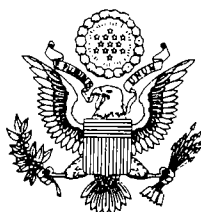


TELLING AMERICA'S STORY TO THE WORLD





United States Information Agency

**PHOTOCOPY
PRESERVATION**

DEMOCRACY BUILDING

Dear Readers:

This newsletter is the first in a series designed to acquaint you with USIA's democracy building efforts around the world — an aspect of our work that has become crucial.

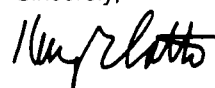
As the nations of Eastern Europe and the new countries of the former Soviet Union struggle to transform themselves into democratic societies and free market economies, they are reaching out to us for information and assistance. We at USIA, in turn, are reaching out to the American private sector to join us in our endeavors.

USIA has been working intensively to send American experts in fields such as business, government, law, and journalism to these countries. We are bringing professionals from the public and private sector here to the United States to see our system in action. We are also producing publications, radio and television programs and are translating documents such as the Federalist papers into the many languages of the region.

Many American citizens have been involved in USIA's work. American university staff, both faculty and administrators, are assisting hundreds of new exchange students and scholars from Eastern Europe and the former Soviet Union. American business people have been working with both visitors and interns from this part of the world. American host families have opened their homes and lives to these new visitors. U.S. academics and experts have been sent to these countries to speak and consult.

I hope those of you receiving this newsletter will join us in this public-private partnership. Please write or call with your ideas.

Sincerely,



Henry E. Catto
Director, USIA

America Houses in the former Soviet Union

Since the Cold War ended, the United States Information Agency has redoubled its efforts in one of its core functions — assisting other countries to transform themselves into democratic, free market societies.

In pursuit of this goal, USIA is working to establish America Houses in the former Soviet Union. The priority cities where we hope to locate these centers of information and consultation are: Alma Ata, Kazakhstan; Tashkent, Uzbekistan; Kiev, Ukraine; and Vladivostok, Russia.

Under the Freedom Support Act proposed by President Bush last April, these new institutions will be a central component of the overall American technical assistance program in the region.

There is a precedent for USIA's America Houses. After World War II, 47 America Houses were set up in the American zone of Germany and Berlin. These centers for innovation and new ideas were built around the information technology of their day. "But today's America Houses in the former Soviet Union," added Catto, "will resemble their German predecessors about as much as the Space Shuttle resembles a B17."

The new centers will house books, teaching materials, resident experts, classrooms and high quality communications links. They will be "home bases" for the scores of American advisors, teachers, government experts, and volunteers carrying out both U.S. government and private sector assistance programs. Additional America Houses will be estab-

lished in other new countries of the former Soviet Union as the necessary funding is secured. They will vary in size and focus according to the needs of the local populace and technical assistance programs in the area.

American Center Opens in Warsaw



U.S. Ambassador Thomas Simons speaks at the ceremony marking the opening of USIA's American Center in Warsaw. Looking on are (left to right) USIA Director of European Affairs Leonard Baldyga, Deputy Foreign Minister Mroziec, and USIA Public Affairs Officer Anne Sigmund.

"...people-to-people exchanges designed to bury forever the distrust and misunderstanding that characterized our previous relations with the former Soviet Union."
President George Bush

FACT SHEET

USIA PROGRAMS IN CENTRAL AND EASTERN EUROPE

February, 1993

The revolutions of 1989 brought freedom to the nations of Central and Eastern Europe. The toppling of the Berlin Wall, the disappearance of the Iron Curtain, the disintegration of the Soviet Union and Yugoslavia, and the restoration of independence for Estonia, Latvia, and Lithuania provided the U.S. Information Agency (USIA) with a historic opportunity to lay the foundation for new relationships and re-establish old ones.

USIA has a long history of cultural, educational, and informational programming in Central and Eastern Europe. We have promoted understanding of the U.S. through the Voice of America, the Fulbright Program, tours of American performing groups, and traveling exhibits about American life and values. It is only with the fall of authoritarian regimes in such countries that our U.S. Information Service posts can begin to operate fully and freely.

