### MR. WHITEHEAD

OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

Jan. 5, 1974

### TOM:

John Richardson sent the attached over by messenger late yesterday afternoon. It is intended for our discussion with him on Monday afternoon.

I would be grateful if you could look at it and give me your reactions before then.

It shows they are beginning to get the idea, but he still wants to call it "World Human Community Year." Also they have thrown in USIA and AID aspects, i.e. "redirection" of these activities -- which would be certain to stir up the wrong animals unnecessarily.

yet acknowledges ABBOTT Hornyhlant that ABBOTT the theme or central thread is "Communicates"

### A U.S. CULTURAL INITIATIVE ON COMMUNICATION

(To culminate in an internationally-sponsored "World Human Community Year")

### Goals

- -- To focus U.S. and world attention on the unprecedented communications phenomenon now taking place; to assess its impact and potential; to devise common responses in the cause of solving pressing world problems (war, population, resources, environment); and to further world community.
- -- To establish international habits and mechanisms for consultation and cooperation on the major problems and opportunities arising from the Communications Revolution.

# Benefits to the U.S.

- -- To indicate to the world that the new departure in U.S. foreign policy is durable and has a cultural and humane dimension. To demonstrate that we are committed to a multicultural world of equals, consulting and cooperating on the problems that confront all peoples.
- -- To define new principles of U.S. cultural diplomacy -informational, educational, developmental -- all aimed at greater mutuality of international effort.
- -- To involve the important private AmericanSsectors in the development of an important aspect of our foreign policy and thereby to strengthen consensus for that policy.

## Action Plan

The initiative would be launched by a speech by the Secretary in mid-1974 which:

- -- calls attention to the Communications Revolution as one of the major developments of our time, potentially as disruptive and as beneficial as the Industrial Revolution; gives examples of the speed, volume and ubiquity of contemporary cross-cultural communication.
- -- highlights the impact of the Communications Revolution on foreign relations, e.g.
  - a. the increasing participation of non-governmental actors in foreign relations.

- b. the increased possibilities for both misperception and mutual understanding between nations brought about by the communications explosion.
- c. the immense power of communications and the necessity to consider questions of access to and defense against this power.
- -- recalls his earlier statements that the U.S. would work for "world community" and, to this end, makes two proposals -national and international:
  - -a declaration of broad new principles of U.S. cultural diplomacy emphasizing mutuality in all important aspects of cross-cultural communication. These principles might include:
    - a. reorganization and redirection of U.S. overseas information activity and policy
    - b. new guidelines for foreign aid to replace discredited cold war rationales
    - c. renewed U.S. support for area studies and international education with emphasis on practical and short-term benefits.

-a proposal that international attention be focused on the problems of the Communications Revolution by means of a "World Human Community Year", which would approach crosscultural communication as a way to promote world community.

# Outline of WHCY Activity

International activity largely would be carried out by multinational commissions dealing with major subject areas relating to communication. Their overall purpose would be to demonstrate what the Communications Revolution can do for us as well as what it is doing to us. There would be three major types of activity:

- a. multi-national demonstrations of the most fruitful uses of existing communications technology in education, medicine, science.
- b. symposia and research on improving communications technology with specific regard to alleviating practical ( world problems of population, resources, etc.
- c. studies and symposia on the technical, political and psychological impact of the Communications Revolution --- both problems and potential benefits.

The following are the subject areas for the commissions and examples of the WHCY activities they would promote:

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# Communications and Resources Commission

-- equip an oil exploration team with satellite communications capable of providing rapid data reduction by laboratories thousands of miles away.

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- -- initiate computer-shared data bank access for international research into alternative energy sources.
- -- promote a computer/satellite-linked international research effort on food (e.g. joining the U.S. superiority in soybean production techniques with China's soybean research and larger gene pool).

### Communications and Culture Commission

- -- promote a global leased-time educational satellite system by the end of the decade.
- -- an international conference leading to an international convention on cultural property.
- -- symposia on the impact of cross-cultural communication on cultural integrity and vitality, possibly leading to the development of a code of ethics.
- -- Conferences on: International Terrorism and the Mass Media Literature and the Communications Revolution Business and Foreign Relations.
- -- sports clinics by satellite.
- -- a series of national cultural presentations to the world by satellite.

Communications and Science Commission

- -- satellite demonstrations of the emergency transmission of medical records between nations.
- -- development of world computer access to major medical center data banks.
- -- establishment of communication links between two widely separated astronomical telescopes to assist in star-mapping.
- -- multi-national conference on medical manpower (to solve, for example, the "foreign medical graduate" problem in the U.S.).

- -- agreement on free international communications for medical and disaster relief efforts.
- -- use of communications technology for large-scale demonstrations of population control techniques.
- . Communications Technology Commission
  - -- conferences to solve technical impediments: copyrights, frequencies, etc.
  - -- conference on access to technology: what hardware should be available on a commercial basis; the development of guidelines for international sale/lease arrangements.

At the end of WHCY an international conference would be convened to which these commissions would report. The conference would provide the basis for future international consultation and coordination on all major problems of communication.

CU/EA:CHill:nb 12/28/73

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# COUNCIL ON FOREIGN RELATIONS INC.

THE HAROLD PRATT HOUSE | 58 EAST 68TH STREET, NEW YORK, N.Y. 10021 | TEL. (212) 535-3300 | CABLE: COUNFOREL, NEW YORK

January 28, 1974

Mr. Clay T. Whitehead, Director Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Tom:

It was good to see you and I appreciate having the papers on the possibility of an International Communications Year. I will try to read them before we talk again and hope to have a more informed opinion by that time. Meanwhile I will be looking forward to the other material and will try to have a constructive response about the matter we discussed in New York. With best personal wishes,

Sincerely,

Alton Frye

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MR. WHITEHEAD OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

1/25/74

Tom:

This experience with CU, A Swear, has been worse than pulling teeth ! All they want to do is talk.

But at least they agreed today to begin working fointly with no on a new speech draft for the Secretary. (See attached Memcon).

I threw your weight around liberally at the meeting today ... "Tom insists on a Deadline for the new douft, etc." - All At

Abott

# OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

### MEMORANDUM OF CONVERSATION

January 25, 1974

<u>Present</u>: John Richardson, CU Bill Hitchcock, CU Charles Hill, CU Abbott Washburn, OTP Wilson Dizard, USIA

Subject: Merging of the ICY initiative with CU's intercultural initiative.

This was the third meeting on the subject. An hour and a half's discussion this morning produced the following:

John Richardson stated that they wanted to add a number of new themes to the "merged" initiative, among them "a more thought-through and better articulated U.S. policy on human rights."

Therefore, John said, they now had in mind sending up to the Secretary "a kind of package of papers," plus some annexes, as the next step.

I demurred strongly at this; showed them copies of Bill Porter's letter to Tom Whitehead of January 18; and said that Tom Whitehead and I felt that drafting of the new "merged" speech should begin soonest, with Feb. 1 as the deadline for the first rough draft. Otherwise, I said, it would seem best simply to report to Lord and Porter that we had tried and failed.

After much additional talk -- during which Bill Hitchcock said "there is much skepticism within the Department about <u>any</u> kind of Year " and then restated the old fear that technology and hardware would be over-emphasized -- Richardson finally agreed to our jointly preparing new speech language for the Secretary. Wilson Dizard will be our draftsman; Charles Hill, theirs. Dizard and Hill will begin at once, getting together this weekend.

After five weeks of talking with CU, this represents some forward movement.

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Abbott Washburn

# January 23, 1974

Mr. Alton Frye Carnegie Hndowment 1717 Massachusetts Avenue, N.W. Washington, D.C. 20036

Dear Alton:

As I mentioned, there has been interest in the idea of an International Communications Year patterned, to some extent, on the successful International Geophysical Year of 1957-58. The most likely time would be from the fall of 1975 to the fall of 1976.

Secretary Rogers wanted to float the concept in a speech last year, but he was unable to do so before leaving the Department. Leonard Garment is one of those interested in this and sees a successful ICY as strongly supportive of our Bicentennial effort. With an anticipated 50 to 60 countries participating, the lead time for mounting the ICY would be a minimum of 18 months.

Dr. Kissinger's planning staff at State have asked John Richardson, Assistant Secretary for Cultural Affairs, to work with us to try to meld the ICY proposal with an intercultural initiative which Richardson has recommended to the Secretary. I have attached several working papers to give you some of the flavor; give me a call if you have any thoughts.

I am at work on the other papers we discussed and expect to have something next week.

Sincerely.

Clay T. Whitehead

Enclosurecc: DO Records DO Chron Mr. Whitehead Eva Graf wr. Khury CTWhitehead:mlf:1-23-74

Dept of State working paper 1/4/74

The Urgency of a Cultural Initiative

## Abstract

The world situation is marked by growing interdependence: social, cultural and economic. The communications and other technological explosions, accompanied by the increasing participation of non-governmental actors in world affairs, hastens the emergence of a global culture as yet little understood, much less consciously influenced. These forces are fully as capable of producing frustrations, isolation and hostility as understanding, cooperation and consultation. Nationalist, separatist, and a variety of extremist political movements flourish alongside of new forms of transnational collaboration. Bilateral as well as multilateral relations are increasingly affected by these developments, impelling all governments to give increasing attention to relationships with concerned publics at home and abroad. The United States has a special responsibility as the nation with the greatest communicative activity and impact. Our Government should begin to behave coherently and constructively in relation to these emerging realities as we have toward others.

At this point the U.S. has no plan of response to these challenges. A high-level initiative is needed to crystalize thinking on ways to use the new forces of communications -- not only to encourage movement toward world community, but also to promote cooperative approaches to immediate problems: security, resources, population, environment. By engaging private sector energies in this effort, we can increase the sense of public participation in, and consensus for, our foreign policy.

# The Changed World Situation

Interaction between the diverse peoples and cultures of the world is accelerating. This explosion in human communication, made possible by rapidly evolving technologies and forms of social and economic organization, has brought about a new, as yet inadequately analyzed, stage in world history.

The values, aspirations, fears and frustrations of individuals and groups increasingly influence relations between nations. Governments, even the most authoritarian, can no longer ignore increasingly informed and articulate constituences in the conduct of international affairs. In part, this is due to intensifying interrelationships among "domestic" and "foreign" concerns.

Due to the growing importance of these and other unfamiliar elements of the political environment, the realities of relations among nation states are changing faster than the assumptions upon which the actions of governments are based. Thus, the fact of economic interdependence is paralleled by the fact of inadequate networks of communication among those whose perceptions predispose governments toward incompatible economic decisions. Also, value systems being especially resistant to change, we are altering and despoiling our physical environment more rapidly than we are able to plan and institutionalize self-restraint. Meanwhile, the physical distance between peoples decreases faster than the psychic distance. In other words, the means of communication have improved faster than the collective capabilities of relevant elites for assimilation, toleration, reconciliation and adaptation.

Among the consequences is a growing tension between policies based on traditional conceptions of national independence and policies reflecting the urgency of cooperation. Both tendencies respond to current realities. Nationalism is strengthened as the family and local community are weakened and as felt need for a potent organizing capability to achieve rising material expectations grows. But, equally inevitably, the walls between nations, cultures and ideologies are being undermined by the growing awareness of the inadequacy of parochial perspectives.

All of this reflects knowledge widely shared for some years. Now the world is in the midst of a series of even more traumatic shocks to traditional assumptions. Suddenly the American people, like every other, is faced with new and painful consequences of interdependence. Severe energy, food, environmental and monetary imbalances are producing world-wide economic and political repercussions touching every human community, large and small. Suddenly, also, questions about the limits and desirability of growth have caused widespread doubt whether other

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societies can or should develop along the lines of the Western industrialized state.

Consequences of the Changed Situation: Problems and Opportunities

These revolutionary changes challenge us to reformulate our national goals and strategies. Fortunately, the problems we face are matched by unprecedented opportunities.

The rapidity of change generates tension and frustration which can lead to destructive responses instantly felt around the world: isolation, terrorism, aggression, civil war. Yet change has also produced a sense of fluidity, a disposition among peoples to tolerate new ideas, to consider new approaches, to identify with broader communities and interest groups.

The evolution of a new, as yet dimly perceived world order, based on compatible values, institutionalized cooperation and an expanding sense of community at many levels, inspires hope. But fears are also raised that traditional and national identities will be submerged. One response to such fears may be the increase in ethnicity (also encouraged by changing identity needs) producing conflict within nations and transnational allegiances out-of-phase with inter-governmental relations. While this development raises new problems, there is inherent as well a new opportunity.

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The generally felt uneasiness with the previously accepted models of progress and the new appreciation of the value of all cultures, primitive and industrial alike, lead to a focus on the rewards of cultural pluralism and suggest the feasibility of a greater degree of transnational and international community, at both regional and world levels. Mutuality of cultural interchange, a prerequisite of political partnership, is possible, regardless of the relative size or power of nations, when respect for difference and willingness to learn from anyone replace parochial pride, fear and insecurity as the prevailing motivations.

In our era, Canadian-U.S. relations, Mexican-U.S. relations and relations among the countries of Western Europe seem to suggest that pervasive, intensive, mutually rewarding interactions among influential elites can, over time, reduce dangerous conflict (whether due to misperceptions or actual conflicts of interest) and facilitate intergovernmental cooperation. Such constructive tendencies based on direct human experience are likely to be reinforced by the mass media (as are antagonistic tendencies where they predominate). Positive transmational interactions linking individuals, groups and institutions contribute to the growth of vested interests im cooperative behavior -vested interests based on emotional as well as rational considerations and resulting in institutionalized as well as random patterns of relationship.

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It appears also that even a modest level of purposefully constructive interchange among societies as different as the U.S. and the various Communist-ruled states (or for that matter the U.S. and the Arab states) can at least help reduce myths and stereotyping, and can to a material degree increase mutual comprehension, thereby improving capabilities (and opportunities) for useful political dialogue.

On the other hand, our present difficulties in U.S.-European relations suggest another reality: generational change and divisive issues can challenge habits of cooperation and community developed under circumstances where common danger induced dialogue-in-depth. No comparable pressures induce the under-40 leaders in the U.S. and Europe to learn how to relate to each other.

So there is no suggestion here of any inevitability of increasingly cooperative behavior among nation states. The reverse is more probable in much of the world as disparities in the physical conditions of life become ever more painfully apparent -- even while new expectations are excited. But in either event, it is the unofficial, informal pressures and predispositions of journalists and scientists, students and novelists, bureaucrats and businessmen enormously amplified by the mass media, rather than the rationally determined choices of leaders of government, which increasingly influence international political behavior.

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When neither we nor anyone else can any longer control, successfully manipulate or even preduct political outcomes in the developing world, and when relations among developed countries are also increasingly upset by changing constituency pressures and perspectives it is time to consider giving  $t_{\lambda}$  more attention to individuals, the institutions and the milieux likely to influence the result.

There has as yet been little forward looking thinking and no coherent policy development in the U.S. Government on such matters.

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Principles and Assumptions which Should Underlie Our Approach

The development of the necessary foundations for a limited but politically significant community of outlook, world-wide, is proceeding apace.

The first requirement is a sufficient degree of commonality of belief about reality among influential elites so that the communication needed to make cooperation possible can occur. The evidence from such diverse areas of human concern as strategic theory, information processing, urban planning, the dance, merchandising, management and medicine suggests the rapid expansion of areas of shared experience and compatible thought patterns in an ever-widening range of human activity. Ever more integrated world-wide media systems in news, film, TV broadcasting, the arts and specialized periodicals multiply these effects.

A second requirement is the availability of suitable means of communication. The rapid expansion of the use of English as a second language in more and more critical fields such as aircraft control systems, business and biology suggests that a universal language for general use is at hand. Meanwhile specialized languages in the various sciences, the professions, sports, technological and many other fields permit new networks of communication to link interest groups across national and cultural boundaries.

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Here also the media play a central role. It is arguable whether radio. print, television, telephone--or even transmational organization--may turn out to bring the most potent and pervasive integrative influences to bear on values, perceptions and aspirations. But it is clear that these and other media are forcing mankind to face planetary issues including our common humanity to a degree never before conceivable.

A third requirement is for constructive face-to-face interaction. Compatible views of reality (which include interdependence and a capacity to communicate transnationally through language, pictures, organizations data systems or mathematical concepts are an insufficient base for the development of habits of cooperation and feelings of community. A degree of positive motivation and a capacity for empathy unlikely to develop without extensive and intensive human contact are also needed. Even within a single business organization, with all its incentives for teamwork, most managers insist on the need for direct personal acquaintance. Simlarly, the sense of transnational solidarity now evidently growing in some sciences, disciplines and professions seems to require the nourishment afforded by patterns of continuing human interaction. It would be feasible to engage the energies of far more of those who shape national and institutional perceptions and perspectives in activities which will not only heigthen sensitivities but will help establish those vested emotional interests in cooperative behavior which improve

the environment for diplomacy.

To respond to these three requirements, we can and should proceed to dramatize the areas of greatest opportunity and initiate organized effort to reinforce constructive tendencies.

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Business, voluntary organizations, the mass media and government departments can all be encouraged to build habits and mechanisms of purposeful intercultural communication and cooperation, bilaterally and multi-laterally. There are plenty of models already available--all the way from the various types of officially sponsored collaborative and communicative activities with the Soviets to the origination of the Today Show in other countries, and from joint research with the Japanese on mutual images to travelling exhibits of African art.

The United States has a special responsibility as the nation with the greatest communicative activity and impact. Our influence, whether purposefully channeled or not, is likely to increase during the remainder of this century. Although the belief in a "special" American role in world affairs has been the cause of many past mistakes, our experience in building community at all levels of our national life while fostering diversity (<u>E Pluribus Unum</u>) and our achievement in preserving freedom of expression provide solid foundations on which to build a constructive cultural policy.

A challenge of this magnitude admits no easy solution. The place to begin is at the beginning; with a process of analysis and heightened attentiveness to the issues. Modification of our own behavior will take time and the benefits will be primarily long term. Meanwhile the main current business of diplomacy continues: to develop and carry out political, economic and military strategies suitable to a multi-polar world where regional as well as world stability require an energetic, if restrained U.S. role. But we should begin now to energize those in this and other countries who can help develop the new dimensions of purpose and policy required by the radically altered environment above described. To this end, an enlarged dialogue among American intellectuals, in and out of government, is essential. Such a dialogue, with full media participation, would also contribute substantially to restoring confidence in our political institutions.

Of course, a dialogue of sorts has been going on for some time, with such institutions as the Ford Foundation, the Quakers, the YMCA, university departments and research centers and thousands of other organizations taking part. But their efforts, like those of the USG itself, too often have been naive, paternalistic and ethnocentric. Nonetheless, such groups comprise a waiting audience for a comprehensive cultural initiative. So do many dements in the mass media. The public may be increasingly doubtful and cynical about the wisdom,

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intentions and ability of the U.S. Government, but they are not likely to be cyrical about the need to work for a human community of purpose in approaching the urgent problems of our times.

Most simply put, the thesis here is that the new reality of expanding transnational communications provides a crucial capability affording a novel opportunity to develop effective international approaches to, first, the pressing problems of physical resources, environment and population and, ultimately, the challenge of building a lasting world community. The task is to utilize our capabilities to influence crosscultural communication not merely to <u>explain</u> ourselves or our policy, as USIA does now, but as a means both of <u>developing</u> policy and of influencing the values and expectations, here and abroad, which limit policy.

CU:JRichardson,Jr:mdh:dm 1/4/74

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# Draft Material for Speech

# Proposing an International Communications Year

Recently I met with the 20 members of the Board of Governors of INTELSAT, the global commercial communications satellite Organization.: They were in Washington, from all parts of the world, for their first meeting under the Organization's new permanent charter.

INTELSAT commenced operations less than 8 years ago, in 1965, when it placed "Early Bird" in orbit over the Atlantic and made trans-Atlantic telephone and television service available by satellite on a regular basis.

Today the INTELSAT network spans six continents. Its membership has grown to 83 partner-countries, with more nations continuing to join. Earth-stations are in operation in 50 countries, and new ones are being inaugurated every few weeks. The People's Republic of China, for example, has recently contracted for four standard-size earth-stations to link with INTELSAT satellites over the Pacific and Indian Oceans. Three of these stations will be located in Peking and one in Shanghai.

There has been a parallel growth in the use of underseas cables to provide international telecommunications. Beginning in the mid-1950's, when the first voice-grade transoceanic cable was laid, the network of new cables has greatly expanded, tying the U.S. and Canada with points in Europe, Japan, Asia, Oceania, Central America, the Caribbean, and Northern South America. In addition, extensions from Europe have been laid, providing direct cable service to North Africa.

A little over a decade ago, in 1960, there were 143 million telephones in service throughout the world. Of this number the United States accounted for 74.3 million or 52%. By the end of 1971 the total number of phones had more than doubled, reaching 291.3 million, of which the United States accounted for 125 million or 43%.

These phenomenal growth trends -- in INTELSAT satellite services, underseas cables, and number of telephones -- are manifestations of the insatiable demand for communications that exists all over the world today. As our planet grows more crowded, as we all become more interdependent, and as more problems like those of the environment are shared in common by nations -- rapid contact and close interchange become ever more necessary.

Looking ahead over the rest of this century to the year 2000, it is clear that our world society is moving toward an "information society." People everywhere will be closely linked by instantaneous electronic communications devices and served by versatile computer-data systems.

The implications of this are far-reaching -- for these devices, if properly used, have enormous capacity to inform and educate; and it is only through an informed world-citizenry that the world's problems can be intelligently dealt with and made manageable.

If nations are to cooperate, they must communicate.

When the new communications instruments are made accessible to all, cheaply and easily, they will be powerful tools for building the "bridges of understanding" President Nixon calls for in his Second Inaugural Address. They can, as he has earlier said, "reduce those areas of differences which exist because of ignorance and lack of information, and help bring the peoples of the world closer together."

Modern electronic communications deeply touches human relationships. It "transports the <u>person</u> over long distances even more than the <u>message</u>," as Professor Marshall McLuhan points out. Because of this, it holds the promise of contributing to improved relations between representatives of governments. It can likewise facilitate business and personal contacts, educational interchanges, and a host of other important international relationships.

The prospect before us is described by Arthur C. Clarke, the distinguished writer on space who, in 1945,

first proposed the development of today's synchronous communications satellites orbiting at 22,000 miles

above the earth:

"What we are building now is the nervous system of mankind, which will link together the whole human race, for better or for worse, in a unity which no earlier age could have imagined."

We stand, today, just over the threshold of this high-capacity new communications era. Satellites, underseas cables, global television, cassettes, cable TV, videorecorders, et al, have only recently made their appearance. Yet already their impact on attitudes and events has been profound. The war in Indo-China differed markedly from all other wars in part because millions watched it day-by-day on live television. The live television coverage of President Nixon's trips to China and the Soviet Union unquestionably added an important dimension and heightened the usefulness of those visits. The same is true of important visits by other world leaders, for example, the recent trips of Prime Minister Tanaka of Japan, Chairman Kosygin of the U.S.S.R., and Prime Minister Trudeau of Canada.

On July 20, 1969, over half a billion persons on six continents watched Neil Armstrong take man's first steps on the Moon. Who can say how deeply this and the other live programs from space may have altered man's conception of his planet and of himself.

Today, one out of every four people on Earth can see important events on television screens as they happen. And it is now possible to direct-dial a telephone number from Frankfurt to Tokyo, or from Washington to Athens.

