

## COLLECTION DETAILS and FOLDER TITLE LIST

**Collection: Papers of Leonard H. Marks, 9/1965 - 11/1968 [NAID 50809179]**

<http://discoverlbj.org/exhibits/show/loh/personal>

### PERSONAL PAPERS OF LEONARD H. MARKS

**For list of folder titles, see page 2**

**Creator:** Marks, Leonard Harold, 1916-2006

#### **Biographical sketch:**

Leonard Harold Marks was a communications lawyer and government official. He was one of thirteen individuals named by President Kennedy to establish and incorporate the Communications Satellite Corporation, also known as COMSAT, and was elected a member of the COMSAT board of directors in 1964. In July 1965, he was appointed Director of the United States Information Agency, and was sworn in as Director on September 2, 1965.

#### **Scope and content note:**

This collection consists of papers created by Leonard H. Marks while he served as Director of the United States Information Agency (USIA). The papers contain correspondence, publications, reports, and statements covering the organization and operations of the USIA. The papers include materials on the Agency's budget, planning, personnel, training, programs, publications, policies, and communications, along with background materials and general literature. The papers also contain materials on broadcasting, different types of media, Vietnam, plans for USIA activities in specific nations, polling, and public opinion

- Date range of collection: 9/1965-11/1968
- 19 linear feet, 2 linear inches
- Available for research. (Open 6/15/1995)
- 1 series

FOLDER TITLE LIST

Box Number	Folder Title
1	Agency Hearing Document
1	Area Appraisals of PPBS
1	Program Planning Budgeting System [1 of 2]
1	Program Planning Budgeting System [2 of 2]
1	Program-Planning-Budgeting Memoranda [1 of 3]
2	Program-Planning-Budgeting Memoranda [2 of 3]
2	Program-Planning-Budgeting Memoranda [3 of 3]
3	Country Plan Memoranda (Indonesia, Hong Kong, Australia, 1968)
3	Country Plan Memoranda (Philippines, Korea, 1968)
3	Reporting Requirements of Federal Outlays
4	USIA Senate Appropriations, FY 1967
4	USIA House Appropriations, FY 1967
4	USIA Congressional Estimates, FY 1967 [1 of 3]
4	USIA Congressional Estimates, FY 1967 [2 of 3]
4	USIA Congressional Estimates, FY 1967 [3 of 3]
5	USIA Congressional Estimates, FY 1968 [1 of 3]
5	USIA Congressional Estimates, FY 1968 [2 of 3]
5	USIA Congressional Estimates, FY 1968 [3 of 3]
5	USIA Congressional Estimates, FY 1969 [1 of 3]
5	USIA Congressional Estimates, FY 1969 [2 of 3]
5	USIA Congressional Estimates, FY 1969 [3 of 3]
6	Senate Hearings: State, Justice, Commerce, the Judiciary and Related Agencies Appropriations, H.R. 18119, FY 1967
6	Senate Hearings: Second Supplemental Appropriations, H.R. 9481, FY 1967
6	Senate Hearings: State, Justice, Commerce, the Judiciary and Related Agencies Appropriations, H.R. 10345, FY 1968
6	Senate Hearings: State, Justice, Commerce, the Judiciary and Related Agencies Appropriations, H.R. 17522, FY 1969
6	Hearings before a Subcommittee of the Committee on Appropriations, H.R., Departments of State, Justice, Commerce, the Judiciary and Related Agencies, Appropriations for 1967
6	Hearings before Subcommittees of the Committee on Appropriations, H.R., Second Supplemental Appropriations Bill, 1968
7	Hearings before a Subcommittee of the Committee on Appropriations, H.R., Departments of State, Justice, Commerce, the Judiciary, and Related Agencies Appropriations for 1968
7	[Books of Ladder edition, simplified English language books and other paperback books and publications printed by and for the USIA]
8	[Books of Ladder edition, simplified English language books and other paperback books and publications printed by and for the USIA]
9	[Books of Ladder edition, simplified English language books and other paperback books and publications printed by and for the USIA]
10	[USIA pamphlets]
11	[USIA pamphlets]
12	[USIA pamphlets]
13	[USIA pamphlets]
14	Graphic Art, USA
14	Architecture USA
14	Communications in the U.S.
14	Problems of Communism (July-August 1965)
14	USIA Correspondent (1965-67)
14	USIA World (1965-68)
14	Vietnam Trail Leaflets
15	Advisory Groups, Minority
15	Advisory Panel, Religious
15	Agency in Brief
15	Semi-Annual Report (Review of Operations)
15	Anti-American Diatribes in the Soviet Press
15	Demonstrations
15	Automated Data Processing
15	Binational Centers
15	Alboreal Book Collection
15	USIA: How the U.S. Tells Its Story to the World
16	Books (Information Service Centers)
16	Books, Ladder Series
16	Book Programs [2 folders]