USIA programs and initiatives in these countries demonstrate the creativity, diversity, and durability of U.S. democratic institutions as a model of a free society. Our primary objective is to help citizens understand democratic processes and free-market economics. We, therefore, focus our resources on programs promoting economic liberalization, democratization, respect for human rights, and the rule of law.

BUDGET

In Fiscal Year (FY) 92, USIA's overall budget for the Central and Eastern European countries was \$55.8 million. This total included exchange programs (\$29.3), broadcasting (\$12.4), Agency-produced publications, and staff and program expenses at overseas posts (\$14.1). An additional \$18.4 million from the Support for Eastern European Democracy Act (SEED), received through the U.S. Agency for International Development, was also used by USIA for democracy and free market economic programs in the region in FY 92.

• See separate fact sheet for more details on Estonia, Latvia, and Lithuania.

POSTS AND PEOPLE

Currently, 207 employees are serving at 19 posts. In FY 92, USIA opened posts in Tirana, Albania; Tallinn, Estonia; Riga, Latvia; Vilnius, Lithuania; Zagreb, Croatia; Ljubljana, Slovenia. As of the first of 1993, Bratislava became the capital of the Slovak Republic and was designated as a country post.

We also opened cultural centers in Budapest, Hungary, and Warsaw, Poland, and are developing another in Tirana, Albania. We are planning to open other cultural centers in Prague and Sofia. We will re-open our branch post in Sarajevo, Bosnia and Herzegovina, as soon as the security situation permits. A similar country post is planned for Skopje, Macedonia, following diplomatic recognition.

USIA BROADCASTING

Voice of America

Voice of America broadcasts 138.25 hours weekly in 14 languages to listeners in Albanian, Bulgarian, Croatian, Czech, Estonian, German, Hungarian, Latvian, Lithuanian, Polish, Romanian, Serbian, Slovak, and Slovene.

In addition to direct broadcasts, VOA's broadcasts are carried on several national radio networks and a growing number of affiliated private stations throughout Eastern and Central Europe and the Baltic countries.

VOA Europe, an around-the-clock English-language service for young Europeans, broadcasts 168 hours weekly through 113 affiliated stations in 29 countries.

USIA Television (WORLDNET) and Film Service

Since 1990, USIA's WORLDNET has been transmitting two-hour daily feeds to Central and Eastern Europe for rebroadcast by local television stations. This specialized programming emphasizes free market economics, American life, institutions, and how these institutions function in a democratic society.

WORLDNET also continues to sponsor numerous co-productions (co-ops) with broadcasters from this region. TV crews come to the United States to report stories on business, democracy, management, public administration, and a variety of other timely topics. These co-ops result in television programs being shown to prime time audiences in these regions. WORLDNET helps the crews with access to U.S. Government officials, provides information on important stories about America, and helps them cover visits by their heads of state.

WORLDNET also supports a broad range of projects which translate business and management program materials into Central and Eastern European languages. This programming receives wide and repeated placement on local television. New programming

is constantly being acquired for translation and rebroadcast.

USIA'S INTERNATIONAL/VOLUNTARY VISITOR PROGRAMS

The International Visitor (IV) Program, created in 1940, affords established and future leaders in foreign societies the opportunity for personal and professional exposure to U.S. life and institutions.

In FY 92, USIA brought 320 leaders nominated by our embassies from throughout Central and Eastern Europe to the U.S.

The IV office also implemented grant projects which brought groups of leaders to the U.S. to deal with such topics as:

- o the role of the military in a democracy
- o rule of law
- o the free-market economy
- o university and secondary education in the U.S.
- o entrepreneurship
- o a free press
- o banking and capital markets
- o the environment
- o American politics and government

The Voluntary Visitor Program conducts short-term programs (from several days to two weeks) for individuals already traveling to the U.S. under other auspices. This fiscal year, the office conducted programs for the former Prime Minister of Romania; the Romanian Minister of the Interior; the Bulgarian Minister of Education; the Chairman of the Constitutional Court of Slovenia; a group of 10 parliamentarians from Lithuania; the Lithuanian Minister of Education; and a group of graduate business students from the Czech Republic, Poland, Hungary, and Slovakia.