Yet this is only the beginning. The growth of the "nervous system," the world-wide communications grid Arthur Clarke speaks of, will take some years. But it is happening now. The time is approaching, if we have the patience and imagination to overcome the international political and legal obstacles, when all nations will be linked for instantaneous live communication. When that day comes, it will be possible to direct-dial anyone anywhere in the world for the equivalent of a dollar or two.

It is obvious -- even to a layman like myself -that these new technologies are not merely extensions of old ways of communicating. What has happened in the past two decades has been a quantum jump in our potential to communicate. The new technologies have opened the way to a global network which can give all men efficient, economical access to information resources and to each other.

Is it realistic, you will ask, to expect this actually to come about -- that the potential will become reality -- given the inertia of nations, the built-in distrusts, and the existence of closed or half-closed societies? Yes, I believe it is.

Not in the immediate future, certainly, and not without the patient work and skillful effort of dedicated experts from many nations. But, as I have suggested, there are strong forces running in its favor. Above all is the deeply-felt need of human beings, on an increasingly crowded planet in a nuclear age, to

be in touch with one another. In every country, developed and developing alike, you find a great hunger for communications: the desire to have telephones, transistor radios, TV sets, and printed matter. There is a compelling urge to know and understand day-by-day what is going on.

Another pressure working in its favor is the scope of the benefits that can result, across a dozen areas of human needs.

For example, in the field of education, it will be possible, using satellites and computers, to link great universities on opposite sides of the world, each sharing the other's libraries and cultural riches, and with students and teachers joining in "live" discussions of subjects and issues under joint study.

One of the first pioneering experiments in the use of space communications for mass education will begin the year after next in India. The Indian Government, using a NASA experimental satellite -- the ATS-F --

will beam training programs directly to community TV receivers in some 5000 villages. The programs, in eight languages of the sub-continent, will cover, among other subjects, agricultural techniques, family planning, literacy, health and hygiene, and occupational skills. It will be a fascinating and significant undertaking to watch.

In medicine, it will be possible for heart specialists in Canada, for example, to consult with cardiologists in Australia while the tape of the patient's cardiogram is coming through "live" by satellite facsimile. Already, doctors and hospitals in France and in other countries are drawing on the large medical computer data bank maintained at the National Institutes of Health in Bethesda, Md.

The <u>New York Times</u> has recently put into service a similar data bank which, within a few years, will contain all the significant news stories that have appeared in that publication since its inception in 1851. This

wealth of material will eventually be accessible, almost immediately upon demand, to journalists and researchers here and in other countries via satellite. Electronic journalism, already phenomenal in its ability to transport us anywhere important events are happening, will thus become even more versatile.

More and more, computers throughout the world will team up with satellites to exchange and share vast amounts of information. Financial and marketing data, quotations, and business information of all kinds can be made available, quickly and cheaply, to companies and banks and their branches wherever they are located. In recent tests, transmissions of this type of material have been made at the rate of approximately 50,000 words per minute. Peter Drucker, the Harvard economist, has emphasized the role of communications in the changing world economy: "Imperceptibly," he writes, "there has emerged a world economy in which common information generates the same economic appetites, aspirations, and demands .... The world has become, in other words, one market, one global shopping center."

In the field of foreign relations, communications channels are of particular importance. When the Viet-Nam settlement was signed on January 27, the news was immediately flashed around the world. By contrast, when the War of 1812 ended, it was several weeks before even those doing the fighting learned that the war was over!

In the last century, Britain's Foreign Minister, Lord Palmerston, was told about a new invention -- the telegraph. His reaction was: "This is the end of diplomacy!" I wish he could see the snowfall of telegrams that covers the State Department every morning. But he was correct, of course, in sensing that rapid communications would pose a threat to his old-style personal statecraft.

On a number of occasions since becoming President, Mr. Nixon has communicated by satellite with other Heads of State. This form of "satellite diplomacy" is very useful. It has the particular personal quality of a visit, but without the arduous, time-consuming process of Presidential travel. We can expect to see more of this type of contact in the future.

Now that the "hot-line" between Washington and Moscow is, before long, to be carried by satellites, it could just as readily become a "hot-picture," with the leaders able to talk to each other face-to-face. Or if it were important to have other Chiefs of State join in the discussion, "a hot conference" circuit could be set up. Despite the obvious language problem and other difficulties, this is a capability which modern Chief Executives and Prime Ministers could find of immense value to have at their command in moments of crisis.

Other direct government-to-government links could be "cool lines," not tied to crisis situations, but which would permit face-to-face discussions among Cabinet Ministers and between leaders at other levels of government discussing problems before they reached a critical stage.

Some of these "cool line" conferences, I would hope, could be on open-circuits so that the citizens of the countries involved could "look in" on the discussions, perhaps even participate by submitting questions.

It would be a new form of diplomacy, and one fitted to the needs of our times.

We have already had the first treaty-signing by satellite. Appropriately, this was with Japan, one of the most communications-minded of countries. On June 17, 1971, Foreign Affairs Minister Kiichi Aichi, in Tokyo, and I, in Washington, signed the treaty returning Okinawa to Japanese sovereignty. It was 8:30 a.m. in Washington and 9:30 p.m. in Tokyo. We watched each other on our television monitors, while millions of citizens of our two countries watched on their television sets at home.

The choice of a satellite-linked ceremony did not lessen the importance of the event. The opposite was, in fact, true. And it obviated the necessity of a group of high officials traveling half way around the world.
The new communications techniques can also be particularly effective in facilitating cultural exchanges -- in bringing to more people throughout the world the treasury of their common heritage. Sports and the arts are loved in all countries. They draw people together. Last summer's Olympic Games in Munich were watched, via satellite, by nearly one billion people.

Recently the remarkable Shenyang Acrobatic Troupe of the Peoples Republic of China gave performances in several American cities, everywhere receiving standing ovations. It was my privilege to introduce them to the audience at the Kennedy Center in Washington on January 9th. The feats the young athletes performed were unbelievably skillful. At the conclusion there was a tremendous outpouring of appreciation from the audience. Had it been possible, at that moment, for the Chinese people at home to see by television that spontaneous response, I am sure it would have done

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more to convince them of the friendship of the American people than official visits or almost anything else we could do.

With new earth-stations now under construction in China, the Soviet Union, and in dozens of other countries, it would be possible to arrange a variety of global TV program exchanges of this kind. Perhaps this could begin to be done on a regular schedule.

Despite all of this, despite the increasing role of these technologies in our lives and their vast potential impact on international relations, we tend to take them for granted. I would like to propose, therefore, that we stop taking them for granted -- for a year. A special year to be called the International Communications Year. Twelve months during which all interested nations would cooperate in probing ways to use these technologies to best serve man's needs.

The ICY would be a year of imagination, study, and dialogue, not only among specialists in communications

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technology, but also with and among educators, political leaders, scientists, business executives, government officials, broadcasters and journalists, economists, lawyers, artists, sociologists, and other experts.

In addition to panels and symposia there would be actual demonstrations of new communications modes and techniques. Experiments would be conducted and various types of international communications exchanges tested.

Special attention would be paid to ways and means to resolve the legal, institutional, and political obstacles blocking the way to full utilization of many of the technologies. (One such obstacle, for example, is the international copyright problem.)

If other countries also see merit in the idea, the United States would welcome the opportunity to participate in such a Communications Year. We believe it would focus worldwide attention on this vital field in a coordinated way. In so doing it could hasten the decisions and actions that must be taken before anything like the full benefits of the new technologies can be realized.

There are a number of ways in which such an ICY could be organized. Consideration might be given to the pattern of the International Geophysical Year in 1957 - 58. In this highly successful effort there was a minimum of formal organization. National committees of scientists in 64 countries undertook specific projects, and made the results available to everyone else. The national committees linked up regionally and internationally as their interests and work required. A special committee of the International Council of Scientific Unions, meeting in Europe, established the broad framework in which all of the work was accomplished.

If other nations share our interest in participating, the first step perhaps would be a planning meeting,

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within the next few months in a convenient city, to decide on the activities to be included in the ICY, to determine its time-frame, and to set up whatever appropriate organizational structure is required.

In summary, I believe there is an urgency about our need for understanding better the role of communications in the immediate decades ahead and for beginning a coordinated approach. An ICY would provide us with the opportunity to focus on human needs and goals, matching them to the potentials of the new technologies. This is something which, up to now, has not been attempted.

The distinguished American poet and former diplomat, Archibald MacLeish, has written:

"Our technology, wiser than we, has given us the unforeseen and unforeseeable means of worldwide understanding at a moment when worldwide understanding is the only means of lasting peace."

Perhaps communications can unite mankind.

Let's give it every chance.

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# FEDERAL COMMUNICATIONS COMMISSION

Honorable William P. Rogers Secretary of State Washington, D. C. 20520

Dear Mr. Secretary:

I regret that I did not have a chance to talk with you at the reception the Department tendered in honor of the new Board of Covernors of Intelsat. I particularly wanted to tell you personally how impressed I was with your suggestion for an International Communications Year.

We are continuing to experience a veritable explosion of new developments and ideas in all phases and facets of communications. It is, therefore, essential that at some point in the near future we pause for an assessment of where we are, where we are going, and how we can harness the fruits of our technology most effectively and efficiently. Accordingly, I am certain that when you present your proposal before an appropriate forum it will be warmly received and endorsed in all quarters, both domestic and international.

Let me assure you that this Agency will be most happy to cooperate in any International Communications Year program which is developed. We will, within our limited resources, make available knowledgeable and competent personnel to give such advice and assistance to the program as they can.

Wincerely, Burch

Dean Burch Chairman

April 10, 1973

# THE WHITE HOUSE WASHINGTON

March 2, 1973

Dear Tom:

I want to congratulate you and Abbott Washburn for the very interesting idea of an International Communications Year. I have taken the liberty of sending the attached note to Bill Rogers. I suggest that in the further interagency planning on this subject, you include a representative of the American Revolution Bicentennial Commission staff, and one each from the National Endowment on the Arts and on the Humanities.

Sincerely,

Leonard Garment

Mr. Clay T. Whitehead Director Office of Telecommunications Policy 1800 G Street, NW Washington, D.C. 20504

# THE WHITE HOUSE

# WASHINGTON

March 2, 1973

Dear Bill:

I understand that you are considering suggesting, in an appropriate speech, that the nations of the world collaborate in an International Communications Year, on the analogy of the successful IGY a few years ago.

The purpose of this note is to express my very enthusiastic support for this idea and to suggest that while keeping it nonpolitical and non-nationalistic we in America emphasize its connection to our own Bicentennial planning. The proponents of the ICY are correct, I believe, in keeping the two "years" separate -- while recognizing that the former will produce a fall-out into the latter. In fact, the Administration has taken the position to the Congress that our own Bicentennial focus year should be from July,1975 through August, 1976 (in order to get our major events out of the way before the country becomes totally preoccupied with the 1976 election.)

All of us here are quite convinced that any major "brick and mortar" Bicentennial projects are both inappropriate and too late from now on, and that we should emphasize, in effect, the "products of the mind" as the central focus of our Bicentennial celebration. Nothing would give America as well as the world a more exciting vision of our -- and the world's -next century than the things and concepts which an International Communications Year would dramatize.

Please let me know if I can be of any help in furthering this project; I would recommend we also consider an appropriate Presidential involvement in it during next July.

Sincerely,

Leonard Garment

Honorable William P. Rogers Secretary Department of State Washington, D.C.



# UNITED STATES INFORMATION AGENCY WASHINGTON

OFFICE OF

March 20, 1973

# Dear Bill:

Clay Whitehead and Abbott Washburn have given me the working paper on the proposal for an International Communications Year (ICY).

I think the proposal is a very interesting one. It could provide an effective means for advancing the international "bridges of understanding" concept which the President spoke of in his second Inaugural Address.

We believe that the proposal should be developed further, with more specific emphasis on the ways in which an ICY can benefit U.S. objectives in such areas as trade, relations with Communist countries, cultural exchanges and the easing of legal and other restrictions in the communications field.

I am pleased that your working paper proposed that the Agency be a member of an ICY inter-agency planning committee. We welcome this opportunity to participate so that we will be in a better position to determine how the Agency could support a Communications Year.

Cincerely,

James Heogh Director

The Monorable William P. Sogers Secretary of State

## NATIONAL SECURITY COUNCIL WASHINGTON, D.C. 20506

April 20, 1973

# Dear Abbott:

This is to thank you for your letter of April 16. I do appreciate your good wishes for my new job; I will file them away until I actually get there, some weeks from now. Then I will need them!

I appreciate having the opportunity to look at your draft speech material on the proposed International Communications Year. While not fully aware of the current level of international interest in such a project, I would imagine that the proposed ICY would generate considerable enthusiasm -- much as did the IGY.

It would seem to me quite important that the objectives for an ICY be defined early on with considerable precision, that it not be viewed by other countries as a veiled US attempt to promote contentious policy objectives.

This is a risk which I think you should take care to avoid in the draft speech material, for example, with regard to language relating to the benefits to be realized from direct satellite broadcasting and increased cultural contact -bearing in mind that there is not international agreement on this issue. (I would also question the desirability of having any US official promote a US-USSR "hot conference.")

With best regards.

Sincerely,

Helmut Sonnenfeldt

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

# OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

#### MEMORANDUM

Abbott Washburn AW

SUBJECT:

FROM:

上草をまた

: <u>International Communications Year</u>, <u>Activities Paper</u>

There is general agreement that the ICY should not merely celebrate the wonders of the new communications technologies, but should focus on how best to maximize the beneficial uses of these technologies for mankind.

ICY activities, as in the case of the IGY, would be staggered at different times over the course of the Year. Some would be global in character, some regional. In addition, each participating country would undoubtedly mount a number of purely domestic ICY activities. For example, 1976 will mark the hundredth anniversary of Alexander Graham Bell's achievement. Various events and programs will be planned in the United States in connection with the anniversary, which provides a fine tie-in with the Bicentennial.

# POSSIBLE ICY EVENTS AND ACTIVITIES

# 1. In the Field of Education

(a) Highlight the potential for mass-education-bycommunication-satellite and what this can mean in terms of raising living standards, health, and literacy levels. The pioneering India experiment, utilizing NASA's ATS-F, will then be underway or just concluded. Brazil may have its proposed domestic educational-satellite by then. Peace-Sat, linking the University of Hawaii with various learning centers in the South Pacific, will be further along. It is possible that Mainland China will have decided to embark upon an educational satellite program. (Hughes Aircraft has submitted details of such a system to the communications officials in Peking.)

ICY emphasis on these efforts could conceivably lead to the establishment of a global Edsat system by the late 1970's, on which individual countries, or groups of countries, could lease time. Arthur Clarke estimates that "the cost of an Edsat would work out to around \$1.00 per pupil per year for a medium-sized country," including the software. This could revolutionize the poorer countries, he believes.

In the bringing of instruction to remote underdeveloped areas, COMSAT draws attention to its Alaska experiment and the NASA-NIH program. "The lessons learned in Alaska," they suggest, "and the value of voice and/or video links in reaching such areas could be demonstrated on a global basis, perhaps in cooperation with UNESCO."

(b) Using computers and satellites, link two or more great universities on opposite sides of the earth -- e.g. Stanford and the University of New Delhi and/or Oxford and the University of Japan. In a set of carefully planned ICY projects, library, laboratory, and other resources would be shared; panels of students and faculty would probe in depth problems of mutual interest (e.g. -the environment); and certain of these activities would be aired on global TV.

# 2. In the Field of Medicine

(a) Set up what COMSAT describes as "a global medical information exchange that would connect remote or disaster areas with established medical facilities." Both video and audio (with data links) experiments could be tried.

Expansion of the current SS HOPE satellite communication experiment would be a good example of this. In the latter project, doctors on board the HOPE, now in port in Maceio, Brazil, are able to consult rapidly with specialists here in the Washington, D.C. area by means of a small transportable station (with an 8-foot parabolic antenna) on the ship's deck working with one of the INTELSAT IV satellites over the Atlantic. In addition to telephones, a slow-scan television is provided, as well as a facsimile telecopier (for transmission of medical charts, histories, etc.)

Included in this experiment would be demonstrations of the utilization by doctors in faraway places, of the resources of the NIH medical data bank at Bethesda, Md. Doctors in Nigeria, for example, confronting a particular outbreak of illness, would draw on this knowledge reservoir for needed specialized information -- which would reach them speedily by satellite.

(b) Demonstrate that in the coming "information society" no patient, regardless of where he travels in the world, will in an emergency be out of touch with his personal physician. Each individual with a health problem will carry in his wallet a description of the trouble, together with his doctor's name and telephone number. If the person should be stricken while traveling, the physician on the scene can consult immediately with the patient's own doctor and receive his full medical history by telefacsimile. If a Canadian business executive, for example, has a heart attack while attending a conference in Sydney, Australia, the cardiologist in Sydney and his own doctor in Montreal can consult and make decisions while both are simultaneously watching the patient's cardiogram coming through "live".

(c) In Houston, Texas, in 1965, Dr. DeBakey performed an open heart operation which was carried by satellite to Europe where surgeons in Geneva, Switzerland, watched in real-time and discussed the techniques and procedures with Dr. DeBakey as the operation was taking place. Thirty million television viewers, in Europe and the U.S., also watched the progress of the operation. A similar dramatic event could be scheduled in 1976, with surgeons and specialists from several countries participating. (Including PRC doctors and acupuncture?)

# 3. In the Field of Cultural Exchange

(a) Stage on global TV an outstanding series of performing-arts programs, scheduled at intervals throughout the year. Included, for example, might be the Bolshoi, La Scala, Kennedy Center, Folkloriko Ballet of Mexico, Shenyang Acrobatic Troupe of the People's Republic of China, and Stratford Theater -- with artists of the caliber of Artur Rubenstein, Segovia, Casals, Rostropovich, Beverly Sills,Bernstein.

Twelve of the participating ICY nations might each be responsible for originating a single program, on a rotational basis, one aired each month.

Regarding this possibility COMSAT comments: "In countries or regions where access to existing transmission capability exists, that capability would be utilized for the global TV networking arrangement. In areas remote from good communications, small transportable earth stations, similar to our DITEC station, could be installed on a temporary or semi-permanent basis." Similar programs, but on a regional basis (e.g. Latin America) might be undertaken.

(b) Originate programs from some of the world's great museums, to convey man's artistic heritage to viewers in all parts of the world. Famous artists and authorities would participate. (Perhaps Kenneth Clark, who did the "Civilisation" series.)

(c) From the leading universities could come special programs devoted to milestone historical events and scientific break-throughs. All global telecasts would feature recognized experts and authorities.

Harold White writes: "Internationally prominent authorities on various subjects might be invited to address the world by television, on their subject. The ICY Committee, undoubtedly, could identify internationally acceptable authorities. Nobel Prize winners in various categories might provide a useful starting point. A recognized psychologist/sociologist, for example, could spend one hour giving his interpretation of why man behaves as he does, to an audience of hundreds of millions. Then, an address by a world authority on epidemic diseases, or other subject of universal concern, would be of great interest."

(d) The Olympic Games will take place in the summer of 1976 in Montreal. Close to a billion viewers watched the 1972 Olympics in Munich. The televising of the 1976 Games could, in an appropriate manner, be tied in with the ICY. This could be done, perhaps, using the "bridges of understanding" theme: sports, like communications, draw people together; both can help build the bridges of understanding requisite to a peaceful world.

For distribution of the types of worldwide TV programs described above, and for global special-events programs,

\* Head of Anstalini, Overen decommission Commission

COMSAT suggests the possibility of "interconnecting the existing satellite systems: INTELSAT, MOLNIYA, ANIK, etc." As with the IGY in 1957-58, collaboration with the USSR will, in any case, be important. Appropriate representatives of the USSR and the PRC should be consulted prior to the Secretary's floating of the ICY concept.

# 4. In the Field of Diplomacy

(a) Arrange one or more important occasions of "satellite diplomacy" during the ICY. The signing of a SALT treaty? Or a multinational Convention related to environmental preservation and renewal? (The signing in 1971 of the treaty returning Okinawa to Japan is the prime example to date.)

(b) Secretary Rogers has mentioned the possibility of the hot-line becoming a hot-picture or even a hot-conference, by satellite. This potential tool for heading off wars and promoting peaceful solutions could be demonstrated at the United Nations ... for example, with Secretary General Waldheim conferring with, and among, a group of Heads-of-State: e.g. Nixon in Washington, Brandt in Bonn, Tanaka in Tokyo, Brezhnev in Moscow, Mrs. Gandhi in New Delhi. The topic, for purposes of the demonstration, would not be "hot" but nevertheless of general interest (energy?); and the real-time pictures of the participants would appear on a large screen in the UN General Assembly.

(c) Harold White, of Australia, suggests solo TV appearances by Heads-of-State:

"The programme might include world-wide telecasts of addresses by the leaders of different countries at relatively frequent intervals -- the recognized leaders such as your President, Britain's Prime Minister, and so forth; not all, of course, from the large countries and not overweighted from particular ideologies or groupings." (c) Arthur Clarke suggests a special ICY demonstration to underscore the usefulness of satellite surveillance in peace-keeping:

"How much peacekeeping in Vietnam, for example, would be facilitated if the observer delegations had realtime TV via satellites! It would then be almost impossible to conceal violations."

(d) Various international organizations could join in ICY activities and/or develop events of their own: ITU, INTELSAT, UN, UNESCO, OAS, EBU, Asian Broadcasting Union, et al.

# 5. In the Field of Commerce and Industry

The trade-promotion, balance-of-payments aspects of ICY have been stressed by many. A U.S. Communications-Industry ICY Committee could be formed, including the computer companies, to pursue this phase, working particularly with the Department of Commerce. Its activities would be of various kinds -- exhibits, demonstrations, fairs, special events, historical observances (e.g. March 10, 1976, will be the 100th anniversary of Alexander Graham Bell's achievement) -- culminating, perhaps, in a World Communications International Trade Fair. Most of these events would be covered by the news media. A few would be made the subject of paid TV specials.

Data, voice, record, and picture transmission of all types -past, present, and planned-for-the-future -- would be the subject of these various presentations. For example, the enhanced safety and convenience factors of an Aerosat system, and perhaps Marsat, would by then be able to be included.

COMSAT describes this activity as follows:

"Expanded demonstrations and exhibits at international (and foreign) fairs and expositions to demonstrate new communication services and techniques (video phones, DITEC, Aeronautical and Maritime Communications, disaster communications, etc.)"

Joe Charyk gives the following example of a possible demonstration keyed to the search for new energy resources:

A very small transportable earth-station capable of receiving and transmitting voice and data would be given to an oil exploration geological team to provide real-time data reduction at a central management location thousands of miles away. (The time and money saved could be substantial.)

Export-license and munitions-control implications of all sales-promotion efforts would, of course, have to be worked out by Commerce, DOD, and State.

It is reasonable to expect that the industry as a whole would react enthusiastically to the prospect of such a Year. In addition to Joe Charyk, I have spoken about it (informally and confidentially) to another senior executive: Dr. Albert Wheelon, Vice President of Hughes Aircraft. In his letter of May 22, copy of which is attached, Dr. Wheelon comments:

"It is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation -and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly."

