums and by other exhibition outlets.

III. B. PROGRAMMING

6. CHILDREN'S PROGRAMS

Children's activities represent one of the lesser demands on the resources of the America Houses. A few Houses place strong emphasis on children's programs, but the current tendency is to expend a minimum of specialized effort on this activity. All Houses strive to demonstrate the American philosophy on the rights of children, to acquaint children with certain fundamentals of American life, and to attract parents, by letting the America House be known as a place where children are welcome to obtain books, to look at pictures and exhibits, and to see occasional movies and any other programs of interest to children.

The Program Area Covered

Most America Houses in Germany have as a part of, but usually separate from, the general library, a children's library devoted to literature for young people up to the approximate age of 12. In connection with this children's library, many America Houses have conducted children's activities such as reading hours, story-telling hours, painting groups, handicraft groups, and children's theater and play groups.

Objectives of the Program

The objectives of the children's activities are the same as those of the Public Affairs program in Germany, modified, of course, to fit the capacities of the target group. The specific aims are:

1. to give the children a friendly attitude toward and an understanding of the United States;
2. to help German children to self-expression in the arts as a step in democratic and progressive education;
3. to demonstrate democratic and progressive education methods as utilized in the United States;
4. to attract parents through their children into the America House;
5. to demonstrate the American emphasis on the rights of children to be provided community services.

Characteristics of the Program

Children's activities are regarded by most America House directors as important in the long-range mission and in the services-to-the-community point of view, but of lesser importance in attaining our



immediate Public Affairs objectives. The extent of the children's activities conducted in the individual America Houses depends largely upon the available space, staff, funds, and other resources of the total America House operation. Time devoted to children's activities is equivalent to approximately 12 man years, or slightly over one per cent of the total America House positions. Space utilized for children's activities accounts for about five per cent of the total. There is no fixed pattern existing among the America Houses. The number of staff hours a month spent on children's activities ranges from none in four or five Houses to a maximum of over 200 hours.

It should be parenthetically mentioned that those who were interested in children's activities as a part of the America House program have at times been referred to as the "finger-painting school". This has given rise to considerable misconception about children's activities. No instance was found where finger-painting and allied activities played a major part to the detriment of other programs in America House activities. Where finger-painting classes were held, they were performed within the framework of other educational children's activities.

Children's activities as part of the America House program, although commendable and defensible when examined from the long-range point of view, are difficult to defend in relationship to the immediate achievements. The question, "What is the State Department doing in Germany, running kindergartens?" is one which can well be asked in the United States and no short, satisfactory answer can be supplied.

Examples of Activity

Of the 47 America Houses studied at the time of the survey, 38 carried on active children's activities. Of all the reported comments, only two were negative -- opposed to all children's activities. Favorable comments as to intent, aims, and purpose of the children's programs emanated from most America House reports. Several teachers in Karlsruhe commented upon the fact that children who attend the America House children's activities and who use the America House library demonstrate a greater interest in foreign countries and people and a broader knowledge, gained, they claim, through their America House contact. In Frankfurt, the daily press covers the children's activities with more space and interest than any other America House program, stressing the fact that the America House has pioneered many new and progressive educational and cultural programs for the children in the community (particularly the Children's Theater Workshop).

Scale of Programs

The media and activities utilized in the children's programs, in order of priorities assigned to them by the various America Houses, are as follows:

1. Library - Every America House library has a section designed for children from pre-school age to about 12 years. This section, ranging from 50 books to 2,500 books, depending upon the size of the America House library and other facilities, is usually kept separate in a children's library. Children wishing to read books in this library or to borrow them to take home may do so by registering (indicating parent's permission on the registration card), obtaining free of charge a reader's card just as do the adults. Books may be borrowed for a period of two weeks. A major disadvantage is the small number of American children's books which have been translated into German. This fact limits the circulation of many children's books. However, several children's librarians in the America Houses in Hesse decided to translate ten of the simpler children's books and to exchange translations. These translations, pasted into the corresponding pages of the books, added seventy new German-language books to seven America House children's libraries.
2. Films - There are few, if any, films in the America House film library which are designed for children. Most America Houses improvise by showing those films which are most suitable and worthwhile for children. Benefits from such film showings have limited child educational value. They do, however, by virtue of their general entertainment appeal, form a major drawing attraction for youngsters. They also steadily indoctrinate the children with American scenes, customs, and activities.
3. Children's Story Hours, Reading Hours, and Literature Discussions - This type of educational activity is usually conducted by the children's librarian. Such programs acquaint children with the material in the library and also give them an awareness of American literature in general and the civilizations and cultures of foreign countries and peoples. Discussions are stimulated by occasional use of the epidiascope, slide projectors, film strips, records, and other audio-visual equipment available in the America Houses.
4. Arts and Crafts and Painting Lessons - These activities are usually conducted by either the children's librarian, by another member of the staff, who does this on a part-time basis, or by an artist hired for the purpose on a part-time

contractual basis. This educational method is utilized as it is in the United States to help children express their talents and to develop their personalities. It often serves to influence German educators and parents toward liberalized educational methods, especially in the field of arts. In some America Houses (particularly Munich and Frankfurt) the initiative of the person conducting this type of children's activities has resulted in recognition by German authorities as a model contribution to education.

5. Theater Groups - Children's theater groups are maintained in some America Houses. This activity gives talented children an opportunity to enjoy themselves in an educational activity which expresses their talents and capabilities; develops a cooperative spirit among children and enables them to provide enjoyment for countless numbers of other children in the community; and is an excellent example of community cooperation, in that it shows what can be accomplished in the line of youth activities by a group of amateurs with only very limited funds at their disposal.



III. B. PROGRAMMING

7. English Language Program*

English classes are given in approximately 90 per cent of the America Houses and are well attended. The teachers, however, are generally untrained, and the standard of instruction is not high. There is general agreement that the program is not designed to qualify a number of Germans to speak and read English, but it does provide an opportunity to attract and hold together discussion groups.

Objectives and Scope

Thirty-three of the 36 America Houses offer classes in English. The justification for this activity varies considerably, depending largely on the thinking and philosophy of the individual America House director. The most frequently voiced objective is that by teaching English to the Germans, greater use will be made of the America House library. The next most frequently expressed objective is that the use of the medium of English language teaching gives the participants knowledge and understanding of the United States and its policies. Other expressed objectives are to establish friendship and goodwill, to attract people to the House, to make exchange trips to the United States more profitable, and to provide a community service.

The underlying broad objective, regardless of the emphasis placed on specific objectives, is the use of English language teaching as a vehicle for making United States propaganda contact with the German people.

Nature of the Classes

Approximately 25,000 people attend English language classes in the America Houses. Of this number, about two-thirds are considered to be in advanced classes and discussion groups. Approximately 50 per cent of the remainder, who are in the beginners' groups, are children. Consequently, the characteristics of the classes vary in every possible manner, from beginners, both adults and children, through a wide range of intermediate classes, to advanced reading classes and discussion groups in which topics of a significant community, political, or cultural nature are discussed.

Since no certificate or other formal indication of satisfactory completion of courses is given to the students, it is not possible to present statistically the extent to which students complete courses or attain English speaking ability.

* This section of the report has used extensively the thoughts and findings included in "English Teaching in Germany", a monograph prepared by Charles C. Fries, United States consultant.

In lieu of this, a special inquiry was made to indicate to what degree students start in as beginners and continue through advanced classes and discussion groups. This inquiry disclosed that between 10 per cent and 15 per cent of the advanced students were originally members of the beginners' classes. In other words, 85 to 90 out of every 100 students in the advanced classes and discussion groups re-received their initial knowledge of English elsewhere than in the America Houses.

The Teaching Staff

At the time this field study was conducted, the equivalent of approximately 18 America House full-time employees were assigned to teaching English classes. Actually many more individuals were employed since most of the teaching is done by part-time employees or by staff members who have other duties. Sixty per cent of the teaching is conducted by teachers employed specifically for that purpose, 18 per cent by program staff members, 16 per cent by librarians, and 6 per cent by the directors.

A special study of English teaching in America Houses conducted in 1952 by Charles C. Fries, a United States consultant, reported that, "On the whole, the teachers of English in the America Houses are an earnest, devoted, hard-working group. Many are ingenious...." However, Mr. Fries reported that their effectiveness suffered from their lack of training and educational background and from little or no acquaintance with nor understanding of life, institutions, and culture in the United States.

On the basis of a sample of 32 teachers, Mr. Fries found a heterogeneous educational background. Only five had taken the examination to qualify them for teaching in German secondary schools, several were librarians, one was trained in music, another in nursing, another in physical education, and another had a background of business. Two hold doctor's degrees and eight received their English language training in schools for interpreters.

To achieve the desired results through English teaching in the America Houses, especially in the discussion groups, the teachers need a genuine understanding of the patterns and philosophy of American life and United States foreign policy. The directors are well qualified to lead discussions, but there is a limit to the amount of time they can spend in this manner. It is difficult for a German staff member to attain the necessary knowledge and feeling of American thinking without actually having lived in the United States. Many have made remarkable progress by reading, seeing movies, and talking with Americans, but they have understandable limitations. Of the more than 700 German employees in the America Houses, 42, including six English teachers, have visited the United States. Half of the Houses have no German employees who are included among these 42.

Teaching Methods

As observed during the field study of the America Houses and also emphasized by the Fries report, teaching methods are extremely diversified. They run the scale, from the grammar approach to oral conversation to translation procedures. Mr. Fries observed a healthy open-mindedness and experimental attitude on the part of the teachers, but he noted inadequate guidance for them in addition to their training shortcomings.

Relationships with Other America House Objectives

It is in the use of English in the discussion groups and reading groups that the America Houses have demonstrated the value of using this medium to create a better understanding of United States policies. As advanced students attain better understanding of the English language and as it is used in discussions, skillful leadership on the part of the America House staff continuously weaves into the discussions the facts and thinking relative to basic ideas that the Public Affairs program is promoting. As Charles C. Fries, quoted above, states in connection with the German and Austrian Governments' English teaching program, "... the tremendous English teaching program in Germany and Austria can become the most effective means of building up the bases for the inter-cultural understanding we need."

One of the fundamental, although not spectacular, opportunities related to English teaching, is the practice of making available to the German schools and teachers material from the America House libraries. The excellent collections of American materials in the libraries and the specialized education books and periodicals represent a splendid base for assisting and stimulating German educators to develop a live and modern approach toward the teaching of American English. Closely related to the use of materials for strengthening English teaching in German schools is the exchange of persons program. Splendid opportunity exists for sending English teachers employed in the German school system to the United States, and conversely for sending American students and teachers of philology and American literature to Germany. While conceivably this exchange program could be conducted without relationship to the America Houses, the characteristics of the Houses are such that a unique opportunity exists for a practical and sound tie-in. Opportunity also exists for sending carefully selected employees of the America Houses to the United States on exchange visits.

Relationship with German Public Education

The teaching program in the America Houses has been conducted without conflict with the German educational system. Understanding is always reached as to whether there are certain types of classes which would be in conflict with the local schools if the America House conducted them. Frequently, programs are developed jointly between the Houses and the public school system.