In FY 92, 80 Voluntary Visitors from Eastern and Central Europe visited the U.S. In FY 93, we expect that number to be approximately the same.

PROFESSIONALS-IN-RESIDENCE - U.S. SPEAKERS

The Office of Program Development and Coordination recruits American experts to spend from a few weeks to several months as Professionals-in-Residence in Central and Eastern Europe. They provide advice on a full range of democracy-building issues including: the rule of law; judicial reform; the importance of a free press and responsible journalism; the effective organization of democratic governments; and the importance of a free market economy.

For example, for each of the last two years USIA has sent delegations of U.S. judges and prosecutors to hold intensive two week seminars with judges in Romania. Among the

areas emphasized in Romania were the role of the prosecution, judicial conduct and discipline of judges, due process, criminal procedure, and protection for the accused.

Three federal prosecutors spent six months in Bulgaria, the Czech Republic, Hungary and Slovakia. A judge and prosecutor spent six months in Romania consulting with Ministries of Justice, judges and the courts.

There is an on-going program of journalism training in all Eastern European countries concentrating on issues such as: copyright protection, radio and TV production and placement, marketing, and financial management of a station and a newspaper.

More than 30 journalism advisers have fanned out across Eastern Europe. Their programs have included hands-on, sustained management advice. The time period ranges from one week to six month workshops on detailed aspects of the journalism business.

Professionals-in-Residence have also worked throughout Eastern Europe on issues of management training. They have included programs on advertising, small business, city planning, and management practices in a free market economy.

The U.S. Speakers program is one of USIA's main vehicles for fostering effective discussion. The Agency sends American speakers abroad from a number of fields to meet with groups and fellow professionals interested in their specialties.

The U.S. Speakers Program has sent Professionals-in-Residence to Albania, Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, and Slovakia. They served as resident consultants, for three to five months, to leading reformers working to develop the institutions of free-market economics and investment, legal and judicial reform, and free and independent media.

USIA'S PRESS AND PUBLICATIONS PROGRAM

Press Service - USIA produces the Wireless File, which is a computer-fed newswire of official U.S. texts, transcripts, reports, and interpretive articles. It is designed to convey and explain U.S. government policy and provide a context for it.

The File is intended for opinion leaders, officials in foreign countries, and American Embassy personnel in Central and Eastern Europe. It is compiled and transmitted electronically Monday through Friday from Washington via USIA's global satellite network. Each transmission averages between 25,000 and 40,000 words.

USIA also produces an eight-page bi-weekly newsletter, *Washington Economic Reports*, with short, topical articles on economic and trade developments affecting U.S. interests. The newsletter gives USIA posts overseas the option of producing it in a desktop publishing version or as plain text. Some posts combine it with other materials to make their own customized newsletter.

Publications - A basic conceptual pamphlet, *What is Democracy?* provides the fundamental information on our most important theme. Close to 70,000 copies of *What is Democracy?* have been printed and circulated in this region. It has been published in Albanian, Bulgarian, Czech, Croatian, Estonian, Hungarian, Latvian, Lithuanian, Macedonian, Polish, Romanian, Serbian, Slovak and Slovene.

What is a Market Economy?, also a conceptual pamphlet, responds to the demand for information about free market economic principles. It has been printed and distributed in Bulgarian, Czech, Croatian, Estonian, Hungarian, Latvian, Lithuanian, Macedonian, Polish, Romanian, Serbian, Slovak, and Slovene. An Albanian edition will be distributed upon completion in early 1993.

The Press and Publications Service is also launching a series of special pamphlets entitled *The Freedom and Prosperity Papers*. The first two issues, *Fostering Entrepreneurship* and *Building Free and Independent Media*, have been published, and four more will appear soon. Versions in Central and Eastern European languages are being considered.

Dialogue, an 80-page quarterly, reprints the best articles from serious American publications such as *Atlantic*, *Commentary*, *The Wilson Quarterly*, and *The New York Review*. Among its broad array of articles and striking graphics, each issue contains a special focus section offering discussions of key, policy-related themes. *Dialogue* is distributed in Bulgarian, Hungarian, Polish, Czech, Romanian, and other languages of the former Yugoslavia.