### 6. In the Field of Electronic Journalism

Walter Cronkite, John Chancellor, Lowell Thomas, et al

(and their counterparts in other countries) would document how electronic news reportage has progressed from the first stories covered by telegraph (the War with Mexico and election of James K. Polk in the 1840's) to the present-day live coverage of astronauts walking in space. Much of this material would also be appropriate to the Bicentennial commemoration.

Special efforts and programs might be undertaken by the broadcasting groups: NAB, EBU, ABU, International Broadcast Institute, Aspen Institute, et al.

Demonstration of the modern electronic journalist's ability to draw on data banks (e.g. the <u>New York Times</u> bank) for instantaneous research and factual background material.

# 7. In the Field of Science and Communications Technology

Asher Ende suggests that an "International Steering Group" of professional communicators meet to try to project where the new technologies and current research are likely to lead, and to assess which of these developments are best suited to particular needs, for example, the requirements of the developing countries. (See page 5 of his memorandum of May 29, attached).

Some joint research efforts might also be considered by this Group.

COMSAT technicians have discussed the following possible experiments:

"International propagation and interference studies and experiments at several frequencies (11/14 and 20/30 GHz) under various geographic and climatical conditions." "The interconnection of two widely separated astronomical telescopes with a real-time video transmission link could provide a basis for new experimentations with steroscopic and holographic techniques to indicate a depth perception missing in current star mapping activities. This could permit discrimination among stars and star groups which now appear as a single source."

"The interconnection of two widely separated radio telescopes with adequate communications could provide for the correlation of radiometric signals on oscilloscopic type displays so as to differentiate even fine grain structure of the received signals."

#### 8. Symposia

"There would be learned papers and professional seminars" -- Asher Ende in his paper, attached.

Harold White writes:

"There might well be an International Symposium on the sociological and economic implications of the 'new telecommunications era' which is opening before us. I have excluded the technological side because there is so much being done already, but a limited something on 'new frontiers' in communications technology might provide necessary balance to such a Symposium."

If such an International Symposium were held, it probably should come toward the end of the Year, after preliminary work had been accomplished by separate panels of experts addressing specific topics -- for example, a panel of international lawyers considering the question of copyright protection arrangements in global television programming another example: a panel of educators and mass communications experts on the teaching potentials of broadcast satellites and other new technologies; another: the panel of professional telecommunicators mentioned in Asher Ende's memo (pages 4 and 5); and another: a panel of broadcasters considering increased and improved international TV programming, program exchanges, and program standards.

Each of the various panels would present a report at the International Symposium. Because of this advance work and other careful planning, discussion at the Symposium could be conducted in the type of informed and constructive atmosphere that, hopefully, would lead to the issuance of an agreed set of goals for the future (looking to the year 2000) at the conclusion of the Symposium.

If the World Communications Fair, mentioned earlier, and the International Symposium were held simultaneously, each would reinforce and enhance the other.

USIA, with the cooperation of CU, has in the planning stage a series of "travelling conferences on telecommunications" -- for Africa, Europe, Latin America and Asia -- with possibly a kick-off conference in the U.S. Communications policy experts from a number of universities have expressed interest (Stanford, Minnesota, Colorado). This series, or an extension of it, would be a very appropriate ICY activity.

# 9. Ham Radio Participation

COMSAT suggests the possibility of "a special ham radio network to support the general purposes of the ICY." This would be a useful adjunct in a number of ways, and would involve directly various well-known ham operators in different countries, e.g. Senator Barry Goldwater.

## 10. A Special Gesture

Harold White raises the possibility that "the Year might be associated with some sort of special gesture which is beyond politics. An example might be agreement between nations to provide world-wide communications at no charge to the International Red Cross."

In the same vein, COMSAT mentions the possibility that "a special transportable earth-station could be built and assigned to the International Red Cross for use in disaster communications."

## 11. Theme

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Several of those consulted, among them Al Haig, have mentioned the desirability of a theme for emphasis during the ICY.

In his Second Inaugural, on last January 20th, the President spoke of the need to "bring down the walls of hostility which have divided the world, and to build in their place bridges of understanding." Communications plays a large role in such bridge-building (e.g. its importance in the opening up of Mainland China to the rest of the world). This suggests a theme, though better expressed, along the lines of: "Building Bridges of Understanding -- through Communications."

The purpose of the Year, in essence, is to explore how communications can best serve humanity. Ought the theme, therefore, to stress this service aspect?

"Communications in the Service of Humanity"

Communications has a key role to play, also, in the preservation of our good green Earth, the renewal of its pure air and water. The hazards to our environment, and what we can do about them, are conveyed world-wide through communications channels. Also, as we move more and more towards an "information society" we hopefully will become less of a commuting society. Fewer combustion engines, per capita, will be needed on the highways. (Increased communications, fortunately, does not bring an attendant increase in pollution). So, perhaps, the theme should have to do with the environment.

Attachments :

.......

Memorandum of Mr. Ende 5/29/73

Letter from Dr. Wheelon, Hughes Aircraft, 5/22/73



DEPARTMENT OF THE ARMY US ARMY STRATEGIC COMMUNICATIONS COMMAND - CONUS FORT RITCHIE, MARYLAND 21719

30 July 1973

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D. C. 20504

Dear Mr. Washburn:

I have just finished reading the material you forwarded recently regarding a proposed International Communications year.

As you and I discussed at the COMSAT reception, the thought of such an undertaking is very timely in view of recent significant international communication events. In particular, I have in mind the Presidential visits to China and the Soviet Union, where live TV broadcasts were made. This, coupled with the large number of ground satellite stations which have been installed during the past five years in many of the smaller nations of the world, makes such an event timely. Also, we can't overlook the first telephone call to the moon.

Your approach to floating the idea through the Secretary of State is certainly a good one. My guess is that the idea will draw an enthusiastic reception since all nations can participate. No nation, large or small, has a real monopoly in the broad spectrum of communications.

Your proposed "ICY Events and Activities" provides an excellent variety and involves functional areas which are uppermost in the minds of people throughout the world today.

Normally we don't think of the communicator as diplomat, but, in my many travels around the world, I have found the following traits in common with all whom I have met:

a. A willingness to cooperate and work out solutions to common problems.

b. An intense dedication and desire to provide the very best communications available.

SCCN Mr. Abbott Washburn

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30 July 1973

c. A willingness to share knowledge.

d. A natural curiosity for new technology.

It is my belief that if such an idea as the ICY is proposed, that it will be accepted and that the event will probably be even more successful than the International Geophysical year in 1957-8.

If I can be of any assistance in this endeavor, please let me know.

Sincerely,

ALBERT REDMAN, JR. Brigadier General, USA Commanding

# FEDERAL COMMUNICATIONS COMMISSION Washington, D. C. May 29, 1973

TO: Abbott Washburn, OTP

FROM: Asher H. Ende

#### SUBJECT: International Communications Year

In accordance with your informal request, I am setting forth below some thoughts related to the ICY initiative.

#### Background

It is a truism often not fully appreciated that man differs from all other creatures primarily because of his ability to communicate with his fellows, not only by face-to-face speech, but also over distance -- through telecommunications facilities -- and over time, by storing his "speech" in books, on tapes and recordings, and in other records.

Development in the field of telecommunications has been concentrated within the past 130 years, i.e. since the introduction of the telegraph by Samuel F. B. Morse in 1844.

Until the invention of the telegraph man did not <u>send</u> communications but rather carried them -- by runner, horseback, stage-coach, ship or other means. A message to be communicated had to be reduced to writing or code and physically transported from the sender to the receiver. Only with the advent of telegraphy did it become possible to communicate instantaneously between distant points. International telecommunications -across oceans and continents -- was somewhat slower in developing and did not attain worldwide scope until the beginning of this century. Thus, international telecommunications, as we conceive it today, covers only a very short period in man's history.

Telegraphy was followed, within some 30 years, by the invention of the telephone in 1876. However, international telephone service was delayed for a longer time than international telegraphy. It did not become practicable until the late 1920's, when high frequency radio communications capable of carrying human speech over long distances began to be developed. The quality, however, was relatively unsatisfactory and international telephony had to await better facilities before it achieved widespread acceptance. The technical breakthrough which made international telephony feasible was the development of the long-lived, submerged repeater. The first transoceanic facility employing such repeaters was the trans-Atlantic telephone cable (TAT 1), running from the United Kingdom to Canada, with extensions to the United States, which opened for service in 1956. TAT 1 was followed by additional cables, ringing the world, in the next decade. Thus, international voice communications on any broad scale is less than 20 years old.

Concurrently, as a positive legacy from World War II, there was tremendous progress in three important, apparently unrelated, areas. These were the development of rocket power, the development of modern sophisticated and miniaturized electronic circuits, and the development of computers which could be used to control and manage, on a real-time basis, both rocketry and electronic signals. With these advances, man succeeded, in the late 1950's, in breaking the grip of gravity by putting earth satellites into orbit around the planet. To control the rocket launches and flight of the satellites, highly sophisticated electronic equipment was developed, capable of transmitting signals between the rockets and the earth and between the orbiting satellites and the earth. The same type of equipment, clearly, could also be used to transmit communications between different points on earth, by using orbiting satellites as relay stations in space. Incorporating this concept, TELSTAR and RELAY communications satellites were launched from Cape Kennedy. These were followed by SYNCOM which, because of its positioning 22,300 miles above the earth over the equator, completed one revolution around the earth in each 24-hour period and thus was in "synchronous" orbit with the rotation of the earth. This had the advantage of making the satellite appear stationary above a given point on earth, thereby facilitating reliable and comparatively inexpensive communication service.

INTELSAT's first commercial communications satellite, "Early Bird," was launched into synchronous orbit and put into service in 1965. It had adequate capacity not only to handle telegraph, telex, and voice-grade signals, but also to transmit television. For the first time in human history, it was possible to convey across the ocean information, pictures and voices on a real-time basis.

Today INTELSAT satellites with many times the capacity of "Early Bird" are positioned over the Atlantic, Pacific and Indian Ocean basins. 82 countries belong to the INTELSAT global system. Earth stations in over 50 of these countries, many in developing areas, operate with these satellites. Additional earth stations are continually being inaugurated. The day is thus approaching when virtually all nations on earth will be linked for instantaneous communications.

#### . ICY Purpose

We are still in the first decade of this era of universal communications (dating from "Early Bird" in 1965). An ICY would give man the opportunity to stand back and assess what he has achieved in this field and to project where he is going from a technical point of view -- to plan to use the break-throughs in the most intelligent, efficient and economical way for the benefit of all, developed and undeveloped societies alike.

We would perceive ICY as having an international approach and format, within which each country could mount specific activities designed to solve the unique problems of that country which are amenable to telecommunications solutions.

One of the historic strengths of international telecommunications has been its insistence (in the ITU, for example) on permitting telecommunications links between nations and peoples regardless of whatever ideological or political differences may exist between them. This approach should certainly be applied to the ICY. Care should be taken to insulate both the idea and its implementation from differences and divergencies which exist in the political and diplomatic arenas and to focus on the benefits which the new technologies can afford all peoples and nations.

## International Steering Group

Coordination of the ICY might be achieved through an International Steering Group of "communicators" -- divorced from official political input by governments, and apart from existing international organizations and attendant ax-grinding. It could be composed of competent individuals chosen from the various geographical areas and from nations at all stages of technological development. This would insure a world-wide approach as well as an appreciation of the abilities and needs of nations at different stages of growth.

Among the functions of the International Steering Group would be:

1. Gathering and centralizing in one place, for distribution to all, current information on facilities and technologies now available;

2. Evaluating current trends, in an effort to determine the direction in which existing technology is moving and to make judgments as to what can be expected therefrom in the near-term;

3. Forecasting the direction in which current research is likely to take us in the intermediate and longer-term;

4. Identifying the potential uses to which current and foreseeable technology can be put to meet the varying needs of different nations arising from their physical location, economic development, educational level, etc.

5. Evaluating the merits, from the point of view of cost, efficiency, timeliness, etc., of the available alternatives in meeting the differing needs in different areas of the world, and listing appropriate recommendations in light of all of the foregoing.

Telecommunications touches almost every facet of human activity. The ICY group, therefore, should include not only those familiar with the technology but also those with the backgrounds to analyze the uses to be made of the technology. We should encourage every discipline and social grouping to analyze, clearly and objectively, how communications developments can be of maximum benefit. Certainly major areas would include the following:

> Education Health Agriculture Cultural Exchange Earth Resources Weather

# ICY Activities

Activities would run the gamut from theoretical research to basic demonstrations (via TV and other presentational means). There would, of course, be learned papers, professional seminars, exhibits and displays, TV specials, popular writings and, where appropriate, pilot or demonstration projects. While the trade angle should not be overstressed, it should not be overlooked either. Such a year of emphasis on communications would help to open and enhance markets for the countries supplying equipment, to the mutual benefit of both the seller and the buyer.

Mounted in the right way, the ICY could help to break down ancient hatreds, suspicions and rivalries.

Since telecommunications is essentially a two-way medium, the Year should have the salutary effect of avoiding the pitfalls of many other efforts, in which the developed or <u>have</u> nations talk down to the <u>have-nots</u>. In a two-way exchange both can and must learn from each other.

1 1 4 P

#### HUGHES AIRCRAFT COMPANY

SPACE AND COMMUNICATIONS GROUP EL SEGUNDO, CALIFORNIA

ALBERT D. WHEELDN VICE PRESIDENT AND GROUP EXECUTIVE

22 May 1973

The Honorable Abbott Washburn Ambassador Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Ambassador Washburn:

Thank you very much for the private preview of what is being suggested for an International Communication Year. I think it is a first class idea. It should give a needed focus on communications, which by its very nature tends to be an international activity. It is also one of the best promises for peace and understanding amongst nations. In this sense, it is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation - and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly. I will look for a formal proposal with great interest. If we can be helpful, please let me know.

Sincerely,

Albert D. Wheelon

ADW:eh

#### THE SECRETARY OF DEFENSE WASHINGTON. D. C. 20301

# MAY 5 1973

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Abbott,

Thank you for your letter of April 12 and the opportunity to review the International Communications Year (ICY) speech material prepared for Secretary Rogers.

We enthusiastically endorse the concept of an ICY to focus international thinking on mutual cooperation in the enormous and increasingly complex field of communication. Once the initial concept is announced, it is very important that the appropriate U.S. officials formulate a set of goals and objectives we should strive for during the ICY.

Defense would be pleased to participate in the planning for the ICY. The Assistant Secretary of Defense (Telecommunications) will be our point of contact.

With best regards,

Sincerely,

## NATIONAL SECURITY COUNCIL WASHINGTON, D.C. 20506

April 20, 1973

## Dear Abbott:

This is to thank you for your letter of April 16. I do appreciate your good wishes for my new job; I will file them away until I actually get there, some weeks from now. Then I will need them!

I appreciate having the opportunity to look at your draft speech material on the proposed International Communications Year. While not fully aware of the current level of international interest in such a project, I would imagine that the proposed ICY would generate considerable enthusiasm -- much as did the IGY.

It would seem to me quite important that the objectives for an ICY be defined early on with considerable precision, that it not be viewed by other countries as a veiled US attempt to promote contentious policy objectives.

This is a risk which I think you should take care to avoid in the draft speech material, for example, with regard to language relating to the benefits to be realized from direct satellite broadcasting and increased cultural contact -bearing in mind that there is not international agreement on this issue. (I would also question the desirability of having any US official promote a US-USSR "hot conference.")

With best regards.

Sincerely,

Helmut Sonnenfeldt

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

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UNDER SECRETARY OF STATE FOR POLITICAL AFFAIRS WASHINGTON

January 18, 1974

Dear Mr. Whitehead:

As you will recall, I requested the Department's Planning and Coordination Staff to look into the proposal for an International Communications Year which you put forward in your letter of November 28, 1973.

At the same time another proposal in the general area of international communications was being advanced by John Richardson, the Assistant Secretary for Educational and Cultural Affairs. At the suggestion of Winston Lord, the Director of Planning and Coordination, Mr. Richardson has been meeting with Abbott Washburn, who has been working on the communications year proposal, with a view toward merging the two concepts.

I understand that these conversations are proving fruitful. I hope that a common project in this important field can be developed for consideration by the Secretary and that it will serve the purposes you have in mind as well as those of the Bureau of Educational and Cultural Affairs.

Sincerely,

William J. Porter

Mr. Clay T. Whitehead, Director, Office of Telecommunications Policy, Executive Office of the President, Washington, D.C.

Mirectar in Orig to

UNDER SECRETARY OF STATE FOR POLITICAL AFFAIRS WASHINGTON

December 5, 1973

Dear Mr. Whitehead:

Thank you for your letter of November 28, on the subject of an International Communications Year. As you note, I am indeed interested in communications and the suggestion you put forward is clearly an important step in that field.

In order to ensure that the proposal receives appropriate attention, I have asked the Department's Planning and Coordination Staff to look it over and provide recommendations. They are already aware of the general idea.

As soon as I have received their report, I will be in touch with you.

Sincerely,

William J. Porter

Mr. Clay T. Whitehead Director Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504
#### OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

## Nov. 23, 1973

## TOM:

Here are the relevant ICY documents for you to review.

Len Garment and Brad Patterson continue to be very much interested.

So also do Bob Miller and John Moellering in Anne Armstrong's office. (Miller is the chief officer there on the Bicentennial.)

At State the matter is now before Winston Lord, the head of the Policy Planning Staff . . . and Bill Porter, Under Secretary for Political Affairs.



OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

November 23, 1973

TO:

FROM: Abbott Washburn

IOM

SUBJ: International Communications Year

Earlier this year I discussed with Bill Rogers the notion of an International Communications Year, and he subsequently requested of us the attached speech draft. He had planned to deliver it before an appropriate audience prior to his leaving the Department of State. In so doing it was his intention to "float the idea" and then assess the reaction of other countries. As you will recall, some 64 countries participated in the successful International Geophysical Year (IGY) in 1957-58.

The first 14 pages focus on the world-wide explosion in modern communications and the tremendous potential of the new technologies for fulfilling human needs. The ICY proposal itself is developed on pages 15 through 18. At the back of the draft are:

- a. List of countries that participated in the IGY.
- b. President Eisenhower's words on the IGY.
- c. Dean Burch's letter to Secretary Rogers
- d. Leonard Garment's letter to Secretary Rogers on the ICY and the Bicentennial.
- e. James Keogh's letter to Secretary Rogers.
- f. Helmut Sonnenfeldt's letter to A. Washburn.
- g. Elliot Richardson's letter to A. Washburn.
- h. General Redman's letter to A. Washburn. (General Redman was formerly chief of the White House Communications Agency.)

An ICY Activities Paper, detailing specific projects for the Year, is also attached, as well as an ICY memorandum prepared by Asher Ende of the FCC. Our current thinking is that the Year, if approved, would begin in late 1975, with the bulk of the activities taking place during the first nine months of 1976 (ahead of the Presidential election campaign). With 50 to 60 countries participating, it would require about 18 months of lead-time to mount the ICY.

Informal soundings in Mexico and Australia revealed a high level of interest in participating.

# Draft Material for Speech

## Proposing an International Communications Year

Recently I met with the 20 members of the Board of Governors of INTELSAT, the global commercial communications satellite Organization. They were in Washington, from all parts of the world, for their first meeting under the Organization's new permanent charter.

INTELSAT commenced operations less than 8 years ago, in 1965, when it placed "Early Bird" in orbit over the Atlantic and made trans-Atlantic telephone and television service available by satellite on a regular basis.

Today the INTELSAT network spans six continents. Its membership has grown to 83 partner-countries, with more nations continuing to join. Earth-stations are in operation in 50 countries, and new ones are being inaugurated every few weeks. The People's Republic of China, for example, has recently contracted for four standard-size earth-stations to link with INTELSAT satellites over the Pacific and Indian Oceans. Three of these stations will be located in Peking and one in Shanghai.

There has been a parallel growth in the use of underseas cables to provide international telecommunications. Beginning in the mid-1950's, when the first voice-grade transoceanic cable was laid, the network of new cables has greatly expanded, tying the U.S. and Canada with points in Europe, Japan, Asia, Oceania, Central America, the Caribbean, and Northern South America. In addition, extensions from Europe have been laid, providing direct cable service to North Africa.

A little over a decade ago, in 1960, there were 143 million telephones in service throughout the world. Of this number the United States accounted for 74.3 million or 52%. By the end of 1971 the total number of phones had more than doubled, reaching 291.3 million, of which the United States accounted for 125 million or 43%.

These phenomenal growth trends -- in INTELSAT satellite services, underseas cables, and number of telephones -- are manifestations of the insatiable demand for communications that exists all over the world today. As our planet grows more crowded, as we all become more interdependent, and as more problems like those of the environment are shared in common by nations -- rapid contact and close interchange become ever more necessary.

Looking ahead over the rest of this century to the year 2000, it is clear that our world society is moving toward an "information society." People everywhere will be closely linked by instantaneous electronic communications devices and served by versatile computer-data systems.

The implications of this are far-reaching -- for these devices, if properly used, have enormous capacity to inform and educate; and it is only through an informed world-citizenry that the world's problems can be intelligently dealt with and made manageable.

If nations are to cooperate, they must communicate.

When the new communications instruments are made accessible to all, cheaply and easily, they will be powerful tools for building the "bridges of understanding" President Nixon calls for in his Second Inaugural Address. They can, as he has earlier said, "reduce those areas of differences which exist because of ignorance and lack of information, and help bring the peoples of the world closer together."

Modern electronic communications deeply touches human relationships. It "transports the <u>person</u> over long distances even more than the <u>message</u>," as Professor Marshall McLuhan points out. Because of this, it holds the promise of contributing to improved relations between representatives of governments. It can likewise facilitate business and personal contacts, educational interchanges, and a host of other important international relationships.

The prospect before us is described by Arthur C. Clarke, the distinguished writer on space who, in 1945,

first proposed the development of today's synchronous communications satellites orbiting at 22,000 miles above the earth:

"What we are building now is the nervous system of mankind, which will link together the whole human race, for better or for worse, in a unity which no earlier age could have imagined."

We stand, today, just over the threshold of this high-capacity new communications era. Satellites,/underseas cables, global television, cassettes, cable TV, videorecorders, et al, have only recently made their appearance. Yet already their impact on attitudes and events has been profound. The war in Indo-China differed markedly from all other wars in part because millions watched it day-by-day on live television. The live television coverage of President Nixon's trips to China and the Soviet Union unquestionably added an important dimension and heightened the usefulness of those visits. The same is true of important visits by other world leaders, for example, the recent trips of Prime Minister Tanaka of Japan, Chairman Kosygin of the U.S.S.R., and Prime Minister Trudeau of Canada.

On July 20, 1969, over half a billion persons on six continents watched Neil Armstrong take man's first steps on the Moon. Who can say how deeply this and the other live programs from space may have altered man's conception of his planet and of himself.

Today, one out of every four people on Earth can see important events on television screens as they happen. And it is now possible to direct-dial a telephone number from Frankfurt to Tokyo, or from Washington to Athens.

Yet this is only the beginning. The growth of the "nervous system," the world-wide communications grid Arthur Clarke speaks of, will take some years. But it is happening now. The time is approaching, if we have the patience and imagination to overcome the international political and legal obstacles, when all nations will be linked for instantaneous live communication. When that day comes, it will be possible to direct-dial anyone anywhere in the world for the equivalent of a dollar or two.