The English teaching program in the America Houses has never had the objective of making any substantial contribution to the overall English teaching program of Germany. It is estimated that 900,000 public school students in Western Germany are now studying English. This does not include an unknown number of English language students in the universities. Obviously, the 25,000 reached in the America Houses is a minor part of Germany's total efforts.

III. C. BERLIN PROGRAM

Why a Separate Section for the Berlin Program

The Berlin program is identified for special analysis because the conditions under which the America House operates there are different from those experienced by the other America Houses. This is true because first the environmental status of Berlin as an "island" of Western democracy in the middle of the Soviet zone presents unique responsibilities and opportunities. Secondly, or rather because of the first, approximately one-half of all the resources available to the Office of Public Affairs in Germany are expended in Berlin. This latter means that while in most German communities where America Houses are located, the House is the only consistent, visible evidence of Public Affairs activities; in Berlin, the America House is only one of several powerful media; RIAS (Radio in American Sector), Die Neue Zeitung (United States newspaper published in Berlin), cultural festivals, industrial exhibits, and films.

This America House, with its five satellite reading rooms in the boroughs of Neukoelln, Tempelhof, Moabit, Steglitz, and Zehlendorf, serves not only the 2,147,000 West Berliners but also influences and affects many thousands of East zone visitors who regularly visit these centers in order to read American books and magazines, see democratic film showings, participate in open discussions, see exhibits, and otherwise take part in the many programs offered by the Americans.

Target Groups

In evaluating the special problems and significant target groups in Berlin, the America House director pointed out that "the large number of refugees plus the continuous flow of East Sector residents are the prime targets. Hope and encouragement must be given them and their children in their education and preparation for their future." The unemployed, more than 260,000 at the time of this analysis, were considered by the staff to be an important target.

The potential target group, however, is far broader and more demanding than the refugees and East Sector groups. Professional groups, labor groups, educators, university groups, technicians, governmental leaders, political and religious groups, all have specialized and selective concern with what the Public Affairs program is able to bring to them.

Culture Must Be Imported

The economic life of Berlin, disturbed and distorted by its isolation from surrounding marketing areas and bound to Western Germany and the Western world through a few slender life lines of air, autobahn, rail,

and canal corridors, is a factor which must not be overlooked in considering the Public Affairs program. Since few people have an opportunity or care to hazard the risk of visiting Western Germany, the culture of the Western world must, like coal and milk and wheat, be imported into Berlin.

The industrial base of Berlin has shifted somewhat during the post-war years. Heavy industrial activity requiring large amount of coal, iron, and other raw materials has given way, in part, to industries which require less metal and more skill. Optical and precision instruments are an important industry and so are printing, publishing, and textiles. These industries require more highly skilled workers and technicians with ideas and imagination. For many of them the America House is a source of fresh inspiration, important to commercial artists, inventors, and others who must vicariously, through exhibits, books, magazines, and films, learn what the rest of the world is doing.

Scope of the Program

The Berlin America House conducts a program like that of other Centers elsewhere in Germany. Activities are spread over a wide range of offerings.

The distribution of the hours of staff time during a representative month indicates the relative emphasis placed on various activities. The distribution during March, 1953 was:

Program Activities

Library and bookmobile	54 %
Motion pictures	12
Lectures	3
Discussions	*
Musical programs	2
English classes	2
Exhibits, posters, and programs	4½
Exchanges program	1½
<u>Administration</u>	9
<u>Custodial</u>	11
<u>Other</u>	*

The main interest of the Berlin America House director is the cultural programs although, as he assisted in this study with objective appraisals, he expressed the judgment that the America House is not particularly needed to fill a void in Berlin cultural life. He felt that the most significant area neglected by the America House in Berlin was discussions and lectures on political topics.

*Less than ½ of 1 per cent



Prime emphasis is placed on the role of the America House as a community center. Community center activities include German-American discussion groups, film showings of German and American documentaries, play-reading groups, and concerts by young composers featuring their own works.

Among the groups listed which use the facilities of the House for their activities are: Congress for Cultural Freedom, Landesbauernverband (agricultural organization), Gesellschaft fuer Christlich-Juedische Zusammenarbeit (organization for Christian-Jewish cooperation), Youth Musicals, Waldo Fabre Chorus, Tonkuenstlerbund (association of musicians), Paedagogische Arbeitsstelle (Board of Education), Berlin Garden Club, RIAS Berufsschulparlament (RIAS vocational school assembly), Free University of Berlin, Stadtschulamt (city school superintendent's office), as well as adult education groups, women's clubs, exchange groups, refugees, and other local organizations.

Library

The library and bookmobile absorb more attention and resources than all other program activities, administration, and custodial services combined. This activity accounts for 54 per cent of all employees' time, compared with 42 per cent for the other America Houses. The high percentage is partly accounted for through the operation of the five branch libraries.

The America House library, exclusive of its branches, has 22,000 books. Twenty-five per cent or about 5,500 of the books are in the German language. With the five branches included, the book collections amount to 51,000 volumes.

The popularity and use of the books are attested to by the circulation experience of approximately 35,000 books a month, or a rate of 67 per cent. This compares with a rate of 45 per cent for the Berlin public library system. As is expected, the German language books circulate at a much faster rate than do the English. The circulation experience of German language books of 150 per cent a month compares with 40 per cent of the English language books.

The Audio-Visual Program

The audio-visual program is aimed at reaching mass motion picture audiences although the physical facilities of the America House do not lend themselves to this.

The 16 mm German language films are shown hourly from 1:00 p.m. through 7:00 p.m. daily, always to full houses, in the small auditorium which seats 130 people. On Saturdays, the film showings are for children only, with East zone youngsters given priority. On Sunday, the film showings are given for East Sector and East zone residents only. Every

month, in cooperation with commercial motion picture distributors, about six showings of a feature film, newsreels, and selected documentaries are given for East Sector residents in Titania Palast, the large 1,800-seat auditorium in West Berlin. There is always a capacity crowd at each showing.

A tie-in with other Public Affairs efforts is made in the case of East Sector visitors to the film showings. Following America House film showings, these visitors are directed to the library reading room where they can read Western periodicals forbidden in the Soviet Sector and are given pamphlets published by the Office of Public Affairs.

The showing of 16 mm documentary films outside the America Houses is the responsibility of the Public Affairs office's film officer, not the America House. The America House staff believes that this extension activity, like that of the bookmobile, long-term book loans, and liaison with fairs and festivals, is an integral activity of the House.

An analysis of categories of 16 mm films shown in the America House during a typical month shows that films in the fields of geography, youth affairs, and crafts and occupations are the most popular. The breakdown is as follows:

<u>Category</u>	<u>Number of Titles</u>	<u>Number of Showings</u>	<u>Per Cent</u>	<u>Total Attendance</u>
Agriculture & Forestry	1	1	-	125
Crafts & Occupations	16	70	10	5,511
Cultural Affairs	1	1	-	100
Education	8	12	2	1,353
Sociology	6	44	6	3,275
Geography	26	69	10	6,118
Natural Science	7	50	7	4,077
Health & Welfare	5	48	7	3,932
Industry & Technology	9	20	3	1,529
International	5	40	5	3,788
Natural Resources	-	-	-	-
Public Affairs	8	30	4	2,240
Recreation	4	4	-	440
Religion	-	-	-	-
Women's Affairs	-	-	-	-
Youth Affairs	9	88	12	8,316
Other	<u>32</u>	<u>241</u>	<u>34</u>	<u>19,216</u>
Total	137	718	100	60,020

Note that nine youth affairs titles were given 88 showings while 26 geographic titles were given 69 screenings. The few titles available in such popular and important areas as sociology and natural science, for example, are reported to be partly responsible for their relatively poorer showings.

Audio-Visual Tools

The Berlin America House has as complete a unit of audio-visual machines and tools as is to be found in the German program. There is some evidence to show that not all of these audio or visual apparatus are used as extensively as they could be, either by the audio-visual technician or by other members of the staff. This is due in part to lack of training in the use of these devices.

One of the unique uses made of the epidiascope is to project song texts for the "Hit Parade Club". Film strips are used about 50 times monthly by lecturers, discussion leaders, and English teachers. Some use is also made of strips and color slides to brief exchangees before they leave for the United States.

Voice of America Tie-in

The radio is used to project the Voice of America program into the reading room set aside for East Sector visitors. It is also utilized for such special broadcasts as the presidential inauguration, major policy addresses, speeches of international importance, and Armed Forces Network musical programs.

At the time of the British coronation, a local television dealer lent the House a new wide-screen television set. An evening announcement that tickets for the telecast were to be issued the next day (six repeat showings were scheduled) brought a British style queue to the America House door at 2:30 in the morning.

Recordings

Approximately eight recorded music programs are offered in the America House every month. About one-third of these programs are planned as House-booked lectures, while two out of three are set up at the request of music-loving patrons.

Extension lectures on modern American music, jazz, famous American conductors and singers, operas such as Gershwin's "Porgy and Bess" and Menotti's "The Consul", and on modern European composers, are given at refugee camps, youth homes, the Berlin Office for Youth Improvement, neighborhood clubs, YMCA, YWCA, American Dependents School, hospitals, old people's homes, and prisons.

The few available recordings of American drama and poetry are frequently used by play reading groups and conversational clubs, students, theater directors, and lecturers. The staff urgently recommended that this specialized collection be increased and broadened.

Photo File

A vertical photo file and pamphlet file is maintained as well as a magazine archive which is extensively used by professors, students, and public schools, as well as various labor supervision companies in their information and education programs.

No adequate picture file of American material clipped from magazines is available in the Berlin America House although the art and exhibits workshop does keep some materials of this sort for use in guiding teachers and for preparing panels and house exhibitions.

Children's Programs

Children's activities in the Berlin America House are conducted by two children's librarians, an English teacher, and an administrative assistant. Although the library is not open in the morning, the basement quarters are filled every afternoon. Overflow audiences, 900 per week, attend the children's film showings. English classes draw an average of 120 per week, song hours 60, story hours 75, and drawing classes 80.

An exhibition of children's drawings recently shown in the upstairs display rooms and in the Hebbel Theater drew excellent press reviews in West Berlin newspapers.

Exhibits

A specialty of the Berlin America House is the exhibits program, combining a major effort to propagandize by exhibits with an intensive teaching program for students. The exhibits technician, who spent 18 months after the close of the war in the United States on a privately arranged exchange visit, is regarded by many in Berlin as the fountain-head of an energetic new commercial art movement. His America House workshop, conducted in part on techniques learned in New York, Chicago, and at the University of Louisville, turns out dramatic panels, posters, and exhibits.

The 28 students under his tutelage in the workshop at the America House are not charged fees, nor do they receive compensation, but instead are given an opportunity to "learn while doing". They expend approximately 4,200 man hours per month in workshop enterprises.

The America House display ideas are constantly being adopted by other commercial artists, and mercantile and industrial concerns have hired a score of America House-trained artists.

Twenty-seven illuminated show cases surround the America House to attract the passerby's attention and urge him to enter. The panels are geared to publicize all activities: English classes, exhibits, library, music, films, lectures, and other programs.

The exhibits inside the House do not appear so impressive as the outdoor posters. The director pointed out that the exhibitions prepared in the United States were often inadequate and frequently "missed the target". In nearly all cases the German text which accompanied the displays was poorly translated and required rewriting and local refurbishing.