USIA has concluded an agreement with the Chamber of Commerce's affiliate, the Center for International Private Enterprise (CIPE), to co-produce and distribute CIPE's quarterly magazine, *Economic Reform Today*. It is a 32-page quarterly reporting on and analyzing issues of economic reform around the world. Current circulation is 15,800 copies in English. CIPE is fully responsible for the content of the magazine. USIA prints the magazine and offers it to the posts as part of USIA's publishing program.

USIA'S OFFICE OF ACADEMIC PROGRAMS

Fulbright: The Fulbright Program exchanges some 300 lecturers, researchers and graduate students between the U.S. and the countries in the region. USIA's historical experience with this exchange provides a network for implementing programs in educational, economic, and democratic reform by sending U.S. specialists to lecture in academic fields critical to the region's development.

Management of the program has also promoted reform in the region by establishing bilateral Fulbright Commissions or offices. These commissions give local Board members decision-making responsibility in program planning. It also introduces open, merit-based competitions for the selection of nominees.

In FY 92, USIA signed agreements to establish Fulbright Commissions or offices with the Czech Republic, Romania, Bulgaria, Hungary, Poland, and Slovakia.

Support from special Congressional SEED funding expanded the Fulbright program and has enabled Eastern Europeans specializing in business administration, law, and political science to come to the U.S. for advanced study.

Hubert H. Humphrey Fellowship Program: This program brings promising mid-career professionals from Central and Eastern Europe and other regions of the world to the U.S. for a year of academic study and related practical professional experiences.

It focuses on such fields as public administration, economic development, environmental management, and public health.

Fulbright Teacher Exchange Program: The countries of Central and Eastern Europe, including Estonia, Latvia, and Lithuania, are among the 35 nations which exchange secondary and post-secondary educators with the U.S. A typical program involves one-year, classroom-to-classroom exchanges for teachers in the fields of languages, history, the sciences, business, and art.

Samantha Smith Program: The U.S. Congress established the Samantha Smith Memorial Exchange Program in 1988. The program provides grants to U.S. non-profit organizations to support undergraduate and youth exchange projects between the United States and the countries of Eastern Europe and the Newly Independent States.

On a yearly basis, approximately 200 U.S. and Eastern European undergraduates (100 each way) participate in the Samantha Smith Program; and about 300 high school students (approximately 100 U.S. - 200 Eastern Europe) participate in the Samantha Smith youth exchange.

The President's University Student Exchange: Estonia, Latvia, and Lithuania are eligible for this program, which provides for the expansion of student exchanges between the U.S. and the former Soviet Union until 1000 students are exchanged from each side by the 1995/1996 academic year. Grants are made to U.S. institutions, which must have letters of agreement with a Baltic partner institution at the time of application.

Edmund S. Muskie Fellowship Program: Estonia, Latvia, and Lithuania are eligible for participation in this program, which provides scholarships for graduate study and internships in the U.S. for qualified applicants in the fields of business administration, economics, law, and public administration. This program is intended to bring graduate students from the former Soviet Union to the U.S. for academic programs of one or two years in length.

University Development in Business Management: The purpose of this program is to assist Central and Eastern European countries in their transformation to free market economies through the development of business management training capabilities in academic institutions. Funded through the SEED initiative, money is provided to participating U.S. institutions through an annual competition.

University Affiliations Program: USIA's University Affiliations Program fosters long-term cooperation and communication between institutions of higher education in the U.S. and

these countries. These faculty exchanges focus on the humanities, social sciences, education, and communications. Through an annual competition, USIA awards institutional grants of approximately \$100,000 each over a period of three years. Affiliations grants have been awarded to 32 U.S. universities and partner institutions.

Educational Advising: USIA currently supports multiple educational advising centers in most, but not all Central and Eastern European countries. We also support a regional educational advising consultant in Budapest. The centers provide students and scholars with information about educational opportunities in the United States.

The Academic Specialist Program: This program awarded FY 92 grants to specialists who addressed topics such as educational reform (in Croatia, Hungary, Latvia, Lithuania, Poland, Romania) English teaching (in Bulgaria, Czechoslovakia, Hungary, Poland, Romania), and citizen networking (in Hungary).