It is obvious -- even to a layman like myself -that these new technologies are not merely extensions of old ways of communicating. What has happened in the past two decades has been a quantum jump in our potential to communicate. The new technologies have opened the way to a global network which can give all men efficient, economical access to information resources and to each other.

Is it realistic, you will ask, to expect this actually to come about -- that the potential will become reality -- given the inertia of nations, the built-in distrusts, and the existence of closed or half-closed societies? Yes, I believe it is.

Not in the immediate future, certainly, and not without the patient work and skillful effort of dedicated experts from many nations. But, as I have suggested, there are strong forces running in its favor. Above all is the deeply-felt need of human beings, on an increasingly crowded planet in a nuclear age, to

be in touch with one another. In every country, developed and developing alike, you find a great hunger for communications: the desire to have telephones, transistor radios, TV sets, and printed matter. There is a compelling urge to know and understand day-by-day what is going on.

Another pressure working in its favor is the scope of the benefits that can result, across a dozen areas of human needs.

For example, in the field of education, it will be possible, using satellites and computers, to link great universities on opposite sides of the world, each sharing the other's libraries and cultural riches, and with students and teachers joining in "live" discussions of subjects and issues under joint study.

One of the first pioneering experiments in the use of space communications for mass education will begin the year after next in India. The Indian Government, using a NASA experimental satellite -- the ATS-F --

will beam training programs directly to community TV receivers in some 5000 villages. The programs, in eight languages of the sub-continent, will cover, among other subjects, agricultural techniques, family planning, literacy, health and hygiene, and occupational skills. It will be a fascinating and significant undertaking to watch.

In medicine, it will be possible for heart specialists in Canada, for example, to consult with cardiologists in Australia while the tape of the patient's cardiogram is coming through "live" by satellite facsimile. Already, doctors and hospitals in France and in other countries are drawing on the large medical computer data bank maintained at the National Institutes of Health in Bethesda, Md.

The <u>New York Times</u> has recently put into service a similar data bank which, within a few years, will contain all the significant news stories that have appeared in that publication since its inception in 1851. This

wealth of material will eventually be accessible, almost immediately upon demand, to journalists and researchers here and in other countries via satellite. Electronic journalism, already phenomenal in its ability to transport us anywhere important events are happening, will thus become even more versatile.

More and more, computers throughout the world will team up with satellites to exchange and share vast amounts of information. Financial and marketing data, quotations, and business information of all kinds can be made available, quickly and cheaply, to companies and banks and their branches wherever they are located. In recent tests, transmissions of this type of material have been made at the rate of approximately 50,000 words per minute. Peter Drucker, the Harvard economist, has emphasized the role of communications in the changing world economy:

"Imperceptibly," he writes, "there has emerged a world economy in which common information generates the same economic appetites, aspirations, and demands .... The world has become, in other words, one market, one global shopping center."

In the field of foreign relations, communications channels are of particular importance. When the Viet-Nam settlement was signed on January 27, the news was immediately flashed around the world. By contrast, when the War of 1812 ended, it was several weeks before even those doing the fighting learned that the war was over:

In the last century, Britain's Foreign Minister, Lord Palmerston, was told about a new invention -- the telegraph. His reaction was: "This is the end of diplomacy!" I wish he could see the snowfall of telegrams that covers the State Department every morning. But he was correct, of course, in sensing that rapid communications would pose a threat to his old-style personal statecraft.

On-a number of occasions since becoming President, Mr. Nixon has communicated by satellite with other Heads

of State. This form of "satellite diplomacy" is very useful. It has the particular personal quality of a visit, but without the arduous, time-consuming process of Presidential travel. We can expect to see more of this type of contact in the future.

Now that the "hot-line" between Washington and Moscow is, before long, to be carried by satellites, it could just as readily become a "hot-picture," with the leaders able to talk to each other face-to-face. Or if it were important to have other Chiefs of State join in the discussion, "a hot conference" circuit could be set up. Despite the obvious language problem and other difficulties, this is a capability which modern Chief Executives and Prime Ministers could find of immense value to have at their command in moments of crisis.

Other direct government-to-government links could be "cool lines," not tied to crisis situations, but which would permit face-to-face discussions among Cabinet Ministers and between leaders at other levels of government discussing problems before they reached a critical stage.

Some of these "cool line" conferences, I would hope, could be on open-circuits so that the citizens of the countries involved could "look in" on the discussions, perhaps even participate by submitting questions.

It would be a new form of diplomacy, and one fitted to the needs of our times.

We have already had the first treaty-signing by satellite. Appropriately, this was with Japan, one of the most communications-minded of countries. On June 17, 1971, Foreign Affairs Minister Kiichi Aichi, in Tokyo, and I, in Washington, signed the treaty returning Okinawa to Japanese sovereignty. It was 8:30 a.m. in Washington and 9:30 p.m. in Tokyo. We watched each other on our television monitors, while millions of citizens of our two countries watched on their television sets at home.

The choice of a satellite-linked ceremony did not lessen the importance of the event. The opposite was, in fact, true. And it obviated the necessity of a group of high officials traveling half way around the world.

The new communications techniques can also be particularly effective in facilitating cultural exchanges -- in bringing to more people throughout the world the treasury of their common heritage. Sports and the arts are loved in all countries. They draw people together. Last summer's Olympic Games in Munich were watched, via satellite, by nearly one billion people.

Recently the remarkable Shenyang Acrobatic Troupe of the Peoples Republic of China gave performances in several American cities, everywhere receiving standing ovations. It was my privilege to introduce them to the audience at the Kennedy Center in Washington on January 9th. The feats the young athletes performed were unbelievably skillful. At the conclusion there was a tremendous outpouring of appreciation from the audience. Had it been possible, at that moment, for the Chinese people at home to see by television that spontaneous response, I am sure it would have done

more to convince them of the friendship of the American people than official visits or almost anything else we could do.

With new earth-stations now under construction in China, the Soviet Union, and in dozens of other countries, it would be possible to arrange a variety of global TV program exchanges of this kind. Perhaps this could begin to be done on a regular schedule.

Despite all of this, despite the increasing role of these technologies in our lives and their vast potential impact on international relations, we tend to take them for granted. I would like to propose, therefore, that we stop taking them for granted -- for a year: A special year to be called the International Communications Year. Twelve months during which all interested nations would cooperate in probing ways to use these technologies to best serve man's needs.

The ICY would be a year of imagination, study, and dialogue, not only among specialists in communications

technology, but also with and among educators, political leaders, scientists, business executives, government officials, broadcasters and journalists, economists, lawyers, artists, sociologists, and other experts.

In addition to panels and symposia there would be actual demonstrations of new communications modes and techniques. Experiments would be conducted and various types of international communications exchanges tested.

Special attention would be paid to ways and means to resolve the legal, institutional, and political obstacles blocking the way to full utilization of many of the technologies. (One such obstacle, for example, is the international copyright problem.)

If other countries also see merit in the idea, the United States would welcome the opportunity to participate in such a Communications Year. We believe it would focus worldwide attention on this vital field in a coordinated way. In so doing it could hasten the decisions and actions that must be taken before anything like the full benefits of the new technologies can be realized.

There are a number of ways in which such an ICY could be organized. Consideration might be given to the pattern of the International Geophysical Year in 1957 - 58. In this highly successful effort there was a minimum of formal organization. National committees of scientists in 64 countries undertook specific projects, and made the results available to everyone else. The national committees linked up regionally and internationally as their interests and work required. A special committee of the International Council of Scientific Unions, meeting in Europe, established the broad framework in which all of the work was accomplished.

If other nations share our interest in participating, the first step perhaps would be a planning meeting, within the next few months in a convenient city, to decide on the activities to be included in the ICY, to determine its time-frame, and to set up whatever appropriate organizational structure is required.

In summary, I believe there is an urgency about our need for understanding better the role of communications in the immediate decades ahead and for beginning a coordinated approach. An ICY would provide us with the opportunity to focus on human needs and goals, matching them to the potentials of the new technologies. This is something which, up to now, has not been attempted.

The distinguished American poet and former diplomat, Archibald MacLeish, has written:

"Our technology, wiser than we, has given us the unforeseen and unforeseeable means of worldwide understanding at a moment when worldwide understanding is the only means of lasting peace."

Perhaps communication; can unite mankind.

Let's give it every chance.

#### THE YEAR OF THE EARTH

The IGY is divided into 13 "programs," \* each concerned with one of the earth's large phenomena or areas of dynamic change. These are the ocean of air, the seas of water, the great field of magnetism that wraps the earth, the restless layers of the high ionosphere and, finally, gravitation which "holds all the rest together." To these are added the solid earth, and the various forms of radiation and particles of matter that come at the earth from the sun and beyond.

These are the basic geophysical phenomena. They have all played parts in the development of our civilization.

# The 64 Nations Participating in the IGY

Argentina Australia Austria Belgium Bolivia Brazil Bulgaria Canada Ceylon Chile China (Communist) China (Nationalist) Colombia Cuba Czechoslovakia Denmark

Dominican Republic Ecuador Egypt Ethiopia Finland France Germany (East) Germany (West) Ghana Great Britain Greece Guatemala Hungary Iceland India Indonesia

Iran Ireland Israel Italy Japan Korea( North) Malaya Mexico Morocco Netherlands New Zealand Norway Outer Mongolia Pakistan Panama Peru

Philippines Poland Portugal Rhodesia-Nyasaland Rumania Soviet Union Spain Sweden Switzerland Tunisia Union of S. Africa United States Uruguay Venezuela Viet Nam (North) Yugoslavia

<sup>o</sup> Glaciology, Oceanography, Meteorology, Solar Activity, Aurora and Airglow, Cosmic Rays, Ionospheric Physics, Geomagnetism, Gravity, Seismology, Radioactivity Studies, Latitudes and Longitudes and Measurement of the Earth, and Rocket and Satellite Exploration of the Upper Atmosphere.

#### MANDATE FOR CHANGE

a corresponding automatic increase in valuable research. For one thing, you cannot find graduate scientists as you can buy laboratory equipment. But the Congress consistently raised the amounts we recommended for the purpose.

One hot July noon in 1955 Jim Hagerty announced to the White House reporters that he would have an exceptional story for them that day at about one-thirty. That story, as dramatically as any, illustrated the way science was changing our lives. For on that day at the White House, Dr. Detlev Bronk, the head of the National Academy of Sciences, and Dr. Alan Waterman, head of the National Science Foundation, announced the plans for the United States' first launching of an earth satellite.

In October of 1954 scientists from forty countries had met in Rome to draw up plans for the International Geophysical Year, in 1957–58—the first coordinated world-wide study ever made of the physical phenomena of the earth and its atmosphere. This study would include work in meteorology, physics, geology, and a host of other disciplines. But two areas to be explored stood out above the rest. One was the Antarctic—a largely unexplored sixth of the globe. In March 1955 the United States accordingly announced that, along with other countries, we planned to send an expedition down there at the end of 1955 to begin work on three observation sites. Recognizing the strategic as well as the scientific value of such an exploration, the Soviet Union several months later announced that it too planned to establish observation bases on that frozen continent as part of the International Geophysical Year.

The second area was outer space. The scientists at the Rome meeting had urged participating countries to undertake for the first time a program to launch an earth satellite. The plan was approved by the United States government in 1955. Such a program, the scientists recognized, would permit hitherto impossible studies of radiation, of the density of the earth's upper atmosphere, of the composition of the earth's crust, and of the earth's shape. The July news conference announced the United States' response to that scientific challenge. We invited other countries to participate with us in the undertaking and promised to make information on the space vehicle available to the public. The satellite, as originally conceived, would be about the size of a basketball. At that time no one yet knew whether it would or could contain any instruments. Under the label Project Vanguard, the Department of Defense would, with its experience in rocketry, provide the means of shooting it into orbit. For the first time in history men could look with hope, grounded in knowledge, to the possibility of flight toward the stars.

The battle for legislative action in 1955 was fought out against the background of the quiet but immensely significant changes in our coun-

Page from President Eisenhower's book, "Mandate for Change," published in 1963.

# FEDERAL COMMUNICATIONS COMMISSION

Honorable William P. Rogers Secretary of State Washington, D. C. 20520

Dear Mr. Secretary:

I regret that I did not have a chance to talk with you at the reception the Department tendered in honor of the new Board of Governors of Intelsat. I particularly wanted to tell you personally how impressed I was with your suggestion for an International Communications Year.

We are continuing to experience a veritable explosion of new developments and ideas in all phases and facets of communications. It is, therefore, essential that at some point in the near future we pause for an assessment of where we are, where we are going, and how we can harness the fruits of our technology most effectively and efficiently. Accordingly, I am certain that when you present your proposal before an appropriate forum it will be warmly received and endorsed in all quarters, both domestic and international.

Let me assure you that this Agency will be most happy to cooperate in any International Communications Year program which is developed. We will, within our limited resources, make available knowledgeable and competent personnel to give such advice and assistance to the program as they can.

Dean Burch

Dean Burch Chairman

April 10, 1973

### THE WHITE HOUSE

WASHINGTON

# March 2, 1973

Dear Tom:

I want to congratulate you and Abbott Washburn for the very interesting idea of an International Communications Year. I have taken the liberty of sending the attached note to Bill Rogers. I suggest that in the further interagency planning on this subject, you include a representative of the American Revolution Bicentennial Commission staff, and one each from the National Endowment on the Arts and on the Humanities.

Sincerely,

Leonard Garment

Mr. Clay T. Whitehead Director Office of Telecommunications Policy 1800 G Street, NW Washington, D.C. 20504

# THE WHITE HOUSE

#### WASHINGTON

March 2, 1973

## Dear Bill:

I understand that you are considering suggesting, in an appropriate speech, that the nations of the world collaborate in an International Communications Year, on the analogy of the successful IGY a few years ago.

The purpose of this note is to express my very enthusiastic support for this idea and to suggest that while keeping it nonpolitical and non-nationalistic we in America emphasize its connection to our own Bicentennial planning. The proponents of the ICY are correct, I believe, in keeping the two "years" separate -- while recognizing that the former will produce a fall-out into the latter. In fact, the Administration has taken the position to the Congress that our own Bicentennial focus year should be from July,1975 through August, 1976 (in order to get our major events out of the way before the country becomes totally preoccupied with the 1976 election.)

All of us here are quite convinced that any major "brick and mortar" Bicentennial projects are both inappropriate and too late from now on, and that we should emphasize, in effect, the "products of the mind" as the central focus of our Bicentennial celebration. Nothing would give America as well as the world a more exciting vision of our -- and the world's -next century than the things and concepts which an International Communications Year would dramatize.

Please let me know if I can be of any help in furthering this project; I would recommend we also consider an appropriate Presidential involvement in it during next July.

Sincerely,

Leonard Garment

Honorable William P. Rogers Secretary Department of State Washington, D.C.



OFFICE OF THE DIRECTOR

# UNITED STATES INFORMATION AGENCY WASHINGTON

March 20, 1973

Dear Bill:

Clay Whitehead and Abbott Washburn have given me the working paper on the proposal for an International Communications Year (ICY).

I think the proposal is a very interesting one. It could provide an effective means for advancing the international "bridges of understanding" concept which the President spoke of in his second Inaugural Address.

We believe that the proposal should be developed further, with more specific emphasis on the ways in which an ICY can benefit U.S. objectives in such areas as trade, relations with Communist countries, cultural exchanges and the casing of legal and other restrictions in the communications field.

I am pleased that your working paper proposed that the Agency be a member of an ICY inter-agency plauning committee. We welcome this opportunity to participate so that we will be in a better position to determine how the Agency could support a Communications Year.

Sincerely,

James Hoogh Director

The Monorable William P. Rogers Secretary of State

#### NATIONAL SECURITY COUNCIL WASHINGTON, D.C. 20506

April 20, 1973

## Dear Abbott:

This is to thank you for your letter of April 16. I do appreciate your good wishes for my new job; I will file them away until I actually get there, some weeks from now. Then I will need them!

I appreciate having the opportunity to look at your draft speech material on the proposed International Communications Year. While not fully aware of the current level of international interest in such a project, I would imagine that the proposed ICY would generate considerable enthusiasm -- much as did the IGY.

It would seem to me quite important that the objectives for an ICY be defined early on with considerable precision, that it not be viewed by other countries as a veiled US attempt to promote contentious policy objectives.

This is a risk which I think you should take care to avoid in the draft speech material, for example, with regard to language relating to the benefits to be realized from direct satellite broadcasting and increased cultural contact -bearing in mind that there is not international agreement on this issue. (I would also question the desirability of having any US official promote a US-USSR "hot conference.")

With best regards.

Sincerely,

Helmut Sonnenfeldt

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

# MAY 5 1973

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Abbott,

Thank you for your letter of April 12 and the opportunity to review the International Communications Year (ICY) speech material prepared for Secretary Rogers.

We enthusiastically endorse the concept of an ICY to focus international thinking on mutual cooperation in the enormous and increasingly complex field of communication. Once the initial concept is announced, it is very important that the appropriate U.S. officials formulate a set of goals and objectives we should strive for during the ICY.

Defense would be pleased to participate in the planning for the ICY. The Assistant Secretary of Defense (Telecommunications) will be our point of contact.

With best regards,

Sincerely,

Concentration and a second second



DEPARTMENT OF THE ARMY US ARMY STRATEGIC COMMUNICATIONS COMMAND - CONUS FORT RITCHIE, MARYLAND 21719

30 July 1973

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D. C. 20504

Dear Mr. Washburn:

I have just finished reading the material you forwarded recently regarding a proposed International Communications year.

As you and I discussed at the COMSAT reception, the thought of such an undertaking is very timely in view of recent significant international communication events. In particular, I have in mind the Presidential visits to China and the Soviet Union, where live TV broadcasts were made. This, coupled with the large number of ground satellite stations which have been installed during the past five years in many of the smaller nations of the world, makes such an event timely. Also, we can't overlook the first telephone call to the moon.

Your approach to floating the idea through the Secretary of State is certainly a good one. My guess is that the idea will draw an enthusiastic reception since all nations can participate. No nation, large or small, has a real monopoly in the broad spectrum of communications.

Your proposed "ICY Events and Activities" provides an excellent variety and involves functional areas which are uppermost in the minds of people throughout the world today.

Normally we don't think of the communicator as diplomat, but, in my many travels around the world, I have found the following traits in common with all whom I have met:

a. A willingness to cooperate and work out solutions to common problems.

b. An intense dedication and desire to provide the very best communications available.

30 July 1973

SCCN Mr. Abbott Washburn

c. A willingness to share knowledge.

d. A natural curiosity for new technology.

It is my belief that if such an idea as the ICY is proposed, that it will be accepted and that the event will probably be even more successful than the International Geophysical year in 1957-8.

If I can be of any assistance in this endeavor, please let me know.

Sincerely,

ALBERT REDMAN, JR. Brigadier General, USA Commanding

# OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

June 11, 1973

## MEMORANDUM

FROM: Abbott Washburn

SUBJECT: <u>International</u> <u>Communications</u> <u>Year</u>, <u>Activities</u> Paper

There is general agreement that the ICY should not merely celebrate the wonders of the new communications technologies, but should focus on how best to maximize the beneficial uses of these technologies for mankind.

ICY activities, as in the case of the IGY, would be staggered at different times over the course of the Year. Some would be global in character, some regional. In addition, each participating country would undoubtedly mount a number of purely domestic ICY activities. For example, 1976 will mark the hundredth anniversary of Alexander Graham Bell's achievement. Various events and programs will be planned in the United States in connection with the anniversary, which provides a fine tie-in with the Bicentennial.

#### POSSIBLE ICY EVENTS AND ACTIVITIES

#### 1. In the Field of Education

(a) Highlight the potential for mass-education-bycommunication-satellite and what this can mean in terms of raising living standards, health, and literacy levels. The pioneering India experiment, utilizing NASA's ATS-F, will then be underway or just concluded. Brazil may have its proposed domestic educational-satellite by then. Peace-Sat, linking the University of Hawaii with various learning centers in the South Pacific, will be further along. It is possible that Mainland China will have decided to embark upon an educational satellite program. (Hughes Aircraft has submitted details of such a system to the communications officials in Peking.)

ICY emphasis on these efforts could conceivably lead to the establishment of a global Edsat system by the late 1970's, on which individual countries, or groups of countries, could lease time. Arthur Clarke estimates that "the cost of an Edsat would work out to around \$1.00 per pupil per year for a medium-sized country," including the software. This could revolutionize the poorer countries, he believes.

In the bringing of instruction to remote underdeveloped areas, COMSAT draws attention to its Alaska experiment and the NASA-NIH program. "The lessons learned in Alaska," they suggest, "and the value of voice and/or video links in reaching such areas could be demonstrated on a global basis, perhaps in cooperation with UNESCO."

(b) Using computers and satellites, link two or more great universities on opposite sides of the earth -- e.g. Stanford and the University of New Delhi and/or Oxford and the University of Japan. In a set of carefully planned ICY projects, library, laboratory, and other resources would be shared; panels of students and faculty would probe in depth problems of mutual interest (e.g. -the environment); and certain of these activities would be aired on global TV.

## 2. In the Field of Medicine

(a) Set up what COMSAT describes as "a global medical information exchange that would connect remote or disaster areas with established medical facilities." Both video and audio (with data links) experiments could be tried.

Expansion of the current SS HOPE satellite communication experiment would be a good example of this. In the latter project, doctors on board the HOPE, now in port in Maceio, Brazil, are able to consult rapidly with specialists here in the Washington, D.C. area by means of a small transportable station (with an 8-foot parabolic antenna) on the ship's deck working with one of the INTELSAT IV satellites over the Atlantic. In addition to telephones, a slow-scan television is provided, as well as a facsimile telecopier (for transmission of medical charts, histories, etc.)

Included in this experiment would be demonstrations of the utilization by doctors in faraway places, of the resources of the NIH medical data bank at Bethesda, Md. Doctors in Nigeria, for example, confronting a particular outbreak of illness, would draw on this knowledge reservoir for needed specialized information -- which would reach them speedily by satellite.

(b) Demonstrate that in the coming "information society" no patient, regardless of where he travels in the world, will in an emergency be out of touch with his personal physician. Each individual with a health problem will carry in his wallet a description of the trouble, together with his doctor's name and telephone number. If the person should be stricken while traveling, the physician on the scene can consult immediately with the patient's own doctor and receive his full medical history by telefacsimile. If a Canadian business executive, for example, has a heart attack while attending a conference in Sydney, Australia, the cardiologist in Sydney and his own doctor in Montreal can consult and make decisions while both are simultaneously watching the patient's cardiogram coming through "live".

(c) In Houston, Texas, in 1965, Dr. DeBakey performed an open heart operation which was carried by satellite to Europe where surgeons in Geneva, Switzerland, watched in real-time and discussed the techniques and procedures with Dr. DeBakey as the operation was taking place. Thirty million television viewers, in Europe and the U.S., also watched the progress of the operation. A similar dramatic event could be scheduled in 1976, with surgeons and specialists from several countries participating. (Including PRC doctors and acupuncture?)

## 3. In the Field of Cultural Exchange

(a) Stage on global TV an outstanding series of performing-arts programs, scheduled at intervals throughout the year. Included, for example, might be the Bolshoi, La Scala, Kennedy Center, Folkloriko Ballet of Mexico, Shenyang Acrobatic Troupe of the People's Republic of China, and Stratford Theater -- with artists of the caliber of Artur Rubenstein, Segovia, Casals, Rostropovich, Beverly Sills,Bernstein.