English Classes

The English teaching program is conducted by one full-time and two part-time teachers. None of the teachers is specifically and professionally trained in the art of teaching English to Germans. Nonetheless, over 1,500 students have been given regular English instruction during the past twelve months. At the present time, there are 19 beginners' classes, eight intermediate classes, ten advanced classes, and five discussion groups, all meeting once a week.

In some beginners' classes for children, youngsters of 10 are studying the language while adult classes find many up to the age of 55 in attendance. Discussion groups attract members ranging in age from 17 to 60 years. Of the 175 participants in the five discussion groups, 56 were once members of beginners' classes at the America House.

A special class for engineers, executives, and scientists studying technical English meets twice monthly, and two groups of East German refugees and ethnic Germans who have a poor command of the German language are also given special attention.

Written and oral tests are given regularly, and homework is carefully checked. Early last spring the instructors suggested that a course-completion examination be made, but the students, when polled, rejected the idea. In Berlin, certificates of competence are not given to all students, but such statements are given by the teachers to those who request them.

Activities Outside the America House

Through five branch libraries, civic groups, and, to a lesser extent, public auditoriums and theaters, the America House extends practically all phases of its inside-the-House programs.

The branches are located in the West Berlin boroughs of Steglitz, Tempelhof, Moabit, Neukoelln, and Zehlendorf. The number of books in their libraries together with the monthly rate of circulation is:

	<u>No. of Books</u>	<u>Monthly Rate of Circulation</u>
Steglitz	9,363	57 %
Tempelhof	4,716	33 %
Moabit	3,881	58 %
Neukoelln	5,310	65 %
Zehlendorf	6,534	87 %

During the first ten months of fiscal year 1953, the following activities took place in the branches and through the extension program:

1. America House Branches

Library:

Books circulated	192,000
Pamphlets circulated	359
Periodicals circulated	65,242

	<u>No. of Performances</u>	<u>Attendance</u>
Lectures	33	1,694
Discussion groups	109	1,888
English classes	192	3,371
Children's programs	57	699
Photographic exhibits	9	37,426
Film showings	816	58,547

2. Extension Service

Bookmobile: 13 biweekly stops (including 8 refugee camps)

Books circulated	41,931
Pamphlets circulated	387
Periodicals circulated	3,522

Music Program

	<u>No. of Performances</u>	<u>Attendance</u>
Lectures with records	11	1,600
Concerts:		
Titania Palast	6	10,800
Corso Theater	1	2,000
RIAS, Studio 7	5	1,500
Music lectures for various youth clubs	13	3,200

Film Program

	<u>No. of Performances</u>	<u>Attendance</u>
Titania Palast (East Sector only)	11	19,950
Centre Culturel Franco-Allemand	12	1,891

<u>Loan Program</u>	<u>No. of Performances</u>	<u>Attendance</u>
Scientific and professional groups	7	221
Primary and secondary schools	165	14,829
Universities and other institutions of higher learning	221	11,932
Youth organizations	275	37,026
Other youth groups	86	6,543
Labor unions	48	2,389
Government employees and armed services	79	5,346
Business, trade, and industrial employees	25	2,289
Other groups of adults	168	20,211
Churches and religious organizations	57	5,224

Exhibits

"Mississippi Panorama" at Schloss Charlottenburg in cooperation with the Volksbildungsamt Berlin	3,600
"Walter Gropius" architectural exhibit in the Hochschule fuer Bildende Kuenste	4,400

3. Long Term Loans of Books

1,926 books	(77 collections) to 22 schools
490 books	(6 collections) to 6 Volksbuechereien (public libraries)
45 books	Prisons
31 books	Labor Service Center
49 books	Volkshochschule Kreuzberg (adult education center)
50 books	Helmut von Gerlach Heim (refugee camp)
11 books	and 20 periodicals to Hochschule fuer Bildende Kuenste (high school for formative arts)
24 books	Nachbarschaftsheim Kreuzberg (neighborhood club Kreuzberg)
87 books	Jugendheim Lessinghoehe (Youth home Lessinghoehe)
112 books	Vereinigung fuer Kulturelle Hilfe (association for cultural help)
145 books	HICOG Reference Library
56 books	Hochschule fuer Politik (high school for political science)
21 books	Technische Universitaet, American Sector
44 books	Technische Universitaet, American Seminar
25 books	Freie Universitaet, American Seminar
20 books	Nachbarschaftsheim Mittelhof (neighborhood club Mittelhof)
101 books	Jugendheim Wannsee (youth home Wannsee)
110 books	Internationales Studentenheim (international student club)
86 books	Refugee camp of Liga fuer Menschenrechte (league of human rights)

Presentation of Books

369 books Prisons (mostly worn-out)

110 books Schools (new)

834 books Refugee camps (part of them worn-out)

Approximately 4,000 English language newspapers were distributed in regular weekly schedules to 12 schools, 5 Volkshochschulen, and 2 language schools.

20 medical periodicals are selected weekly for Tempelhof hospital.

Reference questions received by phone or letter: 1,051.

Relations with other Public Affairs Programs in Berlin

The Berlin America House is only one aspect of HICOG's information efforts in Berlin. The rest of the Public Affairs office staff, RIAS, Die Neue Zeitung, Voice of America, and the Foreign Operations Administration (formerly MSA) all contribute toward a common objective.

There is a certain degree of integration and coordination of the America House program with the others. RIAS advertises America House programs; the America House director, since he also acts as a cultural officer on the Public Affairs officer's staff, participates in planning the total Public Affairs operation in Berlin; but the America House is almost an independent operation.

In addition to the America House program, the following summarizes the public activities presented by Radio RIAS in West Berlin during fiscal year 1953:

Concerts

35 symphonic concerts in Titania Palast

1 concert of the RIAS Chamber Choir

2 studio concerts in Studio 7 (Juilliard Quartet)

Tour of the RIAS Symphony Orchestra

3 concerts in Brussels

2 concerts in Paris

1 concert in Stuttgart

2 concerts of the RIAS School-of-the-Air Orchestra

One of these especially given for Eastern youth education during World Youth Festival, August, 1951. The other was under the auspices of Jeunesse Musicale.

Mach-Mit Performances (public quiz shows)

12 performances held in Titania Palast, Corso, Mercedes, Stern, and other theaters. One of these especially for Eastern zone youth -- The World Youth Festival in August, 1951.

Insulaner (The Islander)

9 public productions held in Studio 7 and the Titania Palast.

Schlager der Woche (hit tunes of the week)

5 performances, one of these for Eastern zone youth held in the Titania Palast.

Tea Music

60 public performances, 23 of these in Kleist Saal and 37 in hospitals and old age homes, etc.

Waldbuehne (open-air theater. seating capacity: 25,000)

4 performances under the auspices of the Berlin Central Committee.

The Berlin Memorial Library

While it is not a part of the United States information program, discussion of Public Affairs activities in Berlin should include the Berlin Memorial Library now being constructed and planned for opening late in 1953. The United States Government has contributed \$1,250,000 toward the estimated cost of \$2,000,000.

Plans call for the library to be an integrated part of the Berlin library system, and there are no plans to relate the objectives and aims of the America House program to it. Neither are there plans to sponsor the placement of American books or other material in the new library.

The objective is a strictly German library with the United States' financial contribution to be considered a means of providing a memorial to German-American friendship.

III. D. COMMUNITY RELATIONS

One of the best propoganda characteristics of the America House is its identification as a community institution. To justify this identification, the successful directors reflect the desires of the citizenry in their programs, produce programs jointly with key organizations, participate in related community activities, and provide compatible civic groups with certain services of the America House. The exercise of analytical caution is necessary, however, for while an America House uses the tools of a progressive American public library or civic organization the mission of the Office of Public Affairs is considerably different.

General Objectives of the Community Relations Program

As the director of the America House takes on increased responsibility for the whole Public Affairs program within his geographical area, he, of necessity, becomes concerned with the role of the America House program in the community and seeks to develop relationships which enhance that role and which in turn increase the impact of the program.

The successful America House is one which becomes identified as a local civic institution as well as an information center of a foreign nation. The implementation of the America House objectives calls for frequent, purposeful contacts with the myriad community organizations, movements, and personalities which can serve as channels for relating the program to the community. In short, the director of an America House must know and establish productive contact with the opinion leadership of constructive and cooperative groups within the area which is influenced by his America House.

Examples of Present Program of Developing Community Relations

Most directors believe that it is necessary to check their programming with certain elements of the community. The objective, regardless of the degree of formality or the completeness with which it is done, is to maintain a continuous check on the interest and acceptability of the America House programs. Used properly, this is the traditional way for a civic institution to maintain a running appraisal of its effectiveness.

There is no fixed formula for the mechanics of this type of community clearance. Methods depend on the type of community, the caliber and habits of the community leaders, and the manner in which the director personally can best operate.

The directors of some of the America Houses have developed regularly constituted advisory committees for the purpose of advising the director on such matters as the identification of local significant groups and important opinion leaders, the scheduling of important events to avoid competition with forthcoming local events, and the identification of local talent and local program interests.

The number of such advisory committees is not large -- many directors feel that there is a possibility that an established advisory committee might become a burden by discouraging attempts on the part of the director to initiate programs which are in the interest of United States policy. Most directors feel that, instead of having a formal advisory committee, it is better to have a working relationship with key persons who can periodically give them advice and suggestions. These contacts frequently take the form of occasional informal meetings of a semi-social nature. Regardless of the extent of the formality, the important thing is that there is need for constant, purposeful contact with a significant number of opinion leaders and key personalities. This can be accomplished in a variety of ways, but the purpose and result are felt to be the same.

The America House also takes on the aspects of a community institution by providing facilities for holding meetings and by making available information and resources which serve the interests of a broad cross-section of local organizations. Main categories of groups which use the America Houses with some regularity include:

1. Adult education groups
2. International groups
3. Returned exchangee groups
4. Music societies
5. Philosophical groups
6. Student groups
7. Women's groups
8. Youth groups
9. Religious groups
10. Refugee groups
11. Discussion groups
12. Film groups
13. Miscellaneous

Occasionally, the America House participates in meetings of these groups, and at times the opportunity is taken to "sell" certain of the Public Affairs products. However, for the most part, the practice has been solely that of making space available to the local groups.

There is no Public Affairs policy as to which groups should use the America Houses. In some instances, for example, it is the policy not to open the House to religious groups; in other Houses political groups are not given space. On the other hand, several Houses are open freely to both of these groups.

Probably the most effective America House-community relationship is found in joint programs sponsored by the America Houses and community organizations. These take a variety of forms including, for example, a series of United States history classes sponsored by the America House and the local university; Educational Service Centers which bring German educators together, using the library and facilities of the America House, in their efforts to build a stronger democratic basis for German education; arrangements for the showing of an American art exhibit in a local gallery or museum; joint sponsorship of a lecture or discussion; or collaboration with local commercial firms in the development of an America House exhibit on German-American trade.

These joint programs are one of the most effective propaganda techniques we have -- the recipients not only want what they get but expend their own efforts to get it. The name of the America House does not have to be constantly before the audiences. The prime objective is to get information and ideas across. If these can, under certain circumstances, be advanced under the label of one of the community's own groups, it is to our advantage to do so. There is a possibility that it will become even more effective. There will always be plenty of activities with the America House label to keep the people constantly aware of its presence and mission.