This program gives our overseas posts the capability to respond to ad-hoc programming opportunities by providing single-country grants for American academics and professionals. The U.S. specialists then consult with or instruct academics or professionals at foreign partner institutions about specific issues and problems or conduct seminars/workshops for key personnel. Each project lasts from two to six weeks.

The Study of the U.S.: The Study of the U.S. program promotes better understanding of the people, society, culture, government, and other institutions of the U.S. among foreign university and secondary school educators.

The same branch sponsored the participation of 25 ministry officials and secondary-level educators from various Eastern European countries in two month-long seminars in civics education in 1992. The two programs were conducted by Russell Sage College in Troy, New York, and the Center for Civic Education in Los Angeles, California.

CITIZEN EXCHANGES

USIA's Office of Citizen Exchanges awards grants to U.S. non-profit institutions and organizations to conduct exchange programs and develop institutional linkages. Grant recipients include exchange organizations, professional associations, universities, and think tanks.

The projects may include workshops and seminars; internships; long-term consultancies; creation of institutional linkages; development of specialized instructional materials; and enhancement of Central and Eastern European counterpart non-governmental institutions as magnet centers.

Over \$3.2 million in grants were awarded in FY 92 to U.S. non-profit institutions for programs on: public administration and local government development, business administration/management training, media development, economic and educational reform, rule of law, development of civic and community organizations, library development, performing and visual arts, historical and cultural conservation and

preservation.

Some examples of specific grants include:

- o Exchange of 11 Central and Eastern European law school deans for an in-depth orientation to American law schools and the development of sister law school linkages with the United States.
- o A series of three, three-month U.S. internships for Central and Eastern European emerging leaders, combined with a reciprocal training program for American professionals who will work with their counterparts overseas. Training focuses on government, business, and the media.
- o Municipal leadership development in Poland and Hungary - The development of 14 regional centers in Poland and 3 regional centers in Hungary established the foundation for intern-ships in local government for Polish and Hungarian municipal leaders.
- o Albanian exchange programs in economic and educational reform, agribusiness development, and business management, which include two-week workshops in Albania. The workshops are followed up with two three-month U.S. internships. U.S. institutions are contributing up to 20 computers and books to cooperating Albanian universities.
- o U.S. - Romanian journalist exchange program in cooperation with Bucharest University's School of Journalism. The program includes two weeks of training in Romania and hands-on experience internships in the U.S.
- o A program to support curriculum development in business management for Romanian business educators. It includes training, library assistance, and the creation of a Small Business Center in Romania.
- o U.S.-Polish linkages were established in late 1992 in the field of local government. Through a grant to the University of Florida's Center for Governmental Responsibility, Polish university students will intern in U.S. city managers' offices.

SISTER CITIES

A major grant from USIA's Office of Citizen Exchanges helps support the work of Sister Cities International. The organization works to develop partnerships between U.S. towns, cities, and states with similar jurisdictions in other countries. Thirty-five cities in eight countries have formed relationships with U.S. sister cities. They include Bulgaria, Czech Republic, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, and the former Yugoslavia.

USIA BOOK PROGRAMS

Translation Program: USIA has signed contracts with publishers to produce language editions of more than 30 books, most of which deal with various aspects of democracy and free-market economics. Titles include:

- American Political Tradition (Hofstadter)- Romanian
- The Americans (Boorstin)- Hungarian, Polish
- Democracy in America (de Tocqueville)- Hungarian
- The Federalist Papers (Several Eastern and Central European languages are being considered.)
- Innovation and Entrepreneurship (Drucker)- Bulgarian, Polish
- Privatization (Savas)- Hungarian, Polish
- The Grand Failure (Brzezinski)- Romanian, Bulgarian

Publisher Education Program: The 1992 SEED-funded Publisher Education Program, which followed a pilot initiative limited to five people a year earlier, included 19 grantees from seven countries in Eastern Europe (2 from Bulgaria, 1 from Croatia, 3 from Czechoslovakia, 5 from Hungary, 3 from Poland, 4 from Romania, 1 from Slovenia).