Twelve of the participating ICY nations might each be responsible for originating a single program, on a rotational basis, one aired each month.

Regarding this possibility COMSAT comments: "In countries or regions where access to existing transmission capability exists, that capability would be utilized for the global TV networking arrangement. In areas remote from good communications, small transportable earth stations, similar to our DITEC station, could be installed on a temporary or semi-permanent basis." Similar programs, but on a regional basis (e.g. Latin America) might be undertaken.

(b) Originate programs from some of the world's great museums, to convey man's artistic heritage to viewers in all parts of the world. Famous artists and authorities would participate. (Perhaps Kenneth Clark, who did the "Civilisation" series.)

(c) From the leading universities could come special programs devoted to milestone historical events and scientific break-throughs. All global telecasts would feature recognized experts and authorities.

Harold White writes: "Internationally prominent authorities on various subjects might be invited to address the world by television, on their subject. The ICY Committee, undoubtedly, could identify internationally acceptable authorities. Nobel Prize winners in various categories might provide a useful starting point. A recognized psychologist/sociologist, for example, could spend one hour giving his interpretation of why man behaves as he does, to an audience of hundreds of millions. Then, an address by a world authority on epidemic diseases, or other subject of universal concern, would be of great interest."

(d) The Olympic Games will take place in the summer of 1976 in Montreal. Close to a billion viewers watched the 1972 Olympics in Munich. The televising of the 1976 Games could, in an appropriate manner, be tied in with the ICY. This could be done, perhaps, using the "bridges of understanding" theme: sports, like communications, draw people together; both can help build the bridges of understanding requisite to a peaceful world.

For distribution of the types of worldwide TV programs described above, and for global special-events programs.
COMSAT suggests the possibility of "interconnecting the existing satellite systems: INTELSAT, MOLNIYA, ANIK, etc." As with the IGY in 1957-58, collaboration with the USSR will, in any case, be important. Appropriate representatives of the USSR and the PRC should be consulted prior to the Secretary's floating of the ICY concept.

#### 4. In the Field of Diplomacy

 (a) Arrange one or more important occasions of "satellite diplomacy" during the ICY. The signing of a SALT treaty?
Or a multinational Convention related to environmental preservation and renewal? (The signing in 1971 of the treaty returning Okinawa to Japan is the prime example to date.)

(b) Secretary Rogers has mentioned the possibility of the hot-line becoming a hot-picture or even a hot-conference, by satellite. This potential tool for heading off wars and promoting peaceful solutions could be demonstrated at the United Nations ... for example, with Secretary General Waldheim conferring with, and among, a group of Heads-of-State: e.g. Nixon in Washington, Brandt in Bonn, Tanaka in Tokyo, Brezhnev in Moscow, Mrs. Gandhi in New Delhi. The topic, for purposes of the demonstration, would not be "hot" but nevertheless of general interest (energy?); and the real-time pictures of the participants would appear on a large screen in the UN General Assembly.

(c) Harold White, of Australia, suggests solo TV appearances by Heads-of-State:

"The programme might include world-wide telecasts of addresses by the leaders of different countries at relatively frequent intervals -- the recognized leaders such as your President, Britain's Prime Minister, and so forth; not all, of course, from the large countries and not overweighted from particular ideologies or groupings." (c) Arthur Clarke suggests a special ICY demonstration to underscore the usefulness of satellite surveillance in peace-keeping:

"How much peacekeeping in Vietnam, for example, would be facilitated if the observer delegations had realtime TV via satellites! It would then be almost impossible to conceal violations."

(d) Various international organizations could join in ICY activities and/or develop events of their own: ITU, INTELSAT, UN, UNESCO, OAS, EBU, Asian Broadcasting Union, et al.

#### 5. In the Field of Commerce and Industry

The trade-promotion, balance-of-payments aspects of ICY have been stressed by many. A U.S. Communications-Industry ICY Committee could be formed, including the computer companies, to pursue this phase, working particularly with the Department of Commerce. Its activities would be of various kinds -- exhibits, demonstrations, fairs, special events, historical observances (e.g. March 10, 1976, will be the 100th anniversary of Alexander Graham Bell's achievement) -- culminating, perhaps, in a World Communications International Trade Fair. Most of these events would be covered by the news media. A few would be made the subject of paid TV specials.

Data, voice, record, and picture transmission of all types -past, present, and planned-for-the-future -- would be the subject of these various presentations. For example, the enhanced safety and convenience factors of an Aerosat system, and perhaps Marsat, would by then be able to be included.

COMSAT describes this activity as follows:

"Expanded demonstrations and exhibits at international (and foreign) fairs and expositions to demonstrate new communication services and techniques (video phones, DITEC, Aeronautical and Maritime Communications, disaster communications, etc.)"

Joe Charyk gives the following example of a possible demonstration keyed to the search for new energy resources:

A very small transportable earth-station capable of receiving and transmitting voice and data would be given to an oil exploration geological team to provide real-time data reduction at a central management location thousands of miles away. (The time and money saved could be substantial.)

Export-license and munitions-control implications of all sales-promotion efforts would, of course, have to be worked out by Commerce, DOD, and State.

It is reasonable to expect that the industry as a whole would react enthusiastically to the prospect of such a Year. In addition to Joe Charyk, I have spoken about it (informally and confidentially) to another senior executive: Dr. Albert Wheelon, Vice President of Hughes Aircraft. In his letter of May 22, copy of which is attached, Dr. Wheelon comments:

"It is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation -and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly."

## 6. In the Field of Electronic Journalism

Walter Cronkite, John Chancellor, Lowell Thomas, et al

(and their counterparts in other countries) would document how electronic news reportage has progressed from the first stories covered by telegraph (the War with Mexico and election of James K. Polk in the 1840's) to the present-day live coverage of astronauts walking in space. Much of this material would also be appropriate to the Bicentennial commemoration.

Special efforts and programs might be undertaken by the broadcasting groups: NAB, EBU, ABU, International Broadcast Institute, Aspen Institute, et al.

Demonstration of the modern electronic journalist's ability to draw on data banks (e.g. the <u>New York Times</u> bank) for instantaneous research and factual background material.

7. In the Field of Science and Communications Technology

Asher Ende suggests that an "International Steering Group" of professional communicators meet to try to project where the new technologies and current research are likely to lead, and to assess which of these developments are best suited to particular needs, for example, the requirements of the developing countries. (See page 5 of his memorandum of May 29, attached).

Some joint research efforts might also be considered by this Group.

COMSAT technicians have discussed the following possible experiments:

"International propagation and interference studies and experiments at several frequencies (11/14 and 20/30 GHz) under various geographic and climatical conditions." "The interconnection of two widely separated astronomical telescopes with a real-time video transmission link could provide a basis for new experimentations with steroscopic and holographic techniques to indicate a depth perception missing in current star mapping activities. This could permit discrimination among stars and star groups which now appear as a single source."

"The interconnection of two widely separated radio telescopes with adequate communications could provide for the correlation of radiometric signals on oscilloscopic type displays so as to differentiate even fine grain structure of the received signals."

#### 8. Symposia

"There would be learned papers and professional seminars" -- Asher Ende in his paper, attached.

## Harold White writes:

"There might well be an International Symposium on the sociological and economic implications of the 'new telecommunications era' which is opening before us. I have excluded the technological side because there is so much being done already, but a limited something on 'new frontiers' in communications technology might provide necessary balance to such a Symposium."

If such an International Symposium were held, it probably should come toward the end of the Year, after preliminary work had been accomplished by separate panels of experts addressing specific topics -- for example, a panel of international lawyers considering the question of copyright protection arrangements in global television programming; another example: a panel of educators and mass communications experts on the teaching potentials of broadcast satellites and other new technologies; another: the panel of professional telecommunicators mentioned in Asher Ende's memo (pages 4 and 5); and another: a panel of broadcasters considering increased and improved international TV programming, program exchanges, and program standards.

Each of the various panels would present a report at the International Symposium. Because of this advance work and other careful planning, discussion at the Symposium could be conducted in the type of informed and constructive atmosphere that, hopefully, would lead to the issuance of an agreed set of goals for the future (looking to the year 2000) at the conclusion of the Symposium.

If the World Communications Fair, mentioned earlier, and the International Symposium were held simultaneously, each would reinforce and enhance the other.

USIA, with the cooperation of CU, has in the planning stage a series of "travelling conferences on telecommunications" -- for Africa, Europe, Latin America and Asia -- with possibly a kick-off conference in the U.S. Communications policy experts from a number of universities have expressed interest (Stanford, Minnesota, Colorado). This series, or an extension of it, would be a very appropriate ICY activity.

#### 9. Ham Radio Participation

COMSAT suggests the possibility of "a special ham radio network to support the general purposes of the ICY." This would be a useful adjunct in a number of ways, and would involve directly various well-known ham operators in different countries, e.g. Senator Barry Goldwater.

## 10. A Special Gesture

Harold White raises the possibility that "the Year might be associated with some sort of special gesture which is beyond politics. An example might be agreement between nations to provide world-wide communications at no charge to the International Red Cross."

In the same vein, COMSAT mentions the possibility that "a special transportable earth-station could be built and assigned to the International Red Cross for use in disaster communications."

#### 11. Theme

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Several of those consulted, among them Al Haig, have mentioned the desirability of a theme for emphasis during the ICY.

In his Second Inaugural, on last January 20th, the President spoke of the need to "bring down the walls of hostility which have divided the world, and to build in their place bridges of understanding." Communications plays a large role in such bridge-building (e.g. its importance in the opening up of Mainland China to the rest of the world). This suggests a theme, though better expressed, along the lines of: "Building Bridges of Understanding -- through Communications."

The purpose of the Year, in essence, is to explore how communications can best serve humanity. Ought the theme, therefore, to stress this service aspect?

"Communications in the Service of Humanity"

Communications has a key role to play, also, in the preservation of our good green Earth, the renewal of its pure air and water. The hazards to our environment, and what we can do about them, are conveyed world-wide through communications channels. Also, as we move more and more towards an "information society" we hopefully will become less of a commuting society. Fewer combustion engines, per capita, will be needed on the highways. (Increased communications, fortunately, does not bring an attendant increase in pollution). So, perhaps, the theme should have to do with the environment.

Attachments :

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Memorandum of Mr. Ende 5/29/73

Letter from Dr. Wheelon, Hughes Aircraft, 5/22/73

## FEDERAL COMMUNICATIONS COMMISSION Washington, D. C. May 29, 1973

TO: Abbott Washburn, OTP

FROM: Asher H. Ende

SUBJECT: International Communications Year

In accordance with your informal request, I am setting forth below some thoughts related to the ICY initiative.

#### Background

It is a truism often not fully appreciated that man differs from all other creatures primarily because of his ability to communicate with his fellows, not only by face-to-face speech, but also over distance -- through telecommunications facilities -- and over time, by storing his "speech" in books, on tapes and recordings, and in other records.

Development in the field of telecommunications has been concentrated within the past 130 years, i.e. since the introduction of the telegraph by Samuel F. B. Morse in 1844.

Until the invention of the telegraph man did not <u>send</u> communications but rather carried them -- by runner, horseback, stage-coach, ship or other means. A message to be communicated had to be reduced to writing or code and physically transported from the sender to the receiver. Only with the advent of telegraphy did it become possible to communicate instantaneously between distant points. International telecommunications -across oceans and continents -- was somewhat slower in developing and did not attain worldwide scope until the beginning of this century. Thus, international telecommunications, as we conceive it today, covers only a very short period in man's history.

Telegraphy was followed, within some 30 years, by the invention of the telephone in 1876. However, international telephone service was delayed for a longer time than international telegraphy. It did not become practicable until the late 1920's, when high frequency radio communications capable of carrying human speech over long distances began to be developed. The quality, however, was relatively unsatisfactory and international telephony had to await better facilities before it achieved widespread acceptance. The technical breakthrough which made international telephony feasible was the development of the long-lived, submerged repeater. The first transoceanic facility employing such repeaters was the trans-Atlantic telephone cable (TAT 1), running from the United Kingdom to Canada, with extensions to the United States, which opened for service in 1956. TAT 1 was followed by additional cables, ringing the world, in the next decade. Thus, international voice communications on any broad scale is less than 20 years old.

Concurrently, as a positive legacy from World War II, there was tremendous progress in three important, apparently unrelated, areas. These were the development of rocket power, the development of modern sophisticated and miniaturized electronic circuits, and the development of computers which could be used to control and manage, on a real-time basis, both rocketry and electronic signals. With these advances, man succeeded, in the late 1950's, in breaking the grip of gravity by putting earth satellites into orbit around the planet. To control the rocket launches and flight of the satellites, highly sophisticated electronic equipment was developed, capable of transmitting signals between the rockets and the earth and between the orbiting satellites and the earth. The same type of equipment, clearly, could also be used to transmit communications between different points on earth, by using orbiting satellites as relay stations in space. Incorporating this concept, TELSTAR and RELAY communications satellites were launched from Cape Kennedy. These were followed by SYNCOM which, because of its positioning 22,300 miles above the earth over the equator, completed one revolution around the earth in each 24-hour period and thus was in "synchronous" orbit with the rotation of the earth. This had the advantage of making the satellite appear stationary above a given point on earth, thereby facilitating reliable and comparatively inexpensive communication service.

INTELSAT's first commercial communications satellite, "Early Bird," was launched into synchronous orbit and put into service in 1965. It had adequate capacity not only to handle telegraph, telex, and voice-grade signals, but also to transmit television. For the first time in human history, it was possible to convey across the ocean information, pictures and voices on a real-time basis.

Today INTELSAT satellites with many times the capacity of "Early Bird" are positioned over the Atlantic, Pacific and Indian Ocean basins. 82 countries belong to the INTELSAT global system. Earth stations in over 50 of these countries, many in developing areas, operate with these satellites. Additional earth stations are continually being inaugurated. The day is thus approaching when virtually all nations on earth will be linked for instantaneous communications.

#### ICY Purpose

We are still in the first decade of this era of universal communications (dating from "Early Bird" in 1965). An ICY would give man the opportunity to stand back and assess what he has achieved in this field and to project where he is going from a technical point of view -- to plan to use the break-throughs in the most intelligent, efficient and economical way for the benefit of all, developed and undeveloped societies alike.

We would perceive ICY as having an international approach and format, within which each country could mount specific activities designed to solve the unique problems of that country which are amenable to telecommunications solutions.

One of the historic strengths of international telecommunications has been its insistence (in the ITU, for example) on permitting telecommunications links between nations and peoples regardless of whatever ideological or political differences may exist between them. This approach should certainly be applied to the ICY. Care should be taken to insulate both the idea and its implementation from differences and divergencies which exist in the political and diplomatic arenas and to focus on the benefits which the new technologies can afford all peoples and nations.

#### International Steering Group

Coordination of the ICY might be achieved through an International Steering Group of "communicators" -- divorced from official political input by governments, and apart from existing international organizations and attendant ax-grinding. It could be composed of competent individuals chosen from the various geographical areas and from nations at all stages of technological development. This would insure a world-wide approach as well as an appreciation of the abilities and needs of nations at different stages of growth.

Among the functions of the International Steering Group would be:

1. Gathering and centralizing in one place, for distribution to all, current information on facilities and technologies now available;

2. Evaluating current trends, in an effort to determine the direction in which existing technology is moving and to make judgments as to what can be expected therefrom in the near-term;

3. Forecasting the direction in which current research is likely to take us in the intermediate and longer-term;

4. Identifying the potential uses to which current and foreseeable technology can be put to meet the varying needs of different nations arising from their physical location, economic development, educational level, etc.

5. Evaluating the merits, from the point of view of cost, efficiency, timeliness, etc., of the available alternatives in meeting the differing needs in different areas of the world, and listing appropriate recommendations in light of all of the foregoing.

Telecommunications touches almost every facet of human activity. The ICY group, therefore, should include not only those familiar with the technology but also those with the backgrounds to analyze the uses to be made of the technology. We should encourage every discipline and social grouping to analyze, clearly and objectively, how communications developments can be of maximum benefit. Certainly major areas would include the following:

> Education Health Agriculture Cultural Exchange Earth Resources Weather

#### ICY Activities

Activities would run the gamut from theoretical research to basic demonstrations (via TV and other presentational means). There would, of course, be learned papers, professional seminars, exhibits and displays, TV specials, popular writings and, where appropriate, pilot or demonstration projects. While the trade angle should not be overstressed, it should not be overlooked either. Such a year of emphasis on communications would help to open and enhance markets for the countries supplying equipment, to the mutual benefit of both the seller and the buyer.

Mounted in the right way, the ICY could help to break down ancient hatreds, suspicions and rivalries.

Since telecommunications is essentially a two-way medium, the Year should have the salutary effect of avoiding the pitfalls of many other efforts, in which the developed or <u>have</u> nations talk down to the <u>have-nots</u>. In a two-way exchange both can and must learn from each other.

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#### HUGHES AIRCRAFT COMPANY

SPACE AND COMMUNICATIONS GROUP EL SEGUNDO, CALIFORNIA

ALBERT D. WHEELON

22 May 1973

The Honorable Abbott Washburn Ambassador Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Ambassador Washburn:

Thank you very much for the private preview of what is being suggested for an International Communication Year. I think it is a first class idea. It should give a needed focus on communications, which by its very nature tends to be an international activity. It is also one of the best promises for peace and understanding amongst nations. In this sense, it is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation - and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly. I will look for a formal proposal with great interest. If we can be helpful, please let me know.

Sincerely,

Albert D. Wheelon

ADW:eh

#### OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

#### TOM:

Nov. 30, 1973

I have just been given a copy of the inter-cultural speech which John Richardson sent to Dr. Kissinger, for his consideration, a few weeks back. (Attached).

It is overly long, diffuse, and not well organized. There is some good stuff. (Among the good things, of course, are the passages lifted from our ICY draft !) But the main thrust of the message is not too clear. As I boil it, he is calling for:

MORE CULTURAL INTERACTION;

THIS SHOULD BE GUIDED AND NOT JUST LEFT TO HAPPEN HAPHAZARDLY;

CARE SHOULD BE TAKEN TO SEE THAT THE ACTION IS TWO-WAY -- NOT JUST INDUSTRIALIZED NATIONS PUSH-ING THEIR CULTURES AT THE LDC's;

GOVERNMENTS SHOULD PAY MORE ATTENTION TO THE CULTURAL-INTERCHANGE DIMENSION IN THEIR POLICY-FORMATION PROCESSES;

IF WE DO THESE THINGS, IT WILL HELP TURN OUR PLANET INTO A "MORE HUMANE WORLD COMMUNITY".

This is a little vague to hang a major speech on , though no one can quarrel with the goal. But there is not a word in the speech saying how it is to be done. I can not imagine the Secretary of State enthusing over this draft.

It is fortunate for us, actually, in terms of prospects for the ICY. Winston Lord's staff much prefers our ICY material (more concrete, exciting, etc.). Some of the intercultural emphasis could easily be incorporated into the ICY speech; and the ICY itself would be intercultural on a vast scale, providing all manner of links for crosscultural fertilization.

Winston says he wants to talk with us "soon" about the ICY. I am afraid this may turn out to be next week, and Judy tells me you will be away.

whenever I'm in town !



## THE HUMAN FOUNDATIONS OF A WORLD COMMUNITY

# A New Reality of International Relations

Today I want to talk about a new reality of international relations. It is a reality we do not yet fully understand. Net it is nothing less than the environment in which the foreign policies of the world's nations are formed and are pursued. It is a reality which not only affects our national hope to build a world community -- it is itself the foundation for such a community. The reality of which I speak is the climate of beliefs and hopes, of pride and prejudice, of aspirations and frustrations, which fundamentally influences the perceptions, the perspectives and the predispositions of statesmen in every country. In turn that climate depends on the individual and collective experience of those who contribute to it: political leaders and poets, journalists and professors, television directors and symnasts, scientists and business managers.

International cultural relations are as old as the flow of people and ideas across frontiers. But what takes place today has little resemblance to the past. Although new, it has not gone unperceived. A decade ago Pope John Twenty-Third focused cur attention on the great increase in the circulation of ideas, persons and goods from one country to another. Governments now realize that the social progress, security and peace of each nation are becessarily connected with the social progress, security and peace of all other nations. This much is commonplace.

But it is less widely appreciated that the ability of governments to achieve their goals in world affairs is increasingly affected by non-governmental commerce between cultures. The sheer number and diversity of actors on the international stage can influence, enhance, or frustrate official foreign policy. The impact of cross-cultural communications on attitudes and events has been profound. They shape the atmosphere and the attitudes within which national diplomacy -- our own and others' -- must operate. For example, the war in Indo-China differed from all other: wars in part because millions watched it day-by-day on television. The live television coverage of President Nixon's trips to China and the Soviet Union added new dimension to the usefulness of those visits. The cumulative impact of such communications events influences the climate of belief, of hopes and of fears which conditions the assumptions and expectations of all policy makers.

I do not mean to be frivolous: but what, for example, is the impact of <u>Sesame Street</u>, which in its American television version alone is now seen in nearly 50 countries? It has aroused so much interest that a leading European news magazine devoted a cover story to it. And serious educators argue its merits while politicians debate whether or not it is some new and subtle form of American pedagogical imperialism.

- 2 -

It is clear that our world is becoming an "information society" in which the world's people will be linked by electronic communications devices and served by versatile computerdata systems. Foday the international satellite system spans, six continents and the number of member nations approaches one-hundred. A decade ago, there were 140 million telephones in service throughout the world. Now the number is nearing 300 million.

Such phenomenal trends are manifestations of the insatiable demand for communications that has come into being.

However, as the passage of random institutional and individual influences across political and cultural boundaries grows daily greater, our efforts to analyze, channel and build upon these contacts remain small and unfocused.

# The Potentialities of Cross-Cultural Contact

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The process I am talking about has two salient features: the virtually instantaneous communication of information, and the increasing interdependency of all peoples which it reveals. It is at present impossible to disentangle the various forces at work here: the peoples of the world are interdependent because they are increasingly in contact with each other. I And vice versa. We cannot stop the process. We cannot abolish the changes which have taken place. We cannot return to the past; we cannot ward off the future. But faced with the acceleration of our interdependence and our intercommunication we at least must attempt to stop in the direction we want to

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What direction is that? I believe we can find it in the process of cross-cultural occumunication through which it becomes possible to discern the problems and principles shared by all humanity. Our first purpose should be not only to improve mutual understanding, but also to discover the common ground upon which specific international actions on global problems can be built.

The prospect before us has been described by Arthur C. Clarke, the distinguished writer on space who, in 1945 first proposed the development of today's synchronous communications satellites which orbit the earth:

"What we are building now is the nervous system of mankind, which will link together the whole human race, for better or for worse, in a unity which no earlier age could have imagined."

The interdependence of peoples is a reality. World-wide problems are a reality. And cooperation is the only solution. To awaken people to the reality and to encourage them to attempt the solution, cultural relations are, and will increasingly become, of crucial importance.

Faced with this, the practitioner in government can resolve to give more attention to cultural communication between nations. But it already is evident that the proportions of this process extend far beyond any one nation or group of people. Nationalism remains; internationalism in the sense of political integration is still a dream; but this new web of cross-cultural

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contacts is forming itself around us. If we do not all attend to it, and I am speaking of governments, private associations and individuals alike, we will miss the opportunity to reinforce the most hopeful currents in human affairs.