Since the America House director not only represents a cultural institution within the community but frequently is the only official United States representative, it is expected and desirable that he participate in or be present at many community events which have little direct bearing on the work of the America House. This serves a good purpose inasmuch as it binds the House more closely to the community, keeps the director and the House before the public, and provides good contacts with community leaders. Listed below is a group of the more common types of community activities reported by individual directors as making the greatest demands on their time.

1. All activities of a cultural, civic, or educational nature
2. Events to improve German-United States relations
3. School programs
4. Religious celebrations
5. Discussion groups and informal meetings

III. E. EVALUATION OF THE PROGRAM

The crucial phase in the analysis of the America House program, as in any other Public Affairs activity, is the evaluation of the program's effectiveness. Is it reaching the people? How many people are contacted? How frequently are they reached? What types of people are reached? Why do they come to the America Houses? And finally, the difficult question: What effect do the America Houses have on their audiences?

To answer these questions, this report has relied primarily on studies made by the Evaluation Staff of HICOG. The field work for these studies was conducted by contract with a German public opinion research group. To obtain certain information not covered by the Evaluation Staff studies, special and direct inquiries were made of America House audiences.

The remainder of this section, unless otherwise noted, is a summary of the findings of the Evaluation Staff.

Who Are in the America House Audience

"The influential, leadership elements in the service area population are strongly represented in the America House¹ audience, particularly within the group designated as the frequent² audience in this report."

Sixty per cent of the university-trained people visited an America House during the past year. Forty-seven per cent of this group are fairly regular visitors, 25 per cent are frequent visitors.

Forty per cent of the visitors have attended higher schools; of these 30 per cent are regular visitors.

Thirty-three per cent of the people with secondary schooling attend; of these 20 per cent are frequent visitors.

Thirteen per cent of the people with elementary schooling attend; of these 50 per cent visit fairly often.

In the area served by the America Houses, over half of the professional people, that is, doctors, lawyers, teachers, engineers, etc., are visitors. A fifth of these are in the frequent audience. Clerical workers and students also come in proportionately large numbers. Businessmen and laborers are less likely to visit the Centers.

¹ "Frequent" describes an individual who visits an America House 7 or more times a year.

² From "The America House Evaluated", Evaluation Staff, Office of Public Affairs, HICOG, July 17, 1953.

The educational breakdown of frequent attendance is as follows:

	<u>America House</u>	<u>Service Area Population</u>
University trained	21 %	4 %
With Abitur (Junior college certificate)	10 %	4 %
Secondary education	41 %	25 %
Elementary education	28 %	67 %

The occupational breakdown of frequent attendance is as follows (compared with figures for the service area):

	<u>Frequent Attendance</u>	<u>Service Area Population</u>
Professional people	21 %	5 %
Businessmen	6 %	8 %
White collar workers	22 %	19 %
Laborers	10 %	26 %
Housewives	15 %	23 %
Students, retired, etc.	22 %	13 %
Apprentices	2 %	3 %
Unemployed	2 %	2 %

The age grouping of visitors is as follows:

	<u>Frequent Attendance</u>	<u>Total Audience</u>	<u>Service Area Population</u>
15 - 39 years old	68 %	65 %	72 %
40 - 59 years old	23 %	27 %	25 %
60 years old and over	9 %	8 %	3 %

The House attracts new visitors. A check of an average day in one of the America Houses showed that 15 per cent of the visitors were there for the first time. Of these, 60 per cent are in the age group 15 - 30 as compared with 44 per cent in the present total audience. The influx represents a higher level, both educationally and socio-economically, than the group that fell away.

How Large Is the Audience

One million visitors visited the America Houses almost 14,000,000 times in a year. These figures include only visitors who were over 14 years of age and who lived near enough to an America House to be able to continue their visits if they chose to. Of this group, many attended once or more weekly.

Why They Come to the America House

"Among the frequent audience - the mainstay of the America Houses - the following proportions make use of the various offerings:

	<u>Per Cent Who Attend</u>
Library activity	75 %
Film showings	73 %
Lectures	62 %
Concerts	56 %
Exhibits	52 %
Theater performances	24 %
English language courses	11 %
Discussion groups	11 %

"Most of the frequent audience takes part in several of the America House offerings. Some, in fact, participate regularly in as many as six activities; the average number of offerings used by these regular patrons is about three. As would be expected, language classes and discussion groups must be limited in size which helps to explain their relatively lighter patronage."

In addition to the findings of the Evaluation Staff study, the staff members who conducted the field study of the America House program made additional inquiries of audiences through the directors and their staffs. These inquiries were aimed at determining the extent to which visitors of each major type of program also attended other programs.

Audiences for a week's time for each of the five activities (film showings, lectures, discussions, concerts, and English classes) were asked to indicate their attendance at the other programs during the past seven days. Their answers are summarized as follows:

<u>Film Audiences</u>	<u>Per Cent Attending Other Programs</u>
Lectures	21 %
Discussions	2 %
Concerts	9 %
English classes	<u>3 %</u>
Total	35 %
 <u>Concert Audiences</u>	
Film showings	15 %
Lectures	22 %
Discussions	4 %
English classes	<u>5 %</u>
Total	46 %

³
Ibid.

<u>Lecture Audiences</u>	<u>Per Cent Attending Other Programs</u>
Film showings	23 %
Discussions	3 %
Concerts	16 %
English classes	<u>4 %</u>
Total	46 %

<u>Discussion Groups</u>	
Film showings	19 %
Lectures	25 %
Concerts	20 %
English classes	<u>16 %</u>
Total	80 %

What Is the Effect of the America House

Qualitative effectiveness of the America House program is difficult to demonstrate directly. The extent to which an individual's thinking is changed because of his contact with the America House cannot be measured mathematically. The effectiveness necessarily must be largely appraised by inference. That is, the ability of the Houses to attract people, the type of people who come, why they come, and, especially significant, incidents of actions or statements which reflect the effect of the America House programs.

As to the inferences drawn from the attracting characteristics of the Houses and the type of people who attend, the Evaluation Staff Studies justify the conclusion that the Houses must make an impression on a substantial and significant segment of the population. The following is extracted verbatim from the Evaluation Staff report:

"Queried on four selected areas - American politics; culture; business and industry; family life and living conditions - about half of the frequent audience declare their opinions have changed for the better in one or more of the areas as a result of their America House experience.

More informative than the bare figures are the illustrations they give of changed views. Their comments, detailed in the report, run along these lines.

'Before I visited the America House, I didn't believe democratic ideals could be realized. Now the way the America House is run - that everybody can express his opinion freely, that people can do what they please, and can move about freely - has convinced me differently.'

'I learned that though American culture is not as old as ours, it's just as highly developed.'

'I had underrated the Americans' talent for organization and their efficiency. I didn't use to have an accurate idea of the economic potential of America.'

'I found out that a happy family life is considered important over there and that people aren't mammon-worshippers.'

"CARRY-OVER IS ALSO EXTENSIVE ... with three quarters of the frequent audience reporting that information acquired at the Centers has been of use to them in their jobs or in discussions with friends and acquaintances, or in other ways.

"In a program as avowedly long-range as that of the America Houses, the final measure of the good will and understanding they create for the United States must await the passage of time, and is, of course, more conclusively based on actions than words. But the returns so far obtained would seem to go far toward demonstrating that the America Houses are achieving the kind of impact to which they aspire."

III. F. ORGANIZATION, PERSONNEL, AND ADMINISTRATIVE SUPPORT

1. Headquarters - Field Relationships

Headquarters-field relationships of the America Houses involve a dual personality. On the one hand, the America House as a complete field outlet for the Office of Public Affairs is an integrated part of the field Public Affairs officers' operations, and, consequently, is subject to the same headquarters relationships as any other part of their activities. On the other hand, because certain important program servicing can best be supplied centrally, direct servicing and policy guidance in these areas must be supplied by a specifically designated unit in headquarters.

The headquarters-field relationship in regard to the America Houses has not been easy to establish because headquarters' responsibility is a mixture of policy guidance, general direction, and the provision of program services. One of the objectives of this report is to identify those areas in which headquarters should have direct contact with the America Houses and those areas in which contact should be through the regional Public Affairs offices.

The identification of lines of responsibility will be simplified if two basic concepts are kept in mind: (a) the America House operation is the responsibility of the regional Public Affairs officers and is one of the facilities and means through which the entire Public Affairs program is conducted in the field; and (b) certain services, together with evaluation and counsel on their utilization, can be provided more economically and more effectively if done centrally by headquarters. The logical provision of these services frequently calls for direct headquarters contact with the individual America Houses.

With regard to the first concept, responsibility for the operation of the Houses is no different than the conduct of any other Public Affairs activity in the field. The Public Affairs officer, as a member of the consulate staff, is responsible. He looks to the Director and Deputy Director of the Office of Public Affairs for policy and general program guidance and to the General Manager for necessary headquarters support and direction in the broad management areas of budgets, personnel, and facilities. The normal administrative services are provided by the consulate. Direct contact of the America Houses with headquarters in these areas is neither necessary nor desirable.

Since headquarters serves the America Houses with procurement and distribution of books, periodicals, and equipment, with speakers and artists, and with exhibits, the Information Centers Division should deal directly with the regional Public Affairs offices or with the individual Houses. The nature and volume of these services, calling for careful

timing and planning, must not get bogged down in extensive or complicated organizational channels. Practicalities of operation call for most of these contacts to be directly with the America House directors. Clear understanding should, of course, be reached with the Public Affairs officers as to what subjects they wish to pass through their offices.

It is recognized that headquarters provision of central services involves far more than limited logistic support. The nature of these services which affect so many of the America House activities means that the Information Centers Division should continually suggest policy guidance to the Director of the Office of Public Affairs. One of the most effective functions of this division is to provide guidance and evaluation on the manner in which the centrally provided services can best be used. As the division disengages itself from the minutiae of direct operation, an increasing amount of time will be available to perform services in this latter area.

2. Personnel

Standards for Staffing

The staffing pattern among the 36 America Houses in existence at the time of the survey is not and should not be expected to be completely standardized. Many conditions prevent the establishment of a formal staffing pattern. Personnel needs depend on the size of the building; its lay-out; the variety of facilities within the Houses and their condition, modernity, and functionalism; book circulation; number of hours open to the public; the extensiveness and intensiveness of programming; and the types of extension programs.

Present Staffing

Each America House has one American employee, the director. All of the other employees are German. The chart on the next page presents the German staffing for each America House as of July 1, 1953, broken down by major functional and program areas. Since staff members assigned to certain functional areas usually, in a flexible organization, perform services in other areas, a second table on the following page has been prepared showing the estimates made by each House at the time of the survey of the total employee-hours spent on each activity for a month. These figures, although not so current as the first table, are acceptable for showing the relative use of personnel among the Houses.