Twelve of these participants attended an intensive 13-day program, the Stanford Professional Publishing Course. The course is designed for publishing executives with at least three years of managerial experience. The remaining seven were assigned to the Denver Publishing Institute where hands-on training was emphasized and workshops in all phases of publishing were available.

Donated Books Program: \$225,000 worth of grants to non-profit institutions were awarded for FY 92 to defray the cost of transporting donated books to Eastern Europe. Funding of \$50,000 is available to assist in the development of infrastructure needed to utilize donated books in the recipient country.

In 1992, SEED funding provided \$75,000 to reimburse American institutions sending special collections of books to counterpart institutions in Eastern Europe. In 1993, \$50,000 is available for this activity.

LIBRARY PROGRAMS

The Library Fellows Program sends American librarians to foreign institutions for periods of several months to one year to assist in the development of local libraries and librarianship. This program is administered by the American Library Association through a grant from USIA.

Some examples of fellowships include:

- o **Blagoevgrad, Bulgaria:** American University of Bulgaria - Bibliographer and reference librarian at the State University of New York/Albany, Henry Mendelsohn,

is working on the development of the collections of this new library.

- o **Budapest, Hungary:** (1) National Library of Hungary - Associate professor at the library of Texas A&M University, Suzanne D. Gyeszley, is assessing the current status of reference services at the National Szechenyi Library. Gyeszley is determining appropriate automation and training needs.

(2) Regional Environmental Center for Central and Eastern Europe - Oakland, Calif.-based Library Information Services owner, Judith Demeter, is planning, organizing and developing the library for this center in Budapest.

USIA libraries are expanding services to meet the burgeoning demand for information from citizens, businesses, and democratically-elected government officials throughout Eastern Europe. Libraries in Warsaw, Sofia, and Prague are relocating to more modern and accessible quarters and will offer the latest in library services, including access to America's vast array of databases.

A new USIA library was established in Bratislava, Slovakia, in November 1992. Albania will have a new USIA library by March 1993.

ENGLISH TEACHING

Throughout the years of the Cold War, USIA supported English teaching in Central and Eastern Europe to the extent political conditions allowed. English teaching programming in Poland, for example, was conducted without interruption for more than 30 years.

Currently, in response to urgent requests for assistance through-out the region, USIA is supporting the development and reform of English teaching curricula, textbooks, and teacher training programs. This activity will go far to stimulate and reinforce academic exchange programs and to explain American life to audiences abroad.

In the 1991-92 academic year, a \$3 million English as a Foreign Language (EFL) Fellows program placed 34 professional teacher- trainers and six specially qualified instructors in six Eastern European countries. They developed and conducted teacher training programs and English courses in specific fields such as economics, banking, and management. These Fellows were placed in educational institutions in Bulgaria, the Czech Republic, Hungary, Poland, Romania, Slovakia, and the former Yugoslavia.

In the first year of the program, the teacher trainers successfully worked to improve the teaching of English in specific areas such as business, banking, marketing, and economics. The EFL Fellow program has been expanded in 1992-93 to include Albania, Estonia, Latvia, and Lithuania. One Fellow has been assigned to Slovenia to cover the whole area of the former Yugoslavia.

USIA is also supplying Central and Eastern European countries with much needed English instructional materials. It has obtained, for the first time, rights for Central and Eastern European publishers to print U.S. English language materials locally.

In Estonia, Latvia, Lithuania, and Poland we are providing supplementary classroom material for Peace Corps English teachers. USIA has negotiated broadcast and publication rights for the USIA/Macmillan *Family Album U.S.A.* and *Tuning in the U.S.A.* instructional programs in the Baltics, Bulgaria, and Romania with local television and radio stations.

ARTS AMERICA

USIA's Arts America program communicates the vitality, creativity, and pluralistic quality of American society by presenting the best of American visual and performing arts to overseas audiences.