# Modern Communication and Traditional Diplomacy

It is evident that we no longer inhabit a world susceptible to the workings of 19th century diplomacy. A homely example from my own bureaucracy may be appropriate. The story is often told in the Department of State about one of my 19th century predecessors -- Secretary of State Daniel Webster as I recall -who one day mentioned to his colleagues in the cabinet that he had not heard from one of his ambassadors in six months. "And", said the Secretary, "if I don't hear from him next month, I'm going to write him a letter." I thought of this story the other day when reading a chart which told me that the Department of State last month made nine thousand four hundred and eleven phone calls to its overseas posts. In a sense, Lord Palmerston was correct when he declared the invention of the telegraph to be the "end of diplomacy". He correctly sensed that rapid communication threatened the old style of statecraft.

The era when governments dealt with governments through specialists, with the aim of maintaining an international equilibrium of nation-states, ended early in this century. It was superceded by a more open and visible diplomacy carried out, sometimes effectively, sometimes not, in the name of "the people".

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Since Norld War II those people themselves have been involved in what has been called "modern diplomacy." In the case of our country this has taken the form of foreign aid, official and private, direct communication to mass audiences, educational exchanges, joint scientific projects, international industrial and commercial contacts, increased tourism, and growing interchange in the arts and sports. Innumerable Americans have been "ambassadors of good will" and sometimes of other, less desirable, qualities and emotions.

The involvement of the general population of nations in communicating across cultures offers, however, a great opportunity, as an integral part of a nation's approach to the world today. But merely multiplying human contact and cultural exchange, as with other forms of communication, provides no guarantee of better understanding -- human contacts can also exacerbate differences or heighten tensions. Some incidents in the recent history of international sport suggest this. And the growth of international terrorism is as much advanced by new communications technologies as is the growth of a consciousness of interdependence. Unless we are aware of and rigorously committed to a unifying vision and purpose, this, immense opportunity will be lost to us.

Are we now going in the right direction? I think we are not. The transfer of information too often overstresses technology, one-sided advantage and cultural chauvinism to the

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exclusion of a sparch for commonality of interest. The traffic is too often one-way, from developed nations with access to communications techniques to the undeveloped. The Norld Bank, multinational corporations, the satellite communications system all are identified with the developed nations. We constantly must be alert to ensure that a differential in access to international communications does not deprive others as well as ourselves of the values and creative contributions of the majority of the world's people. From rich to poor, large to small, elites to masses. From the northern to the southern hemisphere. The process too often overwhelms rather than enriches. Paternalism is self-defeating. We must accept mutuality as the heart of the effort.

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## Now is the Time to Begin

I have chosen to talk about this subject now because I believe that now is the time to begin. It is time for our country to incorporate fully this aspect of international relations into our foreign affairs planning.

For these are unique times, which present unique problems and unique opportunities. There is a crisis of morale and identity caused by the disruption of traditional cultures. Simultaneously, there is a crisis of confidence born of frustrated and outraged human dignity faced with the often degrading aspects of life even in the most industrialized societies. Thus both developed and undeveloped nations share a sense of despair, which we see expressed in various forms: isolation, reaction, revolution, violence, lassifude.

There is no need for me to recount the ailments we all suffer. Even to mention words once neutral -- population, environment, food, health, energy -- is to raise troubling visions of threatening forces so vast and elemental that we are tempted to stay silent and turn to matters more local and manageable.

But we cannot escape the tension between self and society. The immense new forces of social mobility, urbanization and mass communication have torn the individual loose from the secure world of the extended family and of face-to-face community. As Nietzche expressed it, it is a peculiarly modern experience of "weightlessness."

Yet precisely through this experience of "weightlessness," the times have given us a new recognition of ourselves as well as of our problems. It is the recognition of the wholeness of our existence -- most stirringly symbolized, I think, by the photograph of earth seen from the moon. From this new "weightlessness" vantage point -- earth and its people are seen adrift

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on a voyage. "Riders," in the words of the post Archibald Macleish, "on the spaceship Earth." It is mankind as it really is -- a single community. It is a liberating vision of our individible wholeness.

It has often been said that only when attacked from the outside by the proverbial men from Mars would Earth's people unite. But, in a critical sense, we <u>are</u> under attack. Our global security is threatened as we face the struggle against the forces of modernity which degrade and threaten the destruction of our environment, economy and social fabric.

Our times fortunately also provide us with the ability to do something about our predicament. The developed techniques of communications give us, a greatly enhanced ability to understand each other. In a single library, auditorium, or studio we can have available to us materials representative not only of all the world's cultures and peoples but of past cultures and societies. The process of intercultural communication goes on about us incessantly, with or without our intervention. Incidentally, we saw an example of this last year when, a week or so after President Nixon's trip to the People's Republic of China initiated cultural exchanges between the mathematical peoples, we learned that a flourishing library exchange had gone on uninterupted for years between a library in Peking and a small library in New Nexico --entirely unknown to either government.

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Thus we are confronted simultaneously with unprecedented problems, with the recognition of our common stake in the solution of these problems, and with the ability to begin to cope with them -- to begin to learn the habits of cooperation required to manage them. The struggle will be unprecedently difficult, for the techniques of communication have a dynamism all their own, apart from the material they communicate, the consequences of which are still unknown. Comprehending them will be not only a physical task, but a feat of the imagination. But we can succeed if enough of us understand that the time has come to look for new ways to convert our fragmented and dispirited planet into a more humane world community. The question is no longer so much one of technique as of will. The US Role in the Process

The United States has long been engaged in sponsoring the international exchange-of-persons -- a tried and true technique of constructive cross-cultural communication. We have recognized the fundamental fact that the ability of the United States to achieve its goals in the world is increasingly affected by events occurring outside the framework of formal inter-governmental

Other governments also are increasing their reliance on cultural relations programs. We have been particularly gratified to see the importance recently placed upon these matters by the

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govcpaments of Japan, the Federal Republic of Germany and others. We hope that before long most nations will establish a long-range cultural relations policy able to withstand the disruptions and distortions of domestic and international politics so as to contribute increasingly to strengthening the fabric of understanding on which our hopes for a durable peace must rest.

In the Department of State we will be developing new cultural principles founded upon the recognition that real cooperation toward the goal of world community requires two-way communication with all the world's people.

We have already begun this, as shown most recently in our cultural activities with the People's Republic of China. Although no formal state-to-state relations exist, we have been developing a fresh and continuing relationship with the Chinese people through a variety of cultural contacts: sports and artistic presentations as well as scholarly and professional exchanges through which significant segments of both societies can learn from each other and help advance the state of world knowledge in important fields of study. Our new experience with the medical uses of acupuncture anesthesia is an example of this. We have a long way to go before these human and brganizational ties are strong enough to withstand severe strains in the relations between the governments. But we know where we want to go -- and together with our Chinese partners in this endeavor -- we are on our way.

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In general, our cultural policy will emphasize:

- -- a <u>restraint</u> in all international contacts, reflecting sensitivity to the perspectives and aspirations of others. This is the basic precondition of effective two-way communication, the key to mutual understanding.
- -- an awareness of the significance of cultural, ideological and social differences and commonalities -- this in my view should be the first objective : of American education -- to prepare our children for the twenty-first century. Of course we must also improve and extend language and area studies as well . as the study of the international system from a variety of points of view. (The growth of such studies in this country accompanied the increase in . our military presence overseas. It would be a tragic mistake to conclude that as our military presence abroad diminishes so should our involvement with the world -- and our capacity to think about that involvement. Nothing could be more self-deceiving.) But beyond the development and dissemination of specialized knowledge, we must intensify our effort to deepen appreciation of the value and meaning of cultural and ethnic diversity, both at home and abroad. The

world our children grow up in will urgently need all the balance and breadth of view we can help them to achieve.

-- In addition, we will seek to encourage a new international dialogue centering on those <u>aesthetic</u> <u>and humance values</u> which have relevance for all mankind. The objective is not cultural imperialism but creative mutual sharing.

## The Need for Continued Involvement

Not to think in terms of continued international responsibility when we face so many domestic concerns could be a disastrous mistake. Domestic and international affairs cannot be separated. Certainly we understand this when we learn, as we recently have, that an improvement in our international balance of payments problem has been a contributing factor to a rise in food prices at home.

As one of the world's most communicative societies, we have had an enormous impact on the world's language, commerce, and cultural style. The flood of people and cultural goods from this country, however, has often carried an implication that perhaps the solution to the world's ills lay in some subtle Americanization of the globe. It has also been accompanied by an implicit assumption that our dynamism would patently

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te recognizable as a benign force which mations of good will would welcome and emulate. And so we have too often seemed to judge others by the extent to which they appeared to approximate ourselves.

The result has frequently been fear, antagonism and resentment. And it has unbalanced the relations between ours and other cultures. Too often even our cultural exchange programs have been overly one-sided. We taught and others listened.

I do not mean to suggest that we turn our backs on what our cultural and information programs have accomplished. I firmly believe that, despite shortcomings, the achievement represents a great and pioneering effort, a long forward step.

But I also am convinced that we have now matured enough to realize that it is necessary to communicate not only to other peoples but with them. We must continue to share our social and scientific achievements with others. But a new emphasis is needed, founded upon the idea that we must seek, in a pluralistic world in which peoples are equal, an alliance of mankind.

A guite persistent and purposaful effort to stimulate and reinforce constructive cultural interactions is needed. Commercial, social, scholarly, educational, personal or family ties: if sufficiently developed each may contribute a web of human relations hardy enough to withstand governmental

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displaasure here or abroad. In the long run, these can make dangerous conflict between nations undesirable, sometimes impossible and at the least less probable. They can erase suspicions and form a fabric of understanding on which we can base our attempts to find solutions for the problems we all share.

Although I might risk the wrath of Senator Fulbright (whose foresight laid the basis for so many of our ideas and for our present programs of cultural relations), I must say that I believe our country's role in this process is still a special one. Not in the sense of cultural superiority, but in that we are well placed by the facts of our history to assist in this process of cultural communication -- for the benefit of all.

I say this because of the fortuitous circumstances that Americans remain ethnically diverse yet are part of a national community. American-Polish, Jewish, Spanish, Irish, Black and other communities survive and flourish despite the process once known as the "melting pot". Yet they are integral to the nation. In the same way the world's ethnic and national diversity, which has shaped us all irrevocably, will remain as numerous springs which feed the river of a world community. Just as ecological stability requires the survival of a broad runge of species, so a healthy world community requires us to value the variety of smaller social units represented by traditional ethnic, religious and linguistic groups -- as well as the emerging communities of the future.

Sharing and cooperation, willingness to consider the thoughts and purposes of others, imply a recognition of international interdependency. Some may call this a threat to sovereignty. It is not. As one can be loyal to one's family and one's country, one can be loyal to one's country and to humanity. In this sense there is no contradiction between national and international interests.

Americans and others have always perceived that there are values and human rights which belon; to all mankind; inalienable principles which are independent of, and not concessions from, the state. This is crucial to the creation of a world community. For it is not merely "understanding" which we seek, nor a vapid mutual agreement to put aside the important issues which divide us, but an effort to define the values and rights common to all -- as well as to recognize the differences. In this effort other nations may continue to expect the American people to be at the forefront to debate and hone the issues -- even when the constraints of diplomacy require the government to move more circumspectly. As Chancellor Willy Brandt said recently at a meeting in Aspen, Colorado, "it is our right, indeed our duty, to care -- even beyond borders and frontiers -- about the

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freedom of others. This is not interference. For our freedom suffers when the freedom of others is infringed...our solidarity is compremised when we tolerate with indifference the suffering of others."

## The Meed for Definition

To strengthen our solidarity we need to define clearly both our predicament and our principles. We need to adjust part of our vision away from daily affairs to try to comprehend the broader patterns of our interdependence. The individual problems which confront a factory or a foreign office, no matter how expertly managed or speedily solved, cannot tell us how to navigate these increasingly complicated channels to the future.

I am aware that the words available to us to describe these matters are vague. It is hard to grip the reality of a process we can only designate by "intercommunication" or some similarly intoxicating polysyllabic abstraction. The vocabulary with which we deal has been debased and tends to lead us into the illusion of action without the reality.

However, with a sharpter awareness of the existence and importance of the increasingly complex interactions in which all of us participate, I believe that we can begin to map the path ahead. The early Chinese said, "to know that we know what we know, and that we do not know what we do not know, that is true knowledge." And that is also an example of cultural

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cross-fartilization: Confucius, who wrote that statement, was quoted by Thoreau, whose writings in turn influenced Gandhi.

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When we understand the impact of the world's cultures in this sense we see that there is a basic equality among peoples. Where the quest for community is concerned we are all in it together. We must find the balance: between nationalism and international cooperation; between techological advance and ecological survival; between centralized efficiency and individual rights; between traditional conservation and modern innovation.

What we want is an end to suspicions, arrogance and resentments that have in the past obstructed our progress toward this goal; the recognition of oneself in others, the discovery of experience common to us all; the beginnings of coherence.

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### OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

June 22, 1973

TOM:

Please to read these latest ICY memos.

Would like to discuss when we talk on morning of July5.

ABBOTT

OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504 June 11, 1973

Mr. Raymond J. Waldmann Deputy Assistant Secretary of State (Transportation and Telecommunications) Department of State Washington, D.C. 20520

Dear Ray:

The attached working memorandum will, I hope, provide what you requested -- namely -- a set of ICY specifics for discussion and consideration within the Government.

The COMSAT ideas, so identified, represent suggestions which various individuals at L'Enfant Plaza have come up with, but should not in any sense be regarded as official recommendations of the corporation.

The ideas which are included from Harold White, Manager of the Overseas Telecommunication Commission in Sydney, arrived in a personal letter, dated May 31. I had asked him, when he was here in March, whether he would be kind enough to give us his purely personal and informal reactions.

I have not attempted to include even ballpark budget estimates at this point. Perhaps the best time would be after we have all considered which of the suggested activities appear to be the more useful ones from the standpoint of the U.S.

Sincerely,

Abbott Washburn

Encl.
#### HUGHES AIRCRAFT COMPANY

SPACE AND COMMUNICATIONS GROUP EL SEGUNDO. CALIFORNIA

ALBERT D. WHEELON VICE PRESIDENT AND GROUP EXECUTIVE

22 May 1973

The Honorable Abbott Washburn Ambassador Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Ambassador Washburn:

Thank you very much for the private preview of what is being suggested for an International Communication Year. I think it is a first class idea. It should give a needed focus on communications, which by its very nature tends to be an international activity. It is also one of the best promises for peace and understanding amongst nations. In this sense, it is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation - and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly. I will look for a formal proposal with great interest. If we can be helpful, please let me know.

Sincerely,

Albert D. Wheelon

ADW:eh

OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

June 11, 1973

#### MEMORANDUM FOR MR. WALDMANN

FROM: Abbott Washburn A.W.

SUBJECT: <u>Intérnational Communications Year</u>, <u>Content</u> Possibilities

This memorandum stems from our several conversations, our luncheon meeting with Bill Blair, and from further discussions with Tom Nelson, Asher Ende, and others at COMSAT, USIA, Commerce, NSC, and OTP. Asher has prepared the enclosed ICY paper; and I have received, on an entirely informal basis, some ideas on content from Harold White, general manager of Australia's Overseas Telecommunications Commission; these latter are incorporated in the memorandum.

There is clear agreement by all concerned that late in 1975 or January 1976 would be a more realistic opening date for the ICY. No insurmountable problems, and some benefits, are seen in overlapping with the American Bicentennial. This would allow two full years for preparation, and would avoid any possible conflict with the ITU Plenipotentiary this fall and the World Population Year in 1974.

There is also general agreement that the ICY should not merely celebrate the wonders of the new communications technologies, but should focus on how best to maximize beneficial uses of these technologies, and on how to improve the software; plus the trade promotion aspects.

ICY activities would be staggered at different times over the course of the Year. Some would be global in character, some regional. In addition, each participating country would undoubtedly elect to mount a number of purely domestic ICY activities.

#### POSSIBLE ICY EVENTS AND ACTIVITIES

## 1. In the Field of Education

(a) Highlight the potential for mass-education-bycommunication-satellite and what this can mean in terms of raising living standards, health, and literacy levels. The pioneering India experiment, utilizing NASA's ATS-F, will then be underway or just concluded. Brazil may have its proposed domestic educational-satellite by then. Peace-Sat, linking the University of Hawaii with various learning centers in the South Pacific, will be further along. It is possible that Mainland China will have decided to embark upon an educational satellite program. (Hughes Aircraft has submitted details of such a system to the communications officials in Peking.)

ICY emphasis on these efforts could conceivably lead to the establishment of a global Edsat system by the late 1970's, on which individual countries, or groups of countries, could lease time. Arthur Clarke estimates that "the cost of an Edsat would work out to around \$1.00 per pupil per year for a medium-sized country," including the software. This could revolutionize the poorer countries, he believes.

In the bringing of instruction to remote underdeveloped areas, COMSAT draws attention to its Alaska experiment and the NASA-NIH program. "The lessons learned in Alaska," they suggest, "and the value of voice and/or video links in reaching such areas could be demonstrated on a global basis, perhaps in cooperation with UNESCO."

(b) Using computers and satellites, link two or more great universities on opposite sides of the earth -- e.g. Stanford and the University of New Delhi and/or Oxford and the University of Japan. In a set of carefully planned ICY projects, library, laboratory, and other resources would be shared; panels of students and faculty would probe in depth problems of mutual interest (e.g. -the environment); and certain of these activities would be aired on global TV.

# 2. In the Field of Medicine

(a) Set up what COMSAT describes as "a global medical information exchange that would connect remote or disaster areas with established medical facilities." Both video and audio (with data links) experiments could be tried.

Expansion of the current SS HOPE satellite communication experiment would be a good example of this. In the latter project, doctors on board the HOPE, now in port in Maceio, Brazil, are able to consult rapidly with specialists here in the Washington, D.C. area by means of a small transportable station (with an 8-foot parabolic antenna) on the ship's deck working with one of the INTELSAT IV satellites over the Atlantic. In addition to telephones, a slow-scan television is provided, as well as a facsimile telecopier (for transmission of medical charts, histories, etc.)

Included in this experiment would be demonstrations of the utilization by doctors in faraway places, of the resources of the NIH medical data bank at Bethesda, Md. Doctors in Nigeria, for example, confronting a particular outbreak of illness, would draw on this knowledge reservoir for needed specialized information -- which would reach them speedily by satellite.

(b) Demonstrate that in the coming "information society" no patient, regardless of where he travels in the world, will in an emergency be out of touch with his personal physician. Each individual with a health problem will carry in his wallet a description of the trouble, together with his doctor's name and telephone number. If the person should be stricken while traveling, the physician on the scene can consult immediately with the patient's own doctor and receive his full medical history by telefacsimile. If a Canadian business executive, for example, has a heart attack while attending a conference in Sydney, Australia, the cardiologist in Sydney and his own doctor in Montreal can consult and make decisions while both are simultaneously watching the patient's cardiogram coming through "live".

(c) In Houston, Texas, in 1965, Dr. DeBakey performed an open heart operation which was carried by satellite to Europe where surgeons in Geneva, Switzerland, watched in real-time and discussed the techniques and procedures with Dr. DeBakey as the operation was taking place. Thirty million television viewers, in Europe and the U.S., also watched the progress of the operation. A similar dramatic event could be scheduled in 1976, with surgeons and specialists from several countries participating. (Including PRC doctors and acupuncture?)

# 3. In the Field of Cultural Exchange

(a) Stage on global TV an outstanding series of performing-arts programs, scheduled at intervals throughout the year. Included, for example, might be the Bolshoi, La Scala, Kennedy Center, Folkloriko Ballet of Mexico, Shenyang Acrobatic Troupe of the People's Republic of China, and Stratford Theater -- with artists of the caliber of Artur Rubenstein, Segovia, Casals, Rostropovich, Beverly Sills,Bernstein.

Twelve of the participating ICY nations might each be responsible for originating a single program, on a rotational basis, one aired each month.

Regarding this possibility COMSAT comments: "In countries or regions where access to existing transmission capability exists, that capability would be utilized for the global TV networking arrangement. In areas remote from good communications, small transportable earth stations, similar to our DITEC station, could be installed on a temporary or semi-permanent basis." Similar programs, but on a regional basis (e.g. Latin America) might be undertaken.

(b) Originate programs from some of the world's great museums, to convey man's artistic heritage to viewers in all parts of the world. Famous artists and authorities would participate. (Perhaps Kenneth Clark, who did the "Civilisation" series.)

(c) From the leading universities could come special programs devoted to milestone historical events and scientific break-throughs. All global telecasts would feature recognized experts and authorities.

Harold White writes: "Internationally prominent authorities on various subjects might be invited to address the world by television, on their subject. The ICY Committee, undoubtedly, could identify internationally acceptable authorities. Nobel Prize winners in various categories might provide a useful starting point. A recognized psychologist/sociologist, for example, could spend one hour giving his interpretation of why man behaves as he does, to an audience of hundreds of millions. Then, an address by a world authority on epidemic diseases, or other subject of universal concern, would be of great interest."

(d) The Olympic Games will take place in the summer of 1976 in Montreal. Close to a billion viewers watched the 1972 Olympics in Munich. The televising of the 1976 Games could, in an appropriate manner, be tied in with the ICY. This could be done, perhaps, using the "bridges of understanding" theme: sports, like communications, draw people together; both can help build the bridges of understanding requisite to a peaceful world.

For distribution of the types of worldwide TV programs described above, and for global special-events programs,

COMSAT suggests the possibility of "interconnecting the existing satellite systems: INTELSAT, MOLNIYA, ANIK, etc." As with the IGY in 1957-58, collaboration with the USSR will, in any case, be important. Appropriate representatives of the USSR and the PRC should be consulted prior to the Secretary's floating of the ICY concept.

# 4. In the Field of Diplomacy

(a) Arrange one or more important occasions of "satellite diplomacy" during the ICY. The signing of a SALT treaty? Or a multinational Convention related to environmental preservation and renewal? (The signing in 1971 of the treaty returning Okinawa to Japan is the prime example to date.)

(b) Secretary Rogers has mentioned the possibility of the hot-line becoming a hot-picture or even a hot-conference, by satellite. This potential tool for heading off wars and promoting peaceful solutions could be demonstrated at the United Nations ... for example, with Secretary General Waldheim conferring with, and among, a group of Heads-of-State: e.g. Nixon in Washington, Brandt in Bonn, Tanaka in Tokyo, Brezhnev in Moscow, Mrs. Gandhi in New Delhi. The topic, for purposes of the demonstration, would not be "hot" but nevertheless of general interest (energy?); and the real-time pictures of the participants would appear on a large screen in the UN General Assembly.

(c) Harold White, of Australia, suggests solo TV appearances by Heads-of-State:

"The programme might include world-wide telecasts of addresses by the leaders of different countries at relatively frequent intervals -- the recognized leaders such as your President, Britain's Prime Minister, and so forth; not all, of course, from the large countries and not overweighted from particular ideologies or groupings." (c) Arthur Clarke suggests a special ICY demonstration to underscore the usefulness of satellite surveillance in peace-keeping:

"How much peacekeeping in Vietnam, for example, would be facilitated if the observer delegations had realtime TV via satellites! It would then be almost impossible to conceal violations."

(d) Various international organizations could join in ICY activities and/or develop events of their own: ITU, INTELSAT, UN, UNESCO, OAS, EBU, Asian Broadcasting Union, et al.