Even after taking into consideration the lack of comparability of conditions and activities in the Houses, the dissimilarity in use of personnel is extreme. This is especially apparent when workloads were analyzed. For example, as noted elsewhere in the report under the discussions of each program area, the number of monthly library man hours for each thousand books circulated ranged from a low of 63 to a high of

MONTHLY STAFF MAN HOURS IN THE AMERICA HOUSES

AMERICA HOUSE	Admin- istration	Library	Book- mobile	Films	Lectures & Discussions	English Music Classes	Exhibits	Posters & Programs	Children's Activities	Exchanges	Custo- dial	Other	Total	
AUGSBURG	160	1,261	-	96	163	64	44	80	128	128	4	512	240	2,880
BAMBERG	300	649	7	168	87	8	38	30	60	32	16	400	-	1,795
BAYREUTH	177	320	-	230	62	19	-	16	52	16	6	*	472	1,370
BERLIN	668	4,600	400	1,140	340	200	160	200	216	48	140	1,000	-	9,112
BREMEN	320	1,280	1,312	192	272	40	160	360	128	160	-	416	-	4,640
BREMERHAVEN	395	442	-	72	56	22	5	16	8	-	8	232	-	1,256
COBURG	99	536	-	40	77	20	16	10	18	40	12	721	290	1,879
DARMSTADT	120	520	-	320	60	80	80	30	20	54	80	*	210	1,574
ERLANGEN	692	890	-	160	208	20	/	56	48	30	30	624	106	2,864
ESCHWEGE	184	528	-	147	156	80	20	37	62	20	38	260	24	1,556
ESSEN	475	1,656	1,222	216	128	64	32	88	176	36	-	1,200	-	5,293
FRANKFURT	368	2,576	-	275	180	85	480	246	50	184	160	972	140	5,716
FREIBURG	560	1,600	540	160	32	45	-	72	28	12	4	624	150	3,827
FULDA	344	883	-	196	99	20	-	30	164	8	45	60	-	1,849
GIESSEN	352	704	678	208	228	120	-	20	-	-	24	*	-	2,334
HAMBURG	450	3,064	186	160	168	140	80	270	90	28	-	*	-	4,636
HANNOVER	320	1,600	520	160	310	140	10	160	80	68	-	1,180	-	4,548
HEIDELBERG	1,051	1,707	-	295	112	66	40	113	241	56	46	940	-	4,667
HEILBRONN	272	736	184	431	288	50	32	86	70	58	-	260	516	2,983
HOF	177	320	-	60	78	19	-	45	52	48	6	*	-	805
KAISERSLAUTERN	170	489	-	360	115	30	-	49	69	10	10	*	37	1,339
KARLSRUHE	160	630	-	304	185	100	40	80	35	10	-	192	160	1,896
KASSEL	184	1,800	718	184	188	184	184	318	100	85	160	864	-	4,969
KIEL	160	480	536	160	100	100	-	4	36	-	6	*	-	1,582
KOBLENZ	556	1,008	336	78	22	12	65	100	136	42	-	*	-	2,355
MANNHEIM	160	1,600	560	160	52	30	35	130	150	219	35	498	-	3,629
MARBURG	198	1,190	-	180	174	184	184	52	50	112	184	408	-	2,916
MUNICH	960	2,230	635	320	420	320	320	220	415	52	7	3,016	200	9,115
NUERNBERG	640	1,440	480	140	514	130	316	220	120	8	48	1,072	240	5,368
PASSAU	344	284	-	72	33	31	35	50	180	-	15	280	47	1,371
REGENSBURG	640	1,008	360	180	400	112	100	130	62	90	50	1,016	200	4,348
STUTTGART	960	1,760	500	200	68	40	16	320	48	92	-	200	320	4,524
TUEBINGEN	556	480	-	300	85	27	-	10	54	-	86	120	60	1,778
ULM	216	504	193	70	64	38	84	65	64	16	20	*	-	1,334
WIESBADEN	862	1,686	-	206	100	25	144	185	71	37	50	484	155	4,005
WUERZBURG	360	1,300	-	420	330	15	46	160	157	13	20	650	150	3,621
TOTAL	14,610	43,761	9,367	8,060	5,954	2,680	2,766	4,058	3,438	1,812	1,310	18,201	3,717	119,734

PER CENT OF TOTAL 12 % 37 % 8 % 7 % 5 % 2 % 2 % 3 % 3 % 2 % 1 % 15 % 3 % 100 %

* Custodial services furnished through logistic support from the U.S. Army, British High Commission, or French High Commission.

/ English classes taught by the director of the House. No figure available.

DISTRIBUTION OF PERSONNEL, JULY, 1953

AMERICA HOUSE	Admin- istration	Program Coordinator	Library Personnel	Book- mobile	Films	Lectures & Discussions	Music	English Classes	Exhibits	Children's Activities	Cultural Affairs	Custo- dial	Other	Total
AUGSBURG	1.0	1.0	5.0	-	1.5	-	.5	2.5	1.0	2.0	2.0	3.0	-	19
BAMBERG	1.0	1.0	5.0	-	1.0	-	-	2.0	-	-	2.0	1.0	-	13
BAYREUTH	1.0	1.0	2.0	-	1.0	-	-	2.0	-	-	2.0	-	-	9
BERLIN	2.5	-	19.0	1.0	5.0	1.5	1.5	1.5	1.0	2.0	-	4.0	2.0	41
BREMEN	2.0	-	8.0	7.0	1.0	1.5	1.5	1.0	2.0	-	-	2.0	-	26
BREMERHAVEN	1.0	-	4.0	-	1.0	-	-	-	-	-	-	1.0	-	7
COBURG	2.0	1.0	3.0	-	1.0	-	-	2.0	-	-	1.0	2.0	-	12
DARMSTADT	.8	-	4.0	-	1.5	1.1	.1	.5	.2	.2	-	-	1.6	10
ERLANGEN	2.5	1.0	5.0	-	1.0	-	-	2.0	-	1.0	2.5	-	1.0	16
ESCHWEGE	1.0	-	2.2	-	.7	.7	.3	.3	.3	-	-	1.0	1.5	8
ESSEN	2.0	-	11.0	6.0	1.0	1.0	1.0	1.0	1.0	1.0	-	5.0	-	30
FRANKFURT	2.0	-	13.0	-	2.0	1.6	.7	1.0	1.0	.7	-	4.0	1.0	27
FREIBURG	5.0	-	6.0	3.0	3.0	3.0	1.0	-	1.0	-	-	1.0	1.0	24
FULDA	1.7	-	5.7	-	.3	.7	.3	-	.3	.7	-	.3	1.0	11
GIESSEN	.9	-	3.7	2.0	.9	1.0	.6	-	.1	-	-	-	.8	10
HAMBURG	2.0	-	13.0	6.0	1.0	3.0	1.0	1.0	2.0	1.0	-	5.0	-	35
HANNOVER	1.0	-	8.0	6.0	1.0	2.0	1.0	-	1.0	2.0	-	6.0	2.0	30
HEIDELBERG	1.0	-	9.0	-	1.0	4.0	-	2.0 WAE	1.0	1.0	-	2.0	1.0	20 1/2 WAE
HEILBRONN	2.0	-	3.0	1.0	1.0	2.0	-	-	-	-	-	1.0	1.0	11
HOF	.5	1.0	2.0	-	1.0	-	-	2.0	-	-	1.5	-	-	8
KAISERSLAUTERN	1.0	-	2.3	2.0	2.0	.6	.6	-	.3	.7	-	-	.5	10
KARLSRUHE	1.0	-	3.0	-	1.0	2.0	-	-	-	1.0	-	1.0 WAE	-	8 1/4 WAE
KASSEL	1.5	-	7.2	3.7	1.3	1.3	.3	.7	1.3	-	-	4.0	1.7	23
KIEL	-	-	8.0	3.0	1.0	1.0	-	-	-	-	-	-	-	13
KOBLENZ	2.5	-	4.2	2.0	.5	1.5	1.0	.5	1.0	.3	-	4.0	1.5	19
MANNHEIM	2.0	-	9.0	3.0	1.0	2.0	1.0	1.0 WAE	1.0	1.0	-	2.0	1.0	23 1/4 WAE
MARBURG	1.0	-	7.0	-	1.0	1.0	1.0	1.0	-	1.0	1.0	2.0	-	16
MUNICH	5.5	3.0	10.0	3.0	2.0	1.0	2.0	3.0	3.0	2.0	-	8.0	1.5	44
NUERNBERG	5.5	4.0	6.5	3.0	2.0	-	-	2.0	2.0	-	2.0	1.0	3.0	31
PASSAU	2.5	1.0	1.5	-	1.0	-	-	2.0	-	-	1.0	1.0	-	10
REGENSBURG	3.0	3.0	6.0	3.0	2.0	-	-	2.0	1.0	1.5	1.5	4.0	3.0	30
STUTTGART	2.0	-	11.0	3.0	1.0	2.0	1.0	1.0 WAE	2.0	1.0	-	2.0	3.0	28 1/4 WAE
TUEBINGEN	2.0	-	3.0	-	1.0	2.0	-	2.0 WAE	-	-	-	-	-	8 1/2 WAE
ULM	1.0	-	4.0	-	1.0	1.0	-	2.0 WAE	-	-	-	1.0	1.0	9 1/2 WAE
WIESBADEN	1.5	-	7.3	-	1.0	2.0	.2	.8 WAE	-	.5	-	3.7	4.0	21 1/2 WAE
WUERZBURG	2.5	1.5	7.0	-	3.0	-	-	2.0	1.0	1.0	1.0	-	1.0	20
TOTAL	67.4	18.5	228.6	57.7	48.7	40.5	16.6	32.3 WAE	24.5	21.6	17.5	71.0 WAE	35.1	680 1/2 WAE
PER CENT OF TOTAL	10 %	3 %	34 %	8 %	7 %	6 %	2 %	5 %	4 %	3 %	3 %	10 %	5 %	100 %

WAE - when actually employed.

420; the number of monthly man hours per lecture program varied from 2.3 hours to 50; discussions had a low of .2 of an hour and a high of 50 hours; and music went from .9 of an hour to 50. Since the basic distribution of time reported depends to a great extent on estimates, allowances for error should be made in these variations. However, even if considerable reservation is made, the differences are significant.

Staffing requirements during the past twelve months have been scrutinized and adjustments, usually reductions, made from time to time, but curtailment of staff in the existing Houses has not been drastic. It is generally conceded that while certain Houses and certain activities are susceptible to a limited amount of adjustment, any major changes must be closely tied to addition, elimination, or modification of programs and activities of the America Houses.

Another fact noted during the field study is that as the Houses take on more of the work of Public Affairs activities such as exchanges, films, cultural affairs, and press, there is a corresponding increase in demands on staff time.

Qualifications and Training of Personnel

The German employees as a whole are conscientious, eager, hard working, and dedicated to their tasks. Their background, training, and experience cover a broad field with a negligible portion of them having specific backgrounds for America House work. The librarians represent the only group which includes a substantial number (approximately 25 per cent) trained in the field to which they are now assigned. The adaptation of the individuals to America House work has primarily depended on guidance received from the directors, from on-the-job experience, and, to a limited degree, from training supplied by headquarters.

The problem of qualification is complicated because it is not solely one of technical training. As pointed out in other sections of this report, a basic underlying requirement for key staff members is an understanding and appreciation of American patterns of living and the objectives of United States foreign policy in Germany. It is difficult for any national to acquire these understandings short of living intimately in the country concerned. Only about five per cent of all America House employees have been in the United States.