In FY 92 Arts America's efforts included:

- o Director Richard Reineccius of the Julian Theater, San Francisco, working in Poland with local actors in the performance preparation of American dramatic works.
- o Arts America's major *Craft Today USA* exhibition, with over 200 works by more than 180 U.S. artists in all areas of contemporary crafts, continued its European tour with a showing in Bratislava.
- o The Susan Marshall Dance Company toured Bulgaria and Poland performing its post experimental repertoire and conducting master dance classes.
- o The American Tap Dance Orchestra performed its jazz tap repertoire while visiting Poland, Estonia, Latvia, and Lithuania.
- o Authors Jules Feiffer and Ward Just lectured on "Politics and American Literature in an Election Year," in Poland and Romania.
- o Lalo Schiffrin, noted pianist and conductor, conducted a program of his own work in Bulgaria, and also taught master classes for Bulgarian musicians.
- o The Broadway Cabaret will carry its show to Bulgaria and Romania, and the Bill T. Jones and Arnie Zane Company will perform a program of experimental dance at the Prague Spring Festival in Czechoslovakia. The Contemporary Music and Dance Festival will perform in Hungary during the Spring of 1993.

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For further information, contact:
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(202) 619-4355

USIA

NEWS RELEASE

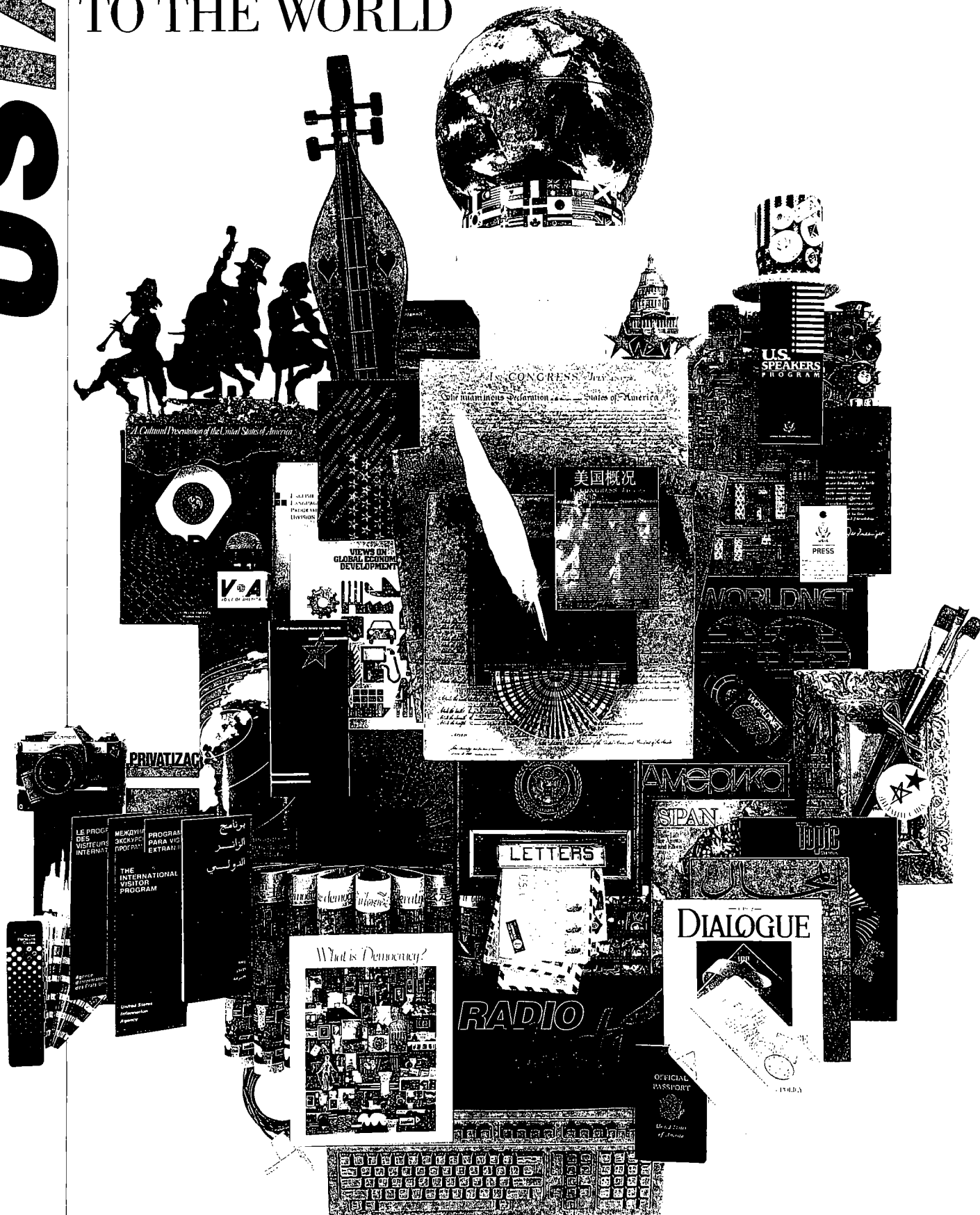
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TELLING AMERICA'S STORY TO THE WORLD