FOLDER TITLE LIST

Box Number	Folder Title
17	Book Reviewing
17	Great Books Collection, Advisory Panel
17	Current Thought Readers
17	Donated Book Programs
17	Textbook Survey, Secondary Schools Abroad
17	U.S.A. in Books
17	Broadcasting: Language Priority Survey, 1967
17	USIA Public Broadcasting
17	Broadcasting-Worldwide English
17	Exchange of Foreign Journalists and TV Radio Broadcasters
18	Foreign Correspondents
18	Foreign Correspondents Center in Washington
18	Journalists (E. Asia, Pacific, Vietnam)
18	Washington Correspondent Series
18	Information Program in Norway
18	USIS - NIAMEY
18	Country Programs: Africa
18	Country Programs: East Asia and Pacific
19	Country Programs: Latin America
19	Country Programs: Near East and South Asia
19	Country Programs: West Europe, Special Europe, Soviet Union and East Europe
19	Director's Memos to Area and Media Directors: January - November 1968
19	Director's Memos to Area and Media Directors: August - December 1967
20	Director's Memos to Area and Media Directors: January - July 1967
20	Director's Memos to Area and Media Directors: August - December 1966
20	Director's Memos to Area and Media Directors: April - July 1966
20	Director's Memos to Area and Media Directors: January - March 1966
20	Director's Memos to Area and Media Directors: 1965
21	Challenge to Soviets on Kosygin Interview in Life, by L. H. Marks
21	Interviews: Leonard H. Marks
21	Pickup on Director's Speeches
21	Pickup on Director's China Speech
21	Resignation of Leonard H. Marks
21	Speeches by Leonard H. Marks
21	USIA: Evidence of Effectiveness
21	Inprodmas: 1967 International Trade Fair, Moscow, May 16-29, 1967
21	Exhibits: Inprodmas 1967
21	Exhibits: Hand Tools, USA
21	International Exhibitions
22	Creative America
22	Expo '67 Administration
22	Expo '67 Advisory Commission
22	Montreal World Exposition (Expo '67)
22	Expo '67 Opinion Survey
23	Expo '67 VIP Visitors and Comments
23	Museum Design by Lothar P. Witteborg
23	Osaka World Exhibition (Expo '70)
23	Information Policy, China
23	Graphics Arts Program
23	Guidelines for Discussion of Strategic Force Development with Other Countries
23	Basic USIA Guidelines, 9/1/65 to 11/5/68 #1
24	Basic USIA Guidelines, 9/1/65 to 11/5/68 #2
24	Public Member Inspection Teams
24	Foreign Affairs Intern Program, George Washington University
24	USIS Libraries
24	Closing of the London Library
24	Foreign Media Reaction, The Manila Conference, President Johnson's Asian Tour, Oct. 17-Nov. 2, 1966
24	USIA Support and Foreign Media Reaction to Talks with North Vietnamese Representatives in Paris