Continuous contacts with the directors, speakers, artists, books, movies, and other materials in the Houses have done much to provide the staff with knowledge and understanding.

In addition to the day-to-day learning, there has been a certain amount of in-service training sponsored by headquarters. As discussed in the section devoted to the library, the greatest effort has been in the area of the in-service training of librarians and has proven fairly effective. Aside from librarian training, little more has been done on a

headquarters or regional level. Conferences or workshops have been held occasionally for English language teachers and for exhibits personnel. Probably the greatest lack of training and guidance is that needed for program directors and their assistants.

In summary, practically all of the directors complained about the shortage of in-service training and guidance. The directors feel that they themselves need a formalized indoctrination into their duties, especially those who are entering Information Center work for the first time. They feel the need for both on-the-job- indoctrination and manuals and check lists to guide them in developing their programs and organizing their administration.

3. Administrative Support

The provision of administrative support to the America Houses is the responsibility of the consulates. This includes motor transportation, fiscal services, personnel administration, procurement, and property control. Because of the nature of the America House operation and its geographical separation from the consulates, custodial services are a direct responsibility of the Houses.

In general, and most places, the services rendered and the working relations between the Houses and the consulates are working very satisfactorily. Certain instances of dissatisfaction were reported on such points of aggravation as delays in the payment of bills and the reimbursement of the petty cash fund, running battles between the Houses and the consular motor pools on the use of automobiles, and an occasional delay in processing personnel actions. These points of dissatisfaction, however, were the exception.

It was observed in the great majority of cases that the directors and staffs were positively trying to adapt themselves to consular procedures, and the consular staffs were trying to understand the peculiar nature of the America House requirements. Under these circumstances, the relationship is mutually satisfactory, and the directors are relieved of a massive amount of administrative detail.

In those relatively few instances where dissatisfaction occurred, it was traceable to one or both parties' failing to understand fully his responsibilities or the peculiar nature of the problem concerned. Some of the misunderstandings occur because established channels are not followed. The latter not only has caused misunderstandings, but it results in needless waste of manpower and delays. Examples include such actions as a director's contacting headquarters on routine matters of

personnel action or procurement of minor items such as bookmobile chains or floor coverings. It has already been observed, during the period since the field study was started, that the incidents of working outside of established channels are declining.

Without exception, the directors are gratified that they are relieved of the administrative support duties. In spite of this relief, however, a regrettable observation, related to but not directly a part of administrative support, is the tremendous proportion of the directors' time spent on administrative activities.

The time estimated by individual directors spent on administrative duties ranged from 10 to 60 per cent, with 13 of them reporting more than 30 per cent and 11 reporting from 20 to 30 per cent. These figures can not be used too literally since they are estimates and since the concept of the definition varies among individuals. However, after making substantial allowance for error, this still represents a great amount of time spent on housekeeping. Various conditions contribute to this situation, the most frequently observed being the newness of the director or the staff and the numerous report preparations.

Progress has been made in reducing or consolidating reports, but the demand is still heavy. Major regular reports required are:

- Monthly Statistical Report on Activities
- Quarterly Statistical Report on Activities
- Monthly Film Report
- Quarterly Film Report
- Monthly Bookmobile Report
- Monthly Gasoline and Oil Reports
- Semi-Annual Report on Activities
- Monthly Motor Vehicle Reports
- Petty Cash Reports

In addition to the regular reports to headquarters, individual Public Affairs officers require reports varying among regions and including Reports of Activities and Program Evaluation Reports.

The directors particularly cite the demand for a multitude of special reports or one-time reports requested both by headquarters and by the Public Affairs officers.

IV. ANALYSIS OF FINDINGS

The America Houses have made an impressive record in establishing themselves as respected institutions in German communities and in attracting a significant segment of the population to participate in their programs and services.

Within the framework of the conditions and objectives which governed their activities in the past, they have been an unequivocal success.

An equally positive conclusion is that the present objectives of the Public Affairs program demand basic and imaginative modification of the programming and operation of the America Houses. The studies and analyses of the America Houses disclosed thinking and conditions which justify confidence that these modifications can be attained.

The conclusions and recommendations which follow are presented for the purpose of pin-pointing the fundamental changes required if the America Houses are to make productive use of the resources and good will at their disposal.

IV. A. PROGRAM EMPHASIS

Interwoven through these observations and discussions of America House programs is the tendency of program formulators to try everything with the expectation that some of the seeds sown will fall on fallow ground. Insofar as past circumstances and objectives are concerned, this conclusion does not have critical implications. The objectives of the Mission during the early HICOG years and the general shortage of cultural institutions in German cities during post-war reconstruction called for a broad scale, large volume range of programs in the America Houses. For a long time two phrases, reorientation and filling the communities' cultural void, justified the philosophy that every reasonable type of community and cultural program should be attempted.

Need for Revision of Programs to Support Objectives

Times have changed and the objectives of the present Public Affairs program are different from the objectives only a short time ago. Just as there has been a steady evolution in objectives, it is both natural and imperative that the program emphasis be changed.

Consequently, it is no longer acceptable that the America Houses should try everything. They still have the responsibility of maintaining their community cultural institution characteristics. This is a prime asset contributing to the reputation of the Houses. However, within that concept, it is necessary that the program content be selectively determined by measuring the programs against their potentiality to promote the aims of United States foreign policy.

Already, many of the America House directors and headquarters and regional office staffs have, in their thinking, recognized the need for greater program selectivity. They recognize that mere popularity of a program is not enough. They know that programs must be both popular and capable of relating to United States foreign policy.

While this thinking is steadily finding greater acceptance among the America House directors, its reflection in programming is not significant. Major and positive action is necessary at regional or headquarters level to lead the Houses toward selective and forceful programming.

Expressed negatively, this lag of practice behind thinking results in:

1. too little coordination in mobilizing all resources in developing program themes,
2. too many passive film showings as pure entertainment,
3. too great a tendency for the library to operate separately from other programs,

4. too little direction and encouragement of library users toward non-fiction book selections,
5. too many lectures and discussions on subjects of general interest unrelated to Public Affairs objectives,
6. too many concerts which inadequately present American composers and top flight American artists,
7. too great a tendency on the part of certain America Houses to expend resources on fringe benefits such as introductory English language classes and entertainment programs for children.

It is not concluded that all programs should be direct, hard hitting propaganda solely aimed at promoting our foreign policy. The America Houses should also present programs that provide objective information on the many aspects of American life and traditions. The problem is to hit the proper balance between influencing and informing. Programs of a purely entertainment nature have no place in the Centers. The final criterion is not what the audience wants but rather what fits into the Public Affairs program.

Need for Program Guidance

The wide variation in the way the America House staffs are used indicates need for improved guidance of program direction. The data dealing with personnel presented in the Findings section of this report show the extremes of emphasis as summarized below:

<u>Program Activity</u>	<u>Monthly Man Hours Utilized</u>	
	<u>House with Highest</u>	<u>House with Lowest</u>
Library	4600	284
Films	1140	60
Lectures and Discussions	514	22
Music	320	8
English classes	480	-
Children's activities	219	-

It is not desirable nor expected that the activities be completely standardized among the Houses, but, if the Public Affairs program is to be directed toward carefully planned objectives, its resources must be mobilized as a concentrated and coordinated force. The tremendous variations in staff assignments are not conclusive proof in themselves of inadequate direction, but they are symptoms which cannot be ignored.

Marginal Program Efforts

Descriptions of program content in the Findings section prompt the conclusion that a highly disproportionate amount of program time is expended on entertainment or subject matter unrelated to the main objectives of the information program.

Too many America Houses' programming activities are still of a marginal nature. Lectures on travel, on history, on biography, on literature, etc. are only meaningful if they pertain to the United States or implement specific Public Affairs objectives. The very fact that certain America Houses have set up programming categories such as "International" or "Purely Cultural", indicates loose thinking on the part of the directors. It is felt that the fields of Americana and Public Affairs objectives are rich enough for any program and should obviate the need for "sugar coating".

Priority of Program Emphasis

The library collection and the unlimited potentialities of its use represent the keystone of the America House program. The libraries are the basic reason for the acceptance of the America Houses as a normal part of the German communities, and in themselves represent a significant bridge between the German and the American people. It is proper for the staff time spent on library operations to be greater than any other activity. This emphasis should continue since they are not passive, reading room types of activity. The modern community library in the United States provides a wide range of civic and cultural services. While the America House has a different objective from that of a public library in the United States, it should use the same tools. An aggressive America House library program can and should relate to and support every other activity in the House. If this is done, the library should consume about 50 per cent of the time and resources of the staff.

Next to the library, lectures and discussion programs should receive the second greatest amount of attention, followed by films and concerts, both live and recorded.

The exhibits program should not be considered a program in itself but rather as a support for other activities.

English language classes should be de-emphasized as a community service, and efforts should be concentrated on advanced classes and discussion groups, closely relating them to the library and general discussion programs.

The America House should be known as a place where children are welcomed, but, aside from a children's section of the library, it is difficult to justify special programs such as painting, theatricals, and crafts.

IV. B. PROGRAM OPERATIONS

The America Houses during the past year have been evolving in their program operations toward the status of a complete Public Affairs operation. As the Public Affairs mission effects its transition from occupation to normal embassy operations and as its field organization is increasingly concentrated, the America Houses are expected to act as outlets for all activities in their respective geographical areas.

This is the concept under which the survey group has studied the Houses, measured their success, and reached conclusions on goals within their reach.

A few of the America Houses have already recognized and accepted the full-fledged Public Affairs concept of their mission. The bulk of the Houses have taken only partial steps toward maximum responsibilities. There still are a minority of the directors who are prone to think of their Houses as a limited cultural institution, looking upon the more direct media as being incompatible. The philosophy of the latter group is insupportable, and they should be urged to attune themselves to present-day demands. The Houses of the middle group should complete their metamorphosis.

This means that the America Houses, in addition to the activities normally expected, should also be responsible in their geographic areas for the field administration of the exchange of persons program, all film distribution, pamphlet distribution, contact with the press, and liaison with German cultural institutions.

The concept of the America House cannot be attained alone by the directors and their staffs. Active counsel, support, and direction of the regional Public Affairs offices and headquarters are necessary. The directors are not able to assume a wide range of responsibilities without help from specialized staffs, and the individual America Houses cannot acquire the desired status in the communities if parallel and competing operations are being conducted by employees of another organizational level.

It is necessary, therefore, that programs be planned and operated within the framework of policies and objectives of the entire Public Affairs region in which the America Houses are located. This also implies the need for headquarters participation insofar as program counsel and centrally assisted program procurement are concerned.

Areas Where Strengthening Is Indicated

Analysis of the findings of the America House operations continually discloses a repetition of conditions which urgently indicate need for intensive and positive actions in the following five areas:

1. integrated application of all America House resources to specific program themes,
2. greater standardization of program emphasis and personnel utilization among the various Houses,
3. in-service training,
4. more headquarters and regional Public Affairs office counsel and guidance,
5. closer attention on the part of the America House directors to guidances issued by headquarters and the regional offices.

Integrated Programming

A basic weakness in program operation results from the tendency of each America House activity to plan and produce programs with little or no relation to other programs presented in the House.