## 5. In the Field of Commerce and Industry

The trade-promotion, balance-of-payments aspects of ICY have been stressed by many. A U.S. Communications-Industry ICY Committee could be formed, including the computer companies, to pursue this phase, working particularly with the Department of Commerce. Its activities would be of various kinds -- exhibits, demonstrations, fairs, special events, historical observances (e.g. March 10, 1976, will be the 100th anniversary of Alexander Graham Bell's achievement) -- culminating, perhaps, in a World Communications International Trade Fair. Most of these events would be covered by the news media. A few would be made the subject of paid TV specials.

Data, voice, record, and picture transmission of all types -past, present, and planned-for-the-future -- would be the subject of these various presentations. For example, the enhanced safety and convenience factors of an Aerosat system, and perhaps Marsat, would by then be able to be included.

COMSAT describes this activity as follows:

"Expanded demonstrations and exhibits at international (and foreign) fairs and expositions to demonstrate new communication services and techniques (video phones, DITEC, Aeronautical and Maritime Communications, disaster communications, etc.)"

Joe Charyk gives the following example of a possible demonstration keyed to the search for new energy resources:

A very small transportable earth-station capable of receiving and transmitting voice and data would be given to an oil exploration geological team to provide real-time data reduction at a central management location thousands of miles away. (The time and money saved could be substantial.)

Export-license and munitions-control implications of all sales-promotion efforts would, of course, have to be worked out by Commerce, DOD, and State.

It is reasonable to expect that the industry as a whole would react enthusiastically to the prospect of such a Year. In addition to Joe Charyk, I have spoken about it (informally and confidentially) to another senior executive: Dr. Albert Wheelon, Vice President of Hughes Aircraft. In his letter of May 22, copy of which is attached, Dr. Wheelon comments:

"It is in keeping with the times and the policy goals of the government. It also comes at a time of significant technological and institutional innovation -and the need for more of both. My only concern is that you provide enough lead time for the nations of the world to prepare properly."

## 6. In the Field of Electronic Journalism

Walter Cronkite, John Chancellor, Lowell Thomas, et al

(and their counterparts in other countries) would document how electronic news reportage has progressed from the first stories covered by telegraph (the War with Mexico and election of James K. Polk in the 1840's) to the present-day live coverage of astronauts walking in space. Much of this material would also be appropriate to the Bicentennial commemoration.

Special efforts and programs might be undertaken by the broadcasting groups: NAB, EBU, ABU, International Broadcast Institute, Aspen Institute, et al.

Demonstration of the modern electronic journalist's ability to draw on data banks (e.g. the <u>New York Times</u> bank) for instantaneous research and factual background material.

# 7. In the Field of Science and Communications Technology

Asher Ende suggests that an "International Steering Group" of professional communicators meet to try to project where the new technologies and current research are likely to lead, and to assess which of these developments are best suited to particular needs, for example, the requirements of the developing countries. (See page 5 of his memorandum of May 29, attached).

Some joint research efforts might also be considered by this Group.

COMSAT technicians have discussed the following possible experiments:

"International propagation and interference studies and experiments at several frequencies (11/14 and 20/30 GHz) under various geographic and climatical conditions." 10

astronomical telescopes with a real-time video transmission link could provide a basis for new experimentations with steroscopic and holographic techniques to indicate a depth perception missing in current star mapping activities. This could permit discrimination among stars and star groups which now appear as a single source."

"The interconnection of two widely separated radio telescopes with adequate communications could provide for the correlation of radiometric signals on oscilloscopic type displays so as to differentiate even fine grain structure of the received signals."

## 8. Symposia

"There would be learned papers and professional seminars" -- Asher Ende in his paper, attached.

## Harold White writes:

"There might well be an International Symposium on the sociological and economic implications of the 'new telecommunications era' which is opening before us. I have excluded the technological side because there is so much being done already, but a limited something on 'new frontiers' in communications technology might provide necessary balance to such a Symposium."

If such an International Symposium were held, it probably should come toward the end of the Year, after preliminary work had been accomplished by separate panels of experts addressing specific topics -- for example, a panel of international lawyers considering the guestion of copyright protection arrangements in global television programming; another example: a panel of educators and mass communications experts on the teaching potentials of broadcast satellites

and other new technologies; another: the panel of professional telecommunicators mentioned in Asher Ende's memo (pages 4 and 5); and another: a panel of broadcasters considering increased and improved international TV programming, program exchanges, and program standards.

Each of the various panels would present a report at the International Symposium. Because of this advance work and other careful planning, discussion at the Symposium could be conducted in the type of informed and constructive atmosphere that, hopefully, would lead to the issuance of an agreed set of goals for the future (looking to the year 2000) at the conclusion of the Symposium.

If the World Communications Fair, mentioned earlier, and the International Symposium were held simultaneously, each would reinforce and enhance the other.

USIA, with the cooperation of CU, has in the planning stage a series of "travelling conferences on telecommunications" -- for Africa, Europe, Latin America and Asia -- with possibly a kick-off conference in the U.S. Communications policy experts from a number of universities have expressed interest (Stanford, Minnesota, Colorado). This series, or an extension of it, would be a very appropriate ICY activity.

## 9. Ham Radio Participation

COMSAT suggests the possibility of "a special ham radio network to support the general purposes of the ICY." This would be a useful adjunct in a number of ways, and would involve directly various well-known ham operators in different countries, e.g. Senator Barry Goldwater.

## 10. A Special Gesture

Harold White raises the possibility that "the Year might be associated with some sort of special gesture which is beyond politics. An example might be agreement between nations to provide world-wide communications at no charge to the International Red Cross."

In the same vein, COMSAT mentions the possibility that "a special transportable earth-station could be built and assigned to the International Red Cross for use in disaster communications."

## 11. Theme

Several of those consulted, among them Al Haig, have mentioned the desirability of a theme for emphasis during the ICY.

In his Second Inaugural, on last January 20th, the President spoke of the need to "bring down the walls of hostility which have divided the world, and to build in their place bridges of understanding." Communications plays a large role in such bridge-building (e.g. its importance in the opening up of Mainland China to the rest of the world). This suggests a theme, though better expressed, along the lines of: "Building Bridges of Understanding -- through Communications."

The purpose of the Year, in essence, is to explore how communications can best serve humanity. Ought the theme, therefore, to stress this service aspect?

"Communications in the Service of Humanity"

Communications has a key role to play, also, in the preservation of our good green Earth, the renewal of its pure air and water. The hazards to our environment, and what we can do about them, are conveyed world-wide through communications channels. Also, as we move more and more towards an "information society" we hopefully will become less of a commuting society. Fewer combustion engines, per capita, will be needed on the highways. (Increased communications, fortunately, does not bring an attendant increase in pollution). So, perhaps, the theme should have to do with the environment.

Attachments :

Memorandum of Mr. Ende 5/29/73

Letter from Dr. Wheelon, Hughes Aircraft, 5/22/73

# FEDERAL COMMUNICATIONS COMMISSION Washington, D. C. May 29, 1973

TO: Abbott Washburn, OTP

FROM: Asher H. Ende

#### SUBJECT: International Communications Year

In accordance with your informal request, I am setting forth below some thoughts related to the ICY initiative.

#### Background

It is a truism often not fully appreciated that man differs from all other creatures primarily because of his ability to communicate with his fellows, not only by face-to-face speech, but also over distance -- through telecommunications facilities -- and over time, by storing his "speech" in books, on tapes and recordings, and in other records.

Development in the field of telecommunications has been concentrated within the past 130 years, i.e. since the introduction of the telegraph by Samuel F. B. Morse in 1844.

Until the invention of the telegraph man did not <u>send</u> communications but rather carried them -- by runner, horseback, stage-coach, ship or other means. A message to be communicated had to be reduced to writing or code and physically transported from the sender to the receiver. Only with the advent of telegraphy did it become possible to communicate instantaneously between distant points. International telecommunications -across oceans and continents -- was somewhat slower in developing and did not attain worldwide scope until the beginning of this century. Thus, international telecommunications, as we conceive it today, covers only a very short period in man's history.

Telegraphy was followed, within some 30 years, by the invention 'of the telephone in 1876. However, international telephone service was delayed for a longer time than international telegraphy. It did not become practicable until the late 1920's, when high frequency radio communications capable of carrying human speech over long distances began to be developed. The quality, however, was relatively unsatisfactory and international telephony had to await better facilities before it achieved widespread acceptance. The technical breakthrough which made international telephony feasible was the development of the long-lived, submerged repeater. The first transoceanic facility employing such repeaters was the trans-Atlantic telephone cable (TAT 1), running from the United Kingdom to Canada, with extensions to the United States, which opened for service in 1956. TAT 1 was followed by additional cables, ringing the world, in the next decade. Thus, international voice communications on any broad scale is less than 20 years old.

Concurrently, as a positive legacy from World War II, there was tremendous progress in three important, apparently unrelated, areas. These were the development of rocket power, the development of modern sophisticated and miniaturized electronic circuits, and the development of computers which could be used to control and manage, on a real-time basis, both rocketry and electronic signals. With these advances, man succeeded, in the late 1950's, in breaking the grip of gravity by putting earth satellites into orbit around the planet. To control the rocket launches and flight of the satellites, highly sophisticated electronic equipment was developed, capable of transmitting signals between the rockets and the earth and between the orbiting satellites and the earth. The same type of equipment, clearly, could also be used to transmit communications between different points on earth, by using orbiting satellites as relay stations in space. Incorporating this concept, TELSTAR and RELAY communications satellites were launched from Cape Kennedy. These were followed by SYNCOM which, because of its positioning 22,300 miles above the earth over the equator, completed one revolution around the earth in each 24-hour period and thus was in "synchronous" orbit with the rotation of the earth. This had the advantage of making the satellite appear stationary above a given point on earth, thereby facilitating reliable and comparatively inexpensive communication service.

INTELSAT's first commercial communications satellite, "Early Bird," was launched into synchronous orbit and put into service in 1965. It had adequate capacity not only to handle telegraph, telex, and voice-grade signals, but also to transmit television. For the first time in human history, it was possible to convey across the ocean information, pictures and voices on a real-time basis.

Today INTELSAT satellites with many times the capacity of "Early Bird" are positioned over the Atlantic, Pacific and Indian Ocean basins. 82 countries belong to the INTELSAT global system. Earth stations in over 50 of these countries, many in developing areas, operate with these satellites. Additional earth stations are continually being inaugurated. The day is thus approaching when virtually all nations on earth will be linked for instantaneous communications.

#### ICY Purpose

We are still in the first decade of this era of universal communications (dating from "Early Bird" in 1965). An ICY would give man the opportunity to stand back and assess what he has achieved in this field and to project where he is going from a technical point of view -- to plan to use the break-throughs in the most intelligent, efficient and economical way for the benefit of all, developed and undeveloped societies alike.

We would perceive ICY as having an international approach and format, within which each country could mount specific activities designed to solve the unique problems of that country which are amenable to telecommunications solutions.

One of the historic strengths of international telecommunications has been its insistence (in the ITU, for example) on permitting telecommunications links between nations and peoples regardless of whatever ideological or political differences may exist between them. This approach should certainly be applied to the ICY. Care should be taken to insulate both the idea and its implementation from differences and divergencies which exist in the political and diplomatic arenas and to focus on the benefits which the new technologies can afford all peoples and nations.

## International Steering Group

Coordination of the ICY might be achieved through an International Steering Group of "communicators" -- divorced from official political input by governments, and apart from existing international organizations and attendant ax-grinding. It could be composed of competent individuals chosen from the various geographical areas and from nations at all stages of technological development. This would insure a world-wide approach as well as an appreciation of the abilities and needs of nations at different stages of growth.

Among the functions of the International Steering Group would be:

1. Gathering and centralizing in one place, for distribution to all, current information on facilities and technologies now available;

2. Evaluating current trends, in an effort to determine the direction in which existing technology is moving and to make judgments as to what can be expected therefrom in the near-term;

3. Forecasting the direction in which current research is likely to take us in the intermediate and longer-term;

4. Identifying the potential uses to which current and foreseeable technology can be put to meet the varying needs of different nations arising from their physical location, economic development, educational level, etc.

5. Evaluating the merits, from the point of view of cost, efficiency, timeliness, etc., of the available alternatives in meeting the differing needs in different areas of the world, and listing appropriate recommendations in light of all of the foregoing.

Telecommunications touches almost every facet of human activity. The ICY group, therefore, should include not only those familiar with the technology but also those with the backgrounds to analyze the uses to be made of the technology. We should encourage every discipline and

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social grouping to analyze, clearly and objectively, how communications developments can be of maximum benefit. Certainly major areas would include the following:

> Education Health Agriculture Cultural Exchange Earth Resources Weather

#### ICY Activities

Activities would run the gamut from theoretical research to basic demonstrations (via TV and other presentational means). There would, of course, be learned papers, professional seminars, exhibits and displays, TV specials, popular writings and, where appropriate, pilot or demonstration projects. While the trade angle should not be overstressed, it should not be overlooked either. Such a year of emphasis on communications would help to open and enhance markets for the countries supplying equipment, to the mutual benefit of both the seller and the buyer.

Mounted in the right way, the ICY could help to break down ancient hatreds, suspicions and rivalries.

Since telecommunications is essentially a two-way medium, the Year should have the salutary effect of avoiding the pitfalls of many other efforts, in which the developed or <u>have</u> nations talk down to the <u>have-nots</u>. In a two-way exchange both can and must learn from each other.

THE SECRETARY OF DEFENSE WASHINGTON, D. C. 20301

MAY 5 1973

Mr. Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Abbott,

Thank you for your letter of April 12 and the opportunity to review the International Communications Year (ICY) speech material prepared for Secretary Rogers.

We enthusiastically endorse the concept of an ICY to focus international thinking on mutual cooperation in the enormous and increasingly complex field of communication. Once the initial concept is announced, it is very important that the appropriate U.S. officials formulate a set of goals and objectives we should strive for during the ICY.

Defense would be pleased to participate in the planning for the ICY. The Assistant Secretary of Defense (Telecommunications) will be our point of contact.

With best regards,

Sincerely,

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Allit

October 18, 1973

TOM:

As part of ICY, I asked COMSAT to give us an outline of how a demonstration of satellite mail service would work.

I had in mind 5 or 6 points like, perhaps, San Francisco, Tokyo, Peking, Paris, and Moscow for a period of about 3 months.

Lou Early's response, attached, is considerably more ambitious.

The first letters exchanged could be between Tanaka and Nixon, Kissinger and Chou En Lai, Kosygin and Pompidou, et al.

COMMUNICATIONS SATELLITE CORPORATION

The Honorable Abbott Washburn Office of Telecommunications Policy Executive Office of the President Washington, D. C. 20504

Dear Abbott,

At our recent meeting you requested I provide you with some words describing an experiment or demonstration pertaining to the international distribution of mail etc. via satellite. Burt Edelson's staff has worked up the following paragraphs which will hopefully be useful to you in your planning for the ITY:

Included in the ITY could be an experiment and a demonstration on international delivery of mail via the INTELSAT network. This project would involve the participation of a large number of countries in various parts of the world. A network would be established through the INTELSAT IV (or IV-A) satellites using either standard earth stations operating in the INTELSAT system, or special small earth stations put in service especially for this project, or most probably some of each.

A series of links would be established involving 50 Kb/s service and facsimile equipment at each terminal. Mail would be distributed in this network using high-speed facsimile equipment of the type that is now commercially available or will soon be.

The mail would originate from and be delivered to existing postal facilities in each of the countries. Operational service could run for several months or a full year if desired on a strictly commercial, i.e., revenue, basis or as a free demonstration. Terrestrial microwave links

per

carrying 50 Kb/s would have to be established within countries with postal facilities at various cities and their standard INTELSAT stations used. In some cases, particularly where no major station exists nearby, in remote areas or on islands, small stations of 15 or 30' aperture would be employed and in these cases terminals could be located on the premises of or adjacent to the postal facility. In all cases the transmitting station would receive a "hard copy" such as a letter, pamphlet, magazine or newspaper article, or news release. This would be scanned by the transmitting end of the facsimile equipment and a signal would be sent by electronic means via satellite to one remote destination, or many locations at one time to demonstrate multidestination service (e.g., for news releases). It would be reasonable to believe that a normal transmission speed would be about 10 standard letter-size pages per minute for this demonstration. For the demonstration itself, it would seem that two or three satellite circuits would be required in each ocean area.

Planning and establishing such a demonstration experiment could be handled entirely within the INTELSAT system through the Board of Governors and the Operational Representatives.

Sincerely,

how

Louis B. Early

LBE/pai

2.05

## April 16, 1973

#### MEMORANDUM

To: Abbott Washburn

From: Will Dean

Subject: International Communications Year

In response to your request this morning, I have reviewed the draft material for proposed speech by Secretary of State and the working paper of February 21, 1973, and submit the following comments:

a. The general concept and substance contained in the working paper and the draft speech are excellent.

b. On page 5 of the speech, I would recommend deletion of the reference to "The war in Indo-China differed markedly from all other wars ..." This sentence, while true, tends to introduce an element that otherwise does not need to be involved.

c. Page 11, a nit pick on the fourth line from the bottom, recommend delete word "his" to avoid possible adverse reference to British diplomacy.

d. Page 16, second full paragraph onpage—reference is made to the need to resolve "...legal, institutional, and political obstacles blocking the way to full utilization of many of the technologies." I feel this sentence is too strong. Perhaps it would read better by the substitution of the following language: "Attention could be paid to ways and means to resolve possible legal, institutional, and political obstacles which may block the way to full utilization of certain of the technologies."

e. I would recommend, in order to obviate the need to answer a question which will undoubtedly arise in many peoples minds, a word or two he included on the foreseen role of the ITU in such an effort. There are now 145 member nations of the ITU and clarification of this matter would seem important at the outset. An extract might be appropriate from the second full paragraph on page 4 of the working paper.

In summary, I consider the proposed concept to be excellent, and I hope it flies.

# OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

April 11, 1973

Tom

TO:

FROM: Abbott A.

SUBJECT: International Communications Year

Yesterday afternoon I talked for 45 minutes with Assistant Secretary Willis Armstrong, briefing him fully on the ICY proposal. Ray Waldmann was present.

Armstrong had not read the draft speech for Secretary Rogers. In fact, he had not even seen it. (He asked Ray Waldmann to get him a copy).

At the end of our discussion he was in agreement that it would be a good idea for the Secretary to float the idea in a speech. He likened it to the way General Marshall floated the concept of the Marshall Plan in a speech. Our further action would then depend on the nature of the response from other nations. He made the point that the U.S. should not push this on other countries. With this, I assured him, we were all in full agreement.

Combining the ICY with the Bicentennial here at home, he said, "would be a good stunt."

Waldmann raised the possible conflict with World Population Year, also in 1975. To this I said that the ICY, as one of its projects, could help communicate the central theme of World Population Year: namely - the necessity to control the size of the human family. Armstrong reacted affirmatively to this.

I mentioned your belief that the Russians should be briefed ahead of time and our hope conveyed to them that they would play a major role, as they did in the IGY. He liked this, too.

I told him briefly of the positive reactions of Len Garment and Al Haig, stressing their belief that the President would be enthusiastic about the ICY, particularly if it is tied in with the Bicentennial appropriately.

We are informed that Dean Burch is about to send a letter over to Secretary Rogers, endorsing the ICY idea and offering the FCC's help in making it successful.

#### OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

April 6, 1973

TO: Tom

FROM:

Abbott A

Eisenhower-Commission Report SUBJECT:

Bureaucracy at its worst: It is now exactly two months since the Eisenhower Commission Report was submitted to the White House.

Within the past week the Report finally reached the President's office with an options paper for his decision. The reason for this is that the OMB questions the organizational recommendation for a 5-man Board appointed by the President -- presumably on the basis that it would create yet another foreign relations instrumentality of the Government.

State, rightly, does not want the Radios. USIA would be an even worse place for them. The Board would not be a new foreign policy body, but merely a conduit for funds and policy guidance (received from State).

At meetings with the Commission earlier, OMB representatives offered no objections to the Board idea nor any alternative suggestions. State, NSC, OTP -- as you know -- are strongly on record in favor of the Commission's recommendations.

If this drags on much longer, it will leak to the media (Teddy Kennedy's office has already been querying people at State) - and there will be think-pieces that the White House is undecided, that the President is considering some trade-off with Brezhnev when he is over here in June, etc. etc.

All this plays squarely into Fulbright's hands, the staffs in Munich are becoming increasingly demoralized, and the time left in which to get new legislation runneth out.

Could you call Erlichman's office again, as you did the day John Baker came over to see you?



3/26/73



F.Y.I.

- Abbott



UNITED STATES INFORMATION AGENCY WASHINGTON

OFFICE OF

March 20, 1973

Dear Bill:

Clay Whitehead and Abbott Washburn have given me the working paper on the proposal for an International Communications Year (ICY).

I think the proposal is a very interesting one. It could provide an effective means for advancing the international "bridges of understanding" concept which the President spoke of in his second Inaugural Address.

We believe that the proposal should be developed further, with more specific emphasis on the ways in which an ICY can benefit U.S. objectives in such areas as trade, relations with Communist countries, cultural exchanges and the easing of legal and other restrictions in the communications field.

I am pleased that your working paper proposed that the Agency be a member of an ICY inter-agency planning committee. We welcome this opportunity to participate so that we will be in a better position to determine how the Agency could support a Communications Year.

Sincerely,

James Keogh Director

The Honorable William P. Rogers Secretary of State

March 21, 1973

Tom

FROM:

TO:

Abbott (

I had an exceedingly good session with Al Haig at the Pentagon this morning.

He was very positive about the ICY. "The President," he said, "is attuned to the importance of communications as much or more than anybody else. He would be <u>most</u> interested in the ICY idea -- particularly if you can connect it up successfully with the Bicentennial."

I'll pass along his other comments whenever you have a moment. OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

March 21, 1973

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Dear Al,

Many thanks for your time and counsel this morning.

Attached are copies of the pieces of paper I mentioned:

- Leonard Garment's letter to Secretary Rogers, 3/2/73
- b. Rough "Working Paper" on the ICY notion
- c. Letter from Secretary Richardson, 1/22/73

Tom Whitehead concurs in your thought that a short concept-paper be developed for submission to the President.

We would be most grateful for any further comments or suggestions you may have after looking through the draft speech and the above documents.

Sincerely,

PAS

Abbott Washburn

Attachments

General Alexander M. Haig, Jr. Vice Chief of Staff United States Army Washington, D.C. 20310

March 16, 1973

TO: Tom FROM: Abbott

4.2.0

During a brief chat with Secretary Rogers at the reception last evening, he raised the subject of the ICY.

He said he wanted to thank us for the material we sent over. I asked him if it was along the lines of what he had had in mind. He replied:

> "Yes, very much so, and I plan to give the speech as a trial balloon. . . and we'll see what reaction we get."

This conforms with what John Richardson reported (attached).

The E Bureau's demurrer as to timing will, therefore, be disregarded on the Seventh Floor. (I'm pretty sure this was just Tom Nelson's protective reaction, anyhow, and does not reflect Casey and Waldmann).

March 15, 1973

TO: Tom

FROM: Abbott

John Richardson reports that he had a discussion with Secretary Rogers yesterday, and the ICY came up. The Secretary, he said, was enthusiastic about it.