FOLDER TITLE LIST

Box Number	Folder Title
24	Media Technology
24	Classic Film Program
25	College Bowl TV Program for Latin America
25	Motion Picture and Television Merger
25	USIA National Development
25	NSC, 1968
25	NSC, 1967
25	NSC, 1966
25	USIA Employment by Country
25	Career Legislation bill
26	Career Legislation Bill: Advisory Committee Report
26	Language Requirements
26	Personnel: IOA Study (Mail and Messenger Unit)
26	Training Programs (Language, Career, Development, Grids, Seminars)
26	Task Force, Foreign Service Personnel
26	America Illustrated
26	Dialogue
26	Scholarly Quarterly
26	Facts about America (Leaflet Series)
27	IPS Output
27	Sunday Wireless File
27	USIA Media Priorities
27	Private Sector
27	Textbook Problems in Cyprus
27	USIA Briefing Papers on Major Problems of All Elements of Agency
27	USIA National Political Problems Affecting Public Opinion Overseas
28	Handbook for Public Affairs Officers
28	PAO Letters
28	Press Releases
28	Report: Joint Long Range Strategic Study
28	Report: Network for Knowledge
28	Report on Periodical Subscription Policies
28	Report: President's Task Force on Communication Policies
28	Report: VOA [Voice of America] Operations in Africa (Lawrence H. Rogers - Henry Rau)
28	Report: Security and Assistance in Thailand and Laos
29	USIA Radio Study Group Report
29	Task Force Information/Cultural Activities
29	Report on Vietnam (Dr. Frank Stanton and Frank J. Stargel)
29	Report on South America (R. Peter Strauss)
29	Research Polls
29	Research Reorganization
29	SIG [Senior Interdepartmental Group] Meetings, 1966, 1967, 1968
30	Soviet Propaganda [divider]
30	Soviet "Sputnik"
30	Broadcasting - Vietnam
30	Vietnam Defections
30	Educational TV - Vietnam
30	JUSPAO
30	Transistor Radio for Vietnam
30	Political Motivation of the Viet Cong: The Vietminh Regroupees (U), J. J. Zasloff
30	Viet Cong Motivation and Morale: The Special Case of Chieu Hoi (U), J. M. Carrier and C. A. H. Thomson
30	Vietnam and World Opinion
31	USIA Blueprint for Vietnam
31	USIA - JUSPAO Election Support Campaign (Summary Report)
31	Medium Wave Frequencies in Africa
31	Soviet Jamming of VOA [Voice of America]
31	Voice of America Construction Report 8/30/67
31	VOA Coverage of the Middle East Crisis

Box Number	Folder Title
31	VOA Operations in Africa
31	Special Study of The Voice of America by USIA Program Analysis Staff, September 1966
32	USIA - VOA Task Force Report
32	VOA New Sound
32	VOA Transmitters
32	USIA Responsibilities in Limited War and Insurgency Situations
32	White House Bi-Weekly Reports, 1968
32	White House Library, 1968
32	White House Library, Jan.-June 1967
33	White House Library, July-Dec. 1967
33	White House Weekly Reports, Library, 1967
33	White House Bi-Weekly Reports, Library, Jan.-Dec. 1966
33	White House Weekly Reports, Library, Sept.-Dec. 1965
34	White House Library, Jan.-June 1966
34	White House Library, 1965
35	Media Reaction Analysis, Volume I, Aug.-Dec. 1966
36	Media Reaction Analysis, Volume II, Jan.-March 1967
37	Media Reaction Analysis, Volume III, April-June 1967
38	Media Reaction Analysis, Volume IV, July-Sept. 1967
39	Media Reaction Analysis, Volume V, Oct.-Dec. 1967
40	Media Reaction Analysis, Volume VI, Jan.-March 1968
41	Media Reaction Analysis, Volume VII, April-June 1968
42	Media Reaction Analysis, Volume VIII, July-Oct. 1968
43	Problems of Communism, Volume XV, 1966
43	Problems of Communism, Volume XVI, 1967
44	Free World, Volume XV
44	Quest, Volume I
45	Topic, Issues 1-12
45	Topic, Issues 13-24
46	USIA Miscellaneous Publications