The typical library rarely ties in with other programs. The film showings are developed in an independent fashion, too frequently with the sole objective of attracting and entertaining people and blind to other simultaneous program themes. Similar independence exists in other programs.

To rectify this lack of program cohesiveness, positive and comprehensive planning procedures must be evolved.

Lack of Standardization among Houses

Study of the findings regarding programs and personnel utilization discloses no pattern of uniformity.

Complete standardization of programs and personnel utilization should not be expected among all the America Houses. The extreme discrepancies which now exist, however, are symptomatic of a wide dispersal of program resources.

The comparative tabulations in the Findings section showing the distribution of personnel and total man hours among various activities graphically point out the absence of standardization. For example, the per cent of total America House staff time applied to library work varies from a low of 21 per cent to a high of 50 per cent. Similar variations appear in other areas.

In-Service Training

Practically every America House director has emphasized the need for in-service training of personnel. This is not surprising. The America House type of operation is unique in Germany. Regardless of the native ability, formal education, and experience of the German staff members, they could not possibly be properly equipped to do the job expected of them. They must learn as they do their work. Pious hope is not enough to guarantee that they will learn the correct way. The America House directors cannot be expected to handle in-service training alone -- most directors are the first to say that they, themselves, need in-service training.

The three areas in which in-service training is most needed are library, program direction, and audio-visual aids. Only 25 per cent of the librarians have had formal library training. Even those who have had this training cannot be expected to achieve the results hoped for until they have had the benefit of insight into the American philosophy and technique of providing services and of supporting broad program activities.

There are, of course, other implications, but the fact that the rate of monthly book circulation in the libraries ranges from a low of 18 per cent up to 67 per cent of the collections indicates extreme poles which greater personnel effectiveness could bring closer. A related condition is found in the amount of manpower utilized to generate book circulation. The monthly man hours consumed among the Houses to circulate a thousand books range from a low of 63 to a high of 421.

While not so dramatically indicated, the need for training of program directors is as great. In no other way can they be expected to become indoctrinated with the objectives and methods of the Public Affairs program. The Findings section likewise discloses many situations of both program and technical shortcomings in the audio-visual aids program which can be remedied by training.

Guidance from Headquarters and Regional Offices

The one consistent request made by the directors as the America House program was discussed was more counsel, guidance, and visits from the staff of headquarters and the regional offices. The two best means of meeting this desire are through participation in program planning and in in-service training.

IV. C. COMMUNITY RELATIONSHIPS

Without exception, the America Houses have been successful in establishing themselves as cultural institutions. This is basic to the acceptance of an effective operation of a foreign nation in a German community. A gratifying community relationship has grown up in those instances where the America House has jointly sponsored programs with other groups in the community.

The problem now is not to increase the community acceptance of the America Houses but rather to capitalize on their position in attaining the Public Affairs objectives without becoming too much of a general civic institution. It has been a temptation to become so enmeshed in performing functions as a community cultural institution that the Houses are frequently prone to weigh program desirability first in terms of what the community finds most popular rather than in terms of promoting Public Affairs objectives.

Use of America Houses by Local Organizations

During the difficult post-war rehabilitation years when meeting places for organizations were difficult to find, the America Houses followed a liberal policy in making their facilities available. This was and is good. The practice serves both as a civic service and as a means of drawing visitors inside the America Houses. The idea should be continued, but a consistent policy should be followed to capitalize on it. Something more is called for than space and janitorial service. This does not imply that the America Houses should insist on tightly tailoring programs of organizations to its own activities, but there are many subtle as well as direct opportunities to capitalize on the presence of other groups. Splendid opportunities are afforded to make bibliographies, films, pamphlets, and exhibits either directly or indirectly available to these organizations.

The Director in the Community

The need for caution in the director's personal relationships with the community is apparent. He must have intimate contacts, and usually does, with the leaders of the community, and he must participate in community activities. The call for caution stems from the natural tendency to follow too avidly the philosophy of "to see and be seen" in the community. If followed without selectivity, it is easy for a director to find his time and energy vitiated with so many community affairs that sufficient time is not left to perform the fundamental Public Affairs program.

IV. D. BERLIN PROGRAM

Berlin offers a singular opportunity for an aggressive Public Affairs program and calls for imaginative adaptation of the America House resources. Not only are the same community interests present as appear in other America House communities, but, in addition, the chance to reach visitors from the Russian Sector and the isolated character of West Berlin present unparalleled conditions for presenting the Public Affairs messages.

The Berlin America House has an impressive record in the large number of visitors reached by its programs. However, it is presenting the same type of activities as found in the other America Houses which are serving normal communities. It also tends to operate as an independent arm of the Public Affairs program with only nominal integration with the other Public Affairs programs in Berlin.

Need for Pooling Resources

There is need to pool all the Public Affairs resources in Berlin -- the America House, RIAS, Die Neue Zeitung, the regional Public Affairs office direct programs, and the Foreign Operations Administration. With all of these excellent resources weighed against the select and mass audience potentials, the responsibilities could be assigned to the media in accordance to what each is best equipped to do. This desired approach is not within the organizational capacity of the America House to initiate. Rather, it requires the leadership and direction of headquarters and the Berlin regional office. Because such has not been the approach in Berlin, it is understandable that the America House operates little differently from Houses in Western Germany.

Distribution of Responsibility

Apparent misplaced emphasis results from the effort of the America House to reach mass audiences when it does not have the physical capabilities for doing so. An example of this is the film program. Other Public Affairs outlets in Berlin are equipped to reach mass audiences through RIAS broadcasts, Die Neue Zeitung, cultural festivals, industrial fairs, and through the use of the facilities of Titania Palast, the large public auditorium in Berlin.

On the other hand, the America House is equipped, using its excellent library collection as a base, to develop an intensive "package" program for reaching selective groups through its library, lectures, discussions, films, and exhibits. It is not concluded that the sole effort be directed to selective groups. The library should continue its present broad coverage. Likewise, exhibits and, to a lesser extent than is now the case, films should continue to reach mixed audiences.

The five reading rooms are well located to reach key neighborhoods of the city. While certain programs of the America House are channeled through them, the reading rooms are primarily what the name implies. If the America House concentrated on reaching selective groups through other media as well as through books and periodicals, these outlets provide enviable opportunities for increased activities.

IV. E. LOCATION OF AMERICA HOUSES

On the basis that it is acceptable to the community, all activities are pleasing, and that it fills a local cultural need, an America House can be justified for every sizeable community in Germany. These, however, are not the reasons for a Public Affairs program. Locations of America Houses should be practically and selfishly determined by applying criteria of where and how can the maximum number of people be reached with the fundamental propaganda of the United States; where can a balanced political, economic, social, and religious audience be contacted; and where is the number of outlets consistent with the ability to provide a quality program within the resources available.

The development of recommendations for the locations of America Houses is approached in two steps: (a) the determination of criteria to apply in determining America House locations, and (b) the building up of a priority list of actual locations.

Criteria to Apply in Determining the Number of America Houses Operated

Because the America Houses have established themselves as respected and effective institutions, it is imperative that carefully thought-out criteria be used in establishing a priority list of communities where Houses should be located in Germany. There is no single criterion to apply, and the multiple criteria do not have equal weight. However, during the course of field studies and discussions with headquarters staff, Consuls General, regional Public Affairs officers, and the America House directors, the following criteria appeared significant.

The America Houses should be located so as to:

1. relate most effectively with the entire Public Affairs field program;
2. be within reach of the maximum number of people;
3. have the potential of reaching a balanced political, religious, trade union, educational, commercial, professional, and industrial cross-section of the people;
4. serve the major cities of Germany;
5. work intimately with at least one university;
6. avail themselves of the receptivity and civic cooperation necessary for the development of a favorable opportunity for influencing people.

Since all of the America Houses now in operation are well-established, it would be possible to present a strong case for retaining all of them, and, in addition, opening some new ones in the British zone of occupation. However, the number and location should be appraised positively from the standpoint of which communities should have them without regard to where they now exist.

The number of America Houses depends basically on how many can be welded effectively into a high quality, hard-hitting, coordinated Public Affairs program. Obviously, if the only reason for an America House is that it please the communities and fill a community cultural need, there is no end to the number of Houses which could be justified in Germany. Since, however, the reason for operating Information Centers is to further all aspects of the Public Affairs program and not merely to provide community services, the number and location must be governed by practical and selfish considerations.

If carefully selected, less than half the number of the 36 America Houses open in 1953 can be operated and still serve cities having total populations equal to 88 per cent of the population of the 36 cities now served. Expressed another way, it is possible to have access to a population only slightly less than 10 per cent below the population served in 1953. At the same time there would result a workable size group of Houses for which greater emphasis on quality programs and services is possible.

The amount of appropriated money now available for a greater number of Houses should be concentrated on this smaller number, thus permitting more intensive and higher quality programs.

V. RECOMMENDATIONS

These recommendations are based on the premise that the America Houses should be, to the extent possible, outlets for all Public Affairs activities in their geographic areas. This means that the America House directors are in fact assistant Public Affairs officers. As personnel available to the Public Affairs program decreases, the work in the field will increasingly fall to the America House directors. Consequently, even though specialized staff of the regional offices, such as exchanges and information officers, have direct responsibilities, the America House directors should be acquainted with all work being done in their respective areas and, to the extent possible, should be delegated specific responsibilities.

These recommendations are further based on the basic concept that the programming should be devoted to:

1. a presentation of the United States in a true and proper light,
2. the raising of American prestige,
3. the implementation of United States foreign policy.

V. A. LIBRARY

1. The library should continue as the hub of America House activities.
2. The relationship of the library collection to all other activities should be intensified through the preparation of bibliographies, displays, and reviews to tie-in with their programs.
3. Subscriptions to periodicals should be limited to an average of 100 for each America House.
4. The number of hours the libraries are open to the public should be standardized at 48 hours a week.
5. An intensive publicity program with reference to the contents of the library should be maintained.
6. The present "weeding process" of book collections should be accelerated to remove the many titles which are seldom if ever used, are not of potential interest to the German public, or which have no relationship to the objectives of the America House program.
7. The procurement of German language translations of American books should be increased through direct procurement and through the book translation program until they equal 50 per cent of the total volumes.
8. Annual acquisitions of English language books should be limited to necessary reference materials and to other American books with a definite and specific bearing on the mission of the United States in Germany.
9. A professionally-trained librarian should be assigned to the headquarters staff to maintain continuous guidance on library services, relation of the library to other activities, and in-service training. Half of this individual's time should be spent in the America House and the German-American libraries. This means either the recruitment of another librarian for headquarters or the freeing of the present librarian from all duties, except catalogue direction, connected with the Central Distribution Section. The latter alternative is recommended. If the librarian is freed from the bulk of Central Distribution duties, another American employee should be assigned to the distribution work.

V. B. PROGRAMMING

Programming Content

In planning activities on a monthly, quarterly, or annual basis, programming should be limited to the following themes with due regard to the resources at the command of the individual America House and with the understanding that relative emphasis will vary according to the nature of the community served.