Meantime, John says, the E Bureau (probably re= flecting Tom Nelson's worries) has sent a memo up to the Seventh Floor saying that substantive negotiations are now taking place in the communications field and that it would be better to wait with the ICY until these are over.

The above is background for your discussion with the Secretary this evening at the Reception.

March 15, 1973

TO: Tom FROM: Abbott

John Richardson reports that he had a discussion with Secretary Rogers yesterday, and the ICY came up. The Secretary, he said, was enthusiastic about it.

Meantime, John says, the E Bureau (probably re= flecting Tom Nelson's worries) has sent a memo up to the Seventh Floor saying that substantive negotiations are now taking place in the communications field and that it would be better to wait with the ICY until these are over.

The above is background for your discussion with the Secretary this evening at the Reception. Friday 3/2/73

Brad Patterson, in Len Garment's Office, called Amb. Washburn to say that Len Garment is so enthusiastic about the ICY idea that he is writing to Secretary Rogers about it, with a copy to you. He sees many useful tie-ups with the Bi-Centennial. Amb. Washburn would like a copy of the letter when it comes in.

cc: Amb Washburn Beryl

6:30
### OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

Feb. 26 1973

Following lunchen today - The White House mess, I gave the attached ICY Washing

Paper to Len Garment, together

Tom:

with the draft speech for Rogers. I told him of Secretary Rogers

desire to make This proposal.

Jen showed great interest

and began talking about the ups with The Bicenternial and The President. (Please verd The Working

### OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

Puper and see if it all makes sense to you.)

Thanks for your editorial

comments on The drept speech.

· . . .

I have incorporated them

all, except for elimination

of mention of The Indian

experiment. This is on line.

The ATS-F is go, and the

Indians will have it for a

year. (1975) Have Jun! - ANT

### WORKING PAPER

# Proposal for an International Communications Year

### Summary

The United States would propose that an International Communications Year (ICY) be observed in 1974-75. During the year, all participating countries would carry out cooperative programs to probe ways in which the new communications technologies can be used to serve human needs more fully. Modern communications, clearly, can be the mortar for the "bridges of understanding" called for by the President in his Second Inaugural Address.

# 1. The Secretary's Speech

The idea of an International Communications Year would be put forward by Secretary Rogers in a speech in late March or April 1973. While the Secretary would indicate U.S. interest in such a project, he would not make detailed recommendations. His specific proposal would be for a multinational planning meeting, to be held later this year, to discuss the organization of an ICY.

It is anticipated that the Secretary's proposal would meet with warm response from developed and developing nations alike, and that the suggested planning meeting could take place in Europe next fall.

The ICY rationale and potential spectrum of activities are developed in the draft material for the Secretary's speech, attached.

### 2. Areas of ICY Emphasis

The following are some of the areas of application which would receive attention:

Medicine and Health Education Diplomacy and Government-to-Government Relations Business, Trade and Industry Cultural Exchanges (The Arts and Sports) Transportation (Aeronautical and Maritime Communications Satellites) Journalism and Broadcasting Agriculture and Science (Earth Resources and Weather Satellites, et al) The roster of participants, therefore, in addition to communications specialists, would include experts from many different disciplines.

## 3. Timing of the ICY

Any starting date for the ICY earlier than Fall, 1974, would be unwise, given the lead-time required for 50 or more countries to plan together and act in concert. At the other end of the time scale, the ICY probably should not run into 1976, our Bicentennial year. Some of its individual exhibits and demonstrations might, however, be specifically designed as Bicentennial-oriented activities and these could carry over into 1976.

A number of communications projects in which the U.S. is involved will be under way in 1975, among them the Indian Government experiment in mass education through space communications employing a NASA experimental satellite, the ATS-F.

A likely time-frame for the ICY, therefore, would appear to be September 1, 1974 through December 31, 1975. However, final determination of this ought to be left to the international planning meeting.

### 4. U.S. Objectives

With the advent, in recent years, of communication satellites, high-capacity undersea cables, advanced computers, and global television--largely through American inventiveness and initiative-we have crossed the threshold of a new communications era. The impact of these new technologies will be profound, influencing for good or ill a host of political, economic, and social relationships. It is in the U.S. interest to focus world attention on this quantum jump that has taken place in the field of communications and, in a coordinated cooperative effort with other nations, plan for their optimum constructive use. An ICY would furnish the vehicle for accomplishing this objective. It would, in addition, serve a number of other U.S. interests:

(a.) By capturing the attention of leaders, it would hasten the international decisions that must be taken before the full utilization and maximum benefits of these communications systems can be realized. Such benefits flow to all users, but expecially to the U.S. as the largest user, as chief developer of the new technologies, and as largest manufacturer of the hardware. (b.) It would demonstrate the United States' interest in seeing that these new communications technologies make their fullest contribution to meeting the world's political, economic, cultural and social needs, including those of the developing nations. The U.S.--as the center for progress in communications and as a leader in the social and economic applications of communications technology--is in a unique position to take the lead. By our actions in the ICY our achievements in this area would be highlighted.

(c.) It would offer an opportunity to engage the U.S.S.R., the Peoples Republic of China, and other Communist states in a discussion of overall communications opportunities and problems, outside the horn-locking context of "ideological coexistence".

(d.) International ICY exhibits and demonstrations of communications hardware would lead to increased sales abroad of U.S.produced telecommunications equipment, and thus help to improve our balance of payments position.

(e.) An ICY would tend to highlight and strengthen the role of the new permanent INTELSAT Organization, the single global communications satellite network, in which the U.S. is the foremost partner among 83 nations.

(f.) It could stimulate interest in the cross-cultural and other benefits of regular global television program exchanges and, hopefully, lead to innovative new television programming "via satellite". This would bolster U.S. cultural programs and exchanges with other countries, including the PRC and the U.S.S.R.

(g.) It would give impetus to the search for new approaches to the pulling down of existing barriers to more open international communications, e.g. the international copyright impasse.

# 5. The International Geophysical Year Pattern

In his speech the Secretary would suggest that consideration might be given to the highly successful way in which the International Geophysical Year was organized and carried out in the 1950's.

(The IGY--July 1, 1957 through December 31, 1958--relied primarily on national IGY committees organized in 64 countries, list attached. The national committees worked cooperatively in a relatively loose international framework established by the International Council of Scientific Unions, in Geneva, a nongovernmental body. A brief description of the IGY, from President Eisenhower's book "Mandate for Change", is attached.)

A virtue of the IGY was that, through being organized separately from the UN or other political bodies, it avoided, almost completely, becoming mired in international political disputes. The only instance of this kind was the withdrawal of Peking's scientists when Taiwanese scientists joined the IGY effort.

Traditionally, international communications conferences (e.g. those of the International Telecommunication Union and of INTELSAT) have been relatively free of political ax-grinding. It is possible, therefore, that the hundred-year-old ITU, a UN-associated regulatory body to which 130 countries adhere for the purpose of telecommunications standard-setting and allocation of frequencies, might provide the forum for arriving at a loose international framework in which ICY national committees could work--in much the same fashion as the International Council of Scientific Unions provided the same thing for the IGY. The ITU should not, however, run the ICY nor be its chief sponsor. As the leading international technical body, it would have an important role to play in the Year, as would INTELSAT.

# 6. International ICY Planning Meeting, Fall 1973

In his speech the Secretary would indicate that the U.S. would welcome the opportunity to participate with other interested nations in an ICY planning meeting later this year. This meeting-requiring careful preparation and advance contact with a dozen or so communications-minded countries like Japan, the U.K. and Germany--could not take place before next Fall. It should not conflict with the ITU Plenipotentiary Conference scheduled to be held from September 14, to October 26, in Torremolinos, Spain. Late October or early November, therefore, would appear to be an appropriate time.

An <u>ad hoc</u> committee for arranging the planning meeting could be formed with about 15 to 20 countries, both developed and developing, and representing the major geographical regions. The U.S.S.R. and the P.R.C. should be included, if interested. This <u>ad hoc</u> group would send out a general invitation, perhaps through ITU facilities, to all 130 member-countries of the ITU. The most convenient meeting site would probably be a city in Europe. Other invitations, for observer status, should go to relevant U.N. organizations, the O.A.S. and other regional groups, and to international communications groups such as the European Broadcasting Union, Asian Broadcasting Union, INTELSAT, et al.

# 7. Agenda for ICY Planning Meeting

The agenda for the planning meeting would include action on the following:

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When it is formed, the national ICY Committee would be responsible for all ICY matters, with liaison to U.S. Government agencies through the inter-agency committee chaired by State.

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The U.S. ICY Committee would include various segments of U.S. society--educational, business, cultural, professional, etc.--involved in communications at the national, regional (inter-American), and international levels. The foundations should be involved, early, to provide seed money for the formation of the U.S. Committee and for specific projects. Funds for the U.S. Committee's activities should also come from industry, and particularly from the communications carriers and hardware manufacturers. The Government in all probability would underwrite certain aspects, but in nothing like the order of magnitude of Government funding of the IGY, which amounted to a total of \$43 million (to cover, among other things, earth satellite work and expeditions to the Antarctic). In the case of the IGY, the National Science Foundation made the budget presentations on the Hill. Funds were also contributed to the IGY's activities by foundations and industry.

### Attachments:

- 1. Draft Speech Material for Secretary of State
- 2. List of 64 IGY Participating Countries
- 3. Page from President Eisenhower's Book, "Mandate for Change".

# THE YEAR OF THE EARTH

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These are the basic geophysical phenomena. They have all played parts in the development of our civilization.

# The 64 Nations Participating in the IGY

Argentina Australia Austria Belgium Bolivia Brazil Bulgaria Canada Cevlon Chile China (Communist) China (Nationalist) Colombia Cuba Czechoslovakia Denmark

Dominican Republic Ecuador Egypt Ethiopia Finland France Germany (East) Germany (West) Ghana Great Britain Greece Guatemala Hungary Iceland India Indonesia

Iran Ireland Israel Italy Japan Korea( North) Malaya Mexico Morocco Netherlands New Zealand Norway Outer Mongolia Pakistan Panama Peru

Philippines Poland Portugal Rhodesia-Nyasaland Rumania Soviet Union Spain Sweden Switzerland Tunisia Union of S. Africa United States Uruguay Venezuela Viet Nam (North) Yugoslavia

<sup>o</sup> Glaciology, Oceanography, Meteorology, Solar Activity, Aurora and Airglow, Cosmic Rays, Ionospheric Physics, Geomagnetism, Gravity, Seismology, Radioactivity Studies, Latitudes and Longitudes and Measurement of the Earth, and Rocket and Satellite Exploration of the Upper Atmosphere.

### MANDATE FOR CHANGE

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a corresponding automatic increase in valuable research. For one thing, you cannot find graduate scientists as you can buy laboratory equipment. But the Congress consistently raised the amounts we recommended for the purpose.

One hot July noon in 1955 Jim Hagerty announced to the White House reporters that he would have an exceptional story for them that day at about one-thirty. That story, as dramatically as any, illustrated the way science was changing our lives. For on that day at the White House, Dr. Detlev Bronk, the head of the National Academy of Sciences, and Dr. Alan Waterman, head of the National Science Foundation, announced the plans for the United States' first launching of an earth satellite.

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The battle for legislative action in 1955 was fought out against the background of the quiet but immensely significant changes in our coun-

Page from President Eisenhower's book, published in 1963.

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OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

March 7, 1973

Judy:

Tom said he wants to talk with Abbott Washburn in the next few days about this.

Eva

# THE WHITE HOUSE WASHINGTON

March 2, 1973

### Dear Tom:

I want to congratulate you and Abbott Washburn for the very interesting idea of an International Communications Year. I have taken the liberty of sending the attached note to Bill Rogers. I suggest that in the further interagency planning on this subject, you include a representative of the American Revolution Bicentennial Commission staff, and one each from the National Endowment on the Arts and on the Humanities.

Sincerely,

Leonard Garment

Mr. Clay T. Whitehead Director Office of Telecommunications Policy 1800 G Street, NW Washington, D.C. 20504



# THE WHITE HOUSE

WASHINGTON

March 2, 1973

## Dear Bill:

----

I understand that you are considering suggesting, in an appropriate speech, that the nations of the world collaborate in an International Communications Year, on the analogy of the successful IGY a few years ago.

The purpose of this note is to express my very enthusiastic support for this idea and to suggest that while keeping it nonpolitical and non-nationalistic we in America emphasize its connection to our own Bicentennial planning. The proponents of the ICY are correct, I believe, in keeping the two "years" separate -- while recognizing that the former will produce a fall-out into the latter. In fact, the Administration has taken the position to the Congress that our own Bicentennial focus year should be from July,1975 through August, 1976 (in order to get our major events out of the way before the country becomes totally preoccupied with the 1976 election.)

All of us here are quite convinced that any major "brick and mortar" Bicentennial projects are both inappropriate and too late from now on, and that we should emphasize, in effect, the "products of the mind" as the central focus of our Bicentennial celebration. Nothing would give America as well as the world a more exciting vision of our -- and the world's -next century than the things and concepts which an International Communications Year would dramatize.

Please let me know if I can be of any help in furthering this project; I would recommend we also consider an appropriate Presidential involvement in it during next July.

Sincerely,

Leonard Garment

Honorable William P. Rogers Secretary Department of State Washington, D.C.

# OFFICE OF TELECOMMUNICATIONS POLICY

WASHINGTON

2/23/73

Brom:

After a comple of long Serions with Tan Melan,

I drafted the attached

ICY Working Page.

Would much appreciate

my Thought on it.

- Abboto

### WORKING PAPER

# Proposal for an International Communications Year

### Summary

The United States would propose that an International Communications Year (ICY) be observed in 1974-75. During the year, all participating countries would carry out cooperative programs to probe ways in which the new communications technologies can be used to serve human needs more fully. Modern communications, clearly, can be the mortar for the "bridges of understanding" called for by the President in his Second Inaugural Address.

## 1. The Secretary's Speech

The idea of an International Communications Year would be put forward by Secretary Rogers in a speech in late March or April 1973. While the Secretary would indicate U.S. interest in such a project, he would not make detailed recommendations. His specific proposal would be for a multinational planning meeting, to be held later this year, to discuss the organization of an ICY.

It is anticipated that the Secretary's proposal would meet with warm response from developed and developing nations alike, and that the suggested planning meeting could take place in Europe next fail.

The ICY rationale and potential spectrum of activities are developed in the draft material for the Secretary's speech, attached.

### 2. Areas of ICY Emphasis

The following are some of the areas of application which would receive attention:

Medicine and Health Education Diplomacy and Government-to-Government Relations Business, Trade and Industry Cultural Exchanges (The Arts and Sports) Transportation (Aeronautical and Maritime Communications Satellites) Journalism and Broadcasting Agriculture and Science (Earth Resources and Weather Satellites, et al) The roster of participants, therefore, in addition to communications specialists, would include experts from many different disciplines.

### 3. Timing of the ICY

Any starting date for the ICY earlier than Fall, 1974, would be unwise, given the lead-time required for 50 or more countries to plan together and act in concert. At the other end of the time scale, the ICY probably should not run into 1976, our Bicentennial year. Some of its individual exhibits and demonstrations might, however, be specifically designed as Bicentennial-oriented activities and these could carry over into 1976.

A number of communications projects in which the U.S. is involved will be under way in 1975, among them the Indian Government experiment in mass education through space communications employing a NASA experimental satellite, the ATS-F.

A likely time-frame for the ICY, therefore, would appear to be September 1, 1974 through December 31, 1975. However, final determination of this ought to be left to the international planning meeting.

## 4. U.S. Objectives

With the advent, in recent years, of communication satellites, high-capacity undersea cables, advanced computers, and global television--largely through American inventiveness and initiative-we have crossed the threshold of a new communications era. The impact of these new technologies will be profound, influencing for good or ill a host of political, economic, and social relationships. It is in the U.S. interest to focus world attention on this quantum jump that has taken place in the field of communications and, in a coordinated cooperative effort with other nations, plan for their optimum constructive use. An ICY would furnish the vehicle for accomplishing this objective. It would, in addition, serve a number of other U.S. interests:

(a.) By capturing the attention of leaders, it would hasten the international decisions that must be taken before the full utilization and maximum benefits of these communications systems can be realized. Such benefits flow to all users, but expecially to the U.S. as the largest user, as chief developer of the new technologies, and as largest manufacturer of the hardware. (b.) It would demonstrate the United States' interest in seeing that these new communications technologies make their fullest contribution to meeting the world's political, economic, cultural and social needs, including those of the developing nations. The U.S.--as the center for progress in communications and as a leader in the social and economic applications of communications technology--is in a unique position to take the lead. By our actions in the ICY our achievements in this area would be highlighted.

(c.) It would offer an opportunity to engage the U.S.S.R., the Peoples Republic of China, and other Communist states in a discussion of overall communications opportunities and problems, outside the horn-locking context of "ideological coexistence".

(d.) International ICY exhibits and demonstrations of communications hardware would lead to increased sales abroad of U.S.produced telecommunications equipment, and thus help to improve our balance of payments position.

(e.) An ICY would tend to highlight and strengthen the role of the new permanent INTELSAT Organization, the single global communications satellite network, in which the U.S. is the foremost partner among 83 nations.

(f.) It could stimulate interest in the cross-cultural and other benefits of regular global television program exchanges and, hopefully, lead to innovative new television programming "via satellite". This would bolster U.S. cultural programs and exchanges with other countries, including the PRC and the U.S.S.R.

(g.) It would give impetus to the search for new approaches to the pulling down of existing barriers to more open international communications, e.g. the international copyright impasse.

# 5. The International Geophysical Year Pattern

In his speech the Secretary would suggest that consideration might be given to the highly successful way in which the International Geophysical Year was organized and carried out in the 1950's.

(The IGY--July 1, 1957 through December 31, 1958--relied primarily on national IGY committees organized in 64 countries, list attached. The national committees worked cooperatively in a relatively loose international framework established by the International Council of Scientific Unions, in Geneva, a nongovernmental body. A brief description of the IGY, from President Eisenhower's book "Mandate for Change", is attached.)

A virtue of the IGY was that, through being organized separately from the UN or other political bodies, it avoided, almost completely, becoming mired in international political disputes. The only instance of this kind was the withdrawal of Peking's scientists when Taiwanese scientists joined the IGY effort.

Traditionally, international communications conferences (e.g. those of the International Telecommunication Union and of INTELSAT) have been relatively free of political ax-grinding. It is possible, therefore, that the hundred-year-old ITU, a UN-associated regulatory body to which 130 countries adhere for the purpose of telecommunications standard-setting and allocation of frequencies, might provide the forum for arriving at a loose international framework in which ICY national committees could work--in much the same fashion as the International Council of Scientific Unions provided the same thing for the IGY. The ITU should not, however, run the ICY nor be its chief sponsor. As the leading international technical body, it would have an important role to play in the Year, as would INTELSAT.

## 6. International ICY Planning Meeting, Fall 1973

In his speech the Secretary would indicate that the U.S. would welcome the opportunity to participate with other interested nations in an ICY planning meeting later this year. This meeting-requiring careful preparation and advance contact with a dozen or so communications-minded countries like Japan, the U.K. and Germany--could not take place before next Fall. It should not conflict with the ITU Plenipotentiary Conference scheduled to be held from September 14, to October 26, in Torremolinos, Spain. Late October or early November, therefore, would appear to be an appropriate time.

An <u>ad hoc</u> committee for arranging the planning meeting could be formed with about 15 to 20 countries, both developed and developing, and representing the major geographical regions. The U.S.S.R. and the P.R.C. should be included, if interested. This <u>ad hoc</u> group would send out a general invitation, perhaps through ITU facilities, to all 130 member-countries of the ITU. The most convenient meeting site would probably be a city in Europe. Other invitations, for observer status, should go to relevant U.N. organizations, the O.A.S. and other regional groups, and to international communications groups such as the European Broadcasting Union, Asian Broadcasting Union, INTELSAT, et al.

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### THE YEAR OF THE EARTH

Argentina

Australia

Austria

Belgium

Bolivia

Brazil

Bulgaria

Canada

Ceylon

Colombia

Denmark

Czechoslovakia

China (Communist)

China (Nationalist)

Chile

Cuba

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<sup>o</sup> Glaciology, Oceanography, Meteorology, Solar Activity, Aurora and Airglow, Cosmic Rays, Ionospheric Physics, Geomagnetism, Gravity, Seismology, Radioactivity Studies, Latitudes and Longitudes and Measurement of the Earth, and Rocket and Satellite Exploration of the Upper Atmosphere. 13

#### MANDATE FOR CHANGE

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# EXECUTIVE OFFICE OF THE PRESIDENT OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON, D.C. 20504

3/15/73

DIRECTOR

To: Abbott From: Tom

Re the questions you raise in the attached memo:

I would like to talk with Secretary Rogers about this, but I don't want us to initiate the meeting. But they should be aware that we are agreeable to such a meeting.

Also, I think we should bring Zapple in at the last minute, but perhaps you should check with Rogers' office to make sure.

I do like the idea of a brief, joint State/OTP memo to the President before they do this. I have no reason to think the President would have any problems with this, but I would be more comfortable running it by him first.

# OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504

March 7, 1973

To: Tom

From: Abbott A

Subject: Progress Report on ICY

The draft speech and ICY Working Paper were delivered to Secretary Rogers' office on February 21. The Secretary has asked for comment from a number of bureaus within the Department. Tom Nelson has been assigned the action to coordinate this response.

Len Garment, on March 2, sent the Secretary a letter strongly supporting the idea -- and a note to you (copies attached).

Asher, who helped me with the speech, believes FCC will give strong encouragement to the proposal.

I had a good talk with Jim Keogh. His initial reaction was entirely favorable.

I am seeing John Richardson on Friday, since CU would be heavily involved, particularly in view of Len Garment's emphasis on the Bicentennial aspects of ICY. (CU has the Bicentennial responsibility at State).

As you suggested, I brought Michael Guhin fully into the picture early on. He was personally much interested, but cautious about speaking for that shop.

The only doubts in any quarters thus far are the following:

Tom Nelson, I believe, feels somewhat overwhelmed by the scope of the thing, fearing that he and his small staff could be submerged by it -- to the detriment of ITU Plenipot preparations and their other work. (Of course, if the Secretary of State and the White House decide to go forward with this program, it could not, and would not, be run out of Tom Nelson's office. His worries, therefore, could be allayed).

David Elliott, who is Michael Guhin's superior, is concerned that the ICY proposal will be launched "at the moment the U.S. is once again pulling back from Aerosat." The Europeans would then be in position to criticize us even more strongly. (Brom indicates that it is not at all certain that the U.S. <u>will</u> back away from Aerosat under the pressure from the airlines. This is, in any case, a very narrow stance from which to view the appropriateness of an ICY. ICY activities would not commence, in any event, until September 1974 -- and then under multi-national sponsorship. By then the Aerosat question will hopefully have been long resolved.)

Michael Guhin said he hopes that there will be a joint State-OTP proposal submitted to the Kissinger office "for the President's clearance" before the Secretary of State officially floats the ICY idea publically. He expressed the view that Peter Flanigan and OMB should probably also have a look at it. He drew attention to the \$43 million which the IGY cost the Government in 1957-58. (I told him that the ICY, of course, would be a wholly different animal costwise). Questions: Should Peter Flanigan be briefed? Should you not talk with Secretary Rogers? At what point should Nick Zapple be cut in?

CC: Brom

21.4

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