1. Lectures, Discussions, Films, and Exhibits

a. United States Subjects

- 1) Arts (fine arts, applied arts, music)
- 2) Economics (industry, business, agriculture, labor, management, United States economic structure)
- 3) Education
- 4) Geography (travelogues)
- 5) Government (city, state, national)
- 6) History
- 7) Law
- 8) Literature and language
- 9) Philosophy (the American way of life, American democracy, etc.)
- 10) Politics (including foreign policy)
- 11) Press, radio, television
- 12) Religion
- 13) Sciences
- 14) Society (including sociology)
- 15) Theater and film

b. United States Interest in Other Nations

- 1) Cultural, historical, economic, and political ties between the United States and Germany
- 2) Cultural, historical, economic, and political ties between the United States and other nations
- 3) American financial, scientific, or technical aid

c. United States Interest in International Organizations

- 1) United Nations
- 2) European integration (including European Defense Community)
- 3) Other regional pacts supported by the United States

2. Concerts

a. American Artists

1. Live concerts by American artists
2. Recorded concerts by American artists

b. American Music

1. Live concerts featuring American music
2. Recorded concerts featuring American music

3. Miscellaneous

Under this heading come the events that the America House co-sponsors from time to time with recognized German organizations as part of its role as a community cultural center.

Advanced Planning of Cohesive, Coordinated Programming

The reproduction on the next page represents the chart which should be used by each America House director in order to keep a continuous check on his success in maintaining a balanced program. A filled-out copy should be transmitted monthly to the respective Public Affairs officers.

1. Headquarters should continue to submit to the regional Public Affairs officers and to the America House directors its counsel and suggestions as to programming themes, as well as advance information on potentially available speakers, artists, and films.
2. Regional Public Affairs officers should give America House directors specific, advance instructions and guidance as to the nature of programming activities and subjects. This should be done on a regular basis by developing, in conjunction with the directors, advance monthly or quarterly framework programs which will give cohesiveness to the program direction and will enable the America Houses to coordinate all available media toward the accomplishment of the basic objectives.
3. Following the establishment of the objectives as contemplated in 1. and 2., the America House directors and their programming personnel should prepare major programming projects, such as monthly or quarterly programs, in advance and submit them to their Public Affairs officers for approval.
4. After review and necessary modification by the regional Public Affairs officer, the proposed programming projects again should be reviewed by headquarters for central programming assistance.

Audio-Visual Aids

1. All of the America Houses should be responsible for the distribution of films in their respective geographic areas.
2. Closer coordination should be developed between the Motion Picture Division and the Information Centers Division in order to provide programming guidance on the use of films in the America House program. Emphasis should be placed on coordination with other aspects of programming, supervision of in-service training, and field visits.
3. Motion picture programming solely for entertainment purposes or as a drawing card should be discontinued. Film showings should always be accompanied by introductions and discussions in order to insure real effectiveness.
4. The themes outlined under Programming Content should be used as criteria for the selection of film programs, just as they are used as a basis for over-all programming.
5. Greater use should be made of the audio-visual aids equipment and materials in connection with all America House programs.

Lectures and Discussions

1. Lectures and discussions should be planned, using the breakdown as recommended under Programming Content as a basis for the selection of themes, with due consideration being given to the proper programming balance.
2. The selection of lecturers should be subject to the approval of headquarters.
3. Lectures and discussions on subjects not directly related to Public Affairs objectives in Germany, and which are presented only as a community service or to attract people, should be severely limited.

Music Programs

Music programs should be limited to concerts, live or recorded, which present American artists or feature American compositions.

Exhibits

1. Exhibits in the America Houses should be directly related to the basic programming themes. The practice of considering exhibits as a separate program should be discontinued.

2. The support provided by the United States Information Agency should be limited to materials or to complete exhibits which have been agreed to in advance between the Office of Public Affairs in Germany and the Agency in Washington.
3. The Exhibits Section of HICOG should be responsible for preparing exhibits for special periods of the year, such as Independence Day, Christmas, American elections, etc.; window panels; and materials support, including photographs, for locally prepared America House exhibits.
4. All other exhibits should be prepared at the local level.

Children's Activities

1. The America House should uphold its reputation as a place where children are welcome.
2. A children's section of the library should be continued.
3. Distribution of films for showings at schools and youth organization meetings should be intensified, with a corresponding decrease in the number shown at the America House.
4. Other programs for children, such as art classes and theatricals, should be discontinued. Space should be made available, however, to volunteers in the communities who are interested in donating their time to working with children.

English Language Programs

1. English language activities in the America Houses should be limited to classes for advanced students (individuals whose knowledge of English is rated as "useful" -- ability to handle ordinary contacts without an interpreter) and to English discussion groups.
2. The advanced classes and discussions should be keyed to the current program themes of the America Houses.
3. Special effort should be made to provide material on the teaching of English to the German public schools and to the universities.

V. C. BERLIN PROGRAM

1. To attain the program objectives of an integrated Public Affairs program in Berlin, a deputy Public Affairs officer should be responsible for the planning and direction of all activities in that city. Headquarters' responsibilities should be the same for Berlin as recommended for other Public Affairs regions.
2. The Berlin America House program should be completely and continuously integrated with all other Public Affairs activities there.
3. The America House should, in the integration, concentrate on those activities for which it is best qualified, that is:
 - a. The development of a major lecture and discussion program for selected and specialized civic and professional groups, both inside the America House and through the branches. Mass audiences should not be sought.
 - b. An intensive library service, both in the America House and through its branches.
 - c. Aside from the Sunday film showings for the East Sector and East zone audiences, films should not be shown by the America House except in conjunction with programs provided to select and specialized groups.
 - d. Musical programs should be provided by the America House only if they fit in directly with other program themes being presented. Concerts provided for mass or miscellaneous audiences should be the responsibility of other Public Affairs elements in Berlin.
 - e. Recommendations made regarding the extent of English language instruction, children's programs, and the exhibits program in other America Houses should apply to Berlin.
 - f. During the next year, the present graphics arts staff member should continue to conduct the graphics training course at the America House. The bulk of the output, however, should be utilized in exhibits outside the America House.
4. The America House should have prime responsibility for the development of joint programs with other Berlin institutions and organizations.

5. An ambitious program of reaching mass Berlin audience through films, concerts, lectures, and exhibits should be the responsibility of Public Affairs elements other than the America House.
- a. Through the resources of the regional Public Affairs office, RIAS, and Die Neue Zeitung, a minimum of one major documentary film showing, one lecture, and one concert should be held each week in a public auditorium such as the Titania Palast or in a suitable outdoor location.
 - b. Significant exhibits should be presented in connection with industrial fairs, cultural festivals, and, as warranted, in conjunction with public performances at the Titania Palast. The services of the graphics arts staff member and his students at the America House should be utilized for the preparation of these exhibits.

V. D. COMMUNITY RELATIONSHIPS

The present enviable recognition and acceptance of the America Houses should be carefully safeguarded, but the America House directors and the regional Public Affairs officers should maintain a continuous self check to guarantee that the Houses do not become so completely identified as a community center that the fundamental objectives of the information program are sacrificed.

Each regional Public Affairs officer should establish a regional policy on the types of local organizations which should be permitted to use the facilities of the Houses for their meetings, the conditions under which this permission is to be granted, and the best methods to be used by the America Houses to capitalize on the presence of these organizations.

V. E. ORGANIZATION, COST, PERSONNEL, AND ADMINISTRATIVE SUPPORT

Organization

1. The operation of the America Houses, the same as other Public Affairs activities, should be the responsibility of the regional Public Affairs officers.
2. The Information Centers Division at headquarters should have:
 - a. direct responsibility for the procurement and distribution to the America Houses of books and periodicals, the planning and supervision of in-service training, the provision of technical guidance on the use of specialized equipment and materials, the preparation of program guides, the review of advance program plans, and the approval of speakers;
 - b. responsibility for advising the Director of the Office of Public Affairs on plans and policies for the America House program.
3. With the exception of routine contact in connection with the logistics of headquarters program servicing, the America House staffs should contact headquarters only through the regional Public Affairs offices.

Exchange of Persons Program

Field work in connection with the exchange of persons program should be conducted in conjunction with the America House directors, and the directors should be made directly responsible for as much of the program as can be delegated.

This recommendation does not apply to Berlin.

Pamphlet Distribution

All field distribution of pamphlets, other than those distributed through German national organizations, should be performed either directly by the America Houses or in cooperation with them. The cooperative aspect applies to the development of mailing lists for direct distribution from headquarters.

This recommendation does not apply to Berlin.

Press Relations and Services

1. The America House directors should be continuously informed by the regional Public Affairs officers of the work with the German press being done in their respective areas and should assist in this program.
2. In America House cities other than the cities where regional Public Affairs offices are located, the America House directors should be made increasingly responsible for contact with and services to the local German press.

Cost of the America House Program

In order to maintain a program of effective quality, the cost of operating the proposed 17 America Houses and of providing minimum support to German-American libraries should be approximately \$ 1,640,000, exclusive of administrative support. This figure is broken down as follows:

SALARIES:

Headquarters	\$ 175,000
America Houses	725,000

PROGRAM COSTS:

Books and magazines	150,000
Book translations	100,000
Book presentations	3,000
Speakers and artists	80,000
Audio-visual aids	2,000
Exhibits	50,000
Supplies and materials	40,000
Program travel and transportation	20,000
Processing and distribution of books and materials	40,000
Printing and distribution of programs	30,000
Rents, maintenance, and utilities	<u>225,000</u>
Total	1,640,000

Personnel

1. An intensive in-service training program should be conducted for librarians. (A supplement to this report has been prepared which contains the outline for an America House library in-service training program. The supplement also includes portions from a suggested training manual.)
2. Continuous training for program directors and audio-visual staffs should be conducted through the use of manuals and regional conferences.
3. While the number of personnel should not be completely standardized, the present wide variations of staff time spent on similar activities should be eliminated.

Administrative Support

Administrative support (personnel, fiscal, travel, procurement, pay-rolling, etc.) should continue to be supplied by the consulates and financed by reimbursement from the United States Information Agency appropriation.

V. F. NUMBER OF AMERICA HOUSES

By applying the criteria for determining the location of America Houses as contained in the Analysis of Findings section of this report, it is recommended that the following America Houses be operated.

<u>Location</u>	<u>City Population</u>
Berlin	2,147,000
Frankfurt	532,000
Essen	605,000
Hamburg	1,606,000
Munich	832,000
Stuttgart	498,000
Bremen	445,000
Cologne	595,000
Nuernberg	362,000
Hannover	444,000
Dortmund	507,000
Heidelberg	116,000
Kassel	162,000
Freiburg	110,000
Regensburg	117,000
Kiel	254,000
Koblenz	72,000

The 17 recommended America Houses would be divided as follows among the consular districts:

<u>Consular District</u>	<u>Consular District Population</u>	<u>America House Location</u>	<u>America House Population</u>
Berlin	2,147,000	Berlin	2,147,000
Hamburg - Bremen	11,556,000	Hamburg	1,606,000
		Bremen	445,000
		Hannover	444,000
		Kiel	254,000
Duesseldorf	13,196,000	Essen	605,000
		Cologne	595,000
		Dortmund	507,000
Frankfurt	7,329,000	Frankfurt	532,000
		Kassel	162,000
		Koblenz	72,000
Stuttgart	6,430,000	Stuttgart	498,000
		Heidelberg	116,000
		Freiburg	110,000
Munich	9,184,000	Munich	832,000
		Nuernberg	362,000
		Regensburg	117,000