SPECIAL REPORT

Thursday, February 18, 1993

CLINTON LAUNCHES A NEW ERA

The world media gave President Clinton high marks for what it considered a very courageous, comprehensive speech that presented a realistic plan to spark U.S. economic growth in long- and short-term projections. The press emphasized that the fate of his presidency hinged on the speech; many writers judged it the speech of his life. The address was said to be substantive, "clear but contentious in vision" and as "fulfilling the desire for social justice" in the U.S. However, dailies viewed last night's speech as the opening volley in what they predict to be a difficult selling job in an arena where the administration will have to fight intensely for every item in the plan. These writers cautioned that the days ahead will be risky ones, where even one blunder could be extremely costly.

According to journalists, the general public acceptance that the deficit has to be reduced and that tax increases are necessary will be an effective aid in selling the program. Commentators in several countries voiced apprehension that certain aspects of the trade proposals could have a negative effect on international free trade agreements. Conversely, there was consensus that a healthy U.S. economy would be in the best interests of global trade. The media concluded that Mr. Clinton's character is being tested and urged him to face up to the challenge.

This survey was based on 72 reports from 23 countries, February 16-18.

EDITOR: Herman Henning

Bureau of Policy and Programs (USIA/P)

For further information:

Anne Chermak, Chief, Media Reaction Staff (P/M) Telephone 619-6511

EUROPE

BRITAIN: "A Large-Scale Plan"

On BBC TV's "Breakfast News," BBC Economics editor (and former UK Ambassador to Washington) Peter Jay opined (2/18): "President Clinton appears to be tackling both the short-run and the long-run problems of the American economy on a very large scale."

"The Speech Of The President's Life"

On the same program, Chief North America correspondent Gavin Esler said (2/18), "Mr. Clinton warned Congress that if they treated his plans as dead on arrival, the country would never forgive them.... It was the speech of Mr. Clinton's life, a clear but contentious vision, and to prepare for the bitterest battles yet, he will soon travel the country, going over the heads of Congress to the American people in the most energetic political salesmanship Americans have seen for a generation."

"Clinton Stakes His Presidency"

The liberal Guardian (2/18) reported, "Bill Clinton staked the fate of his presidency, and the immediate prospects for the U.S. and global economies, on the new tax and job-creation package he unveiled before Congress last night.... While Mr. Clinton is seeking to enact his vision of an America 'stronger and smarter, richer and safer,' the plunge on Wall Street has posed a challenge which has already defeated smaller European economies. Can any national government, however rich and dominant, defy the verdict of the global markets?"

"President Banking On Two Strong Influences"

The conservative Times (2/18) editorialized, "Bill Clinton's outline budget proposals show about an equal measure of political courage and low cunning.... The president is banking on two strong influences to win him a majority. The first is the determination of the Democrats to prove that when they have their own man in the White House, things get done.... Mr. Clinton has another powerful ally. There is now a resigned realism not only in Congress, but among the voters and in the financial markets.... The truth is now widely accepted: The deficit cannot be cut substantially without tax increases.

"Though Mr Clinton's budget plan may not be frugal enough, it is broadly in the right direction. But many and dangerous are the temptations that remain. "

"The Die Is Cast"

The centrist Independent's (2/18) editorial held, "The package is, on the whole, well conceived within the limits of what is possible, but Mr. Clinton will have to fight for it every inch of the way. Broad popular support will not protect him from sectoral opposition to practically every tax increase and spending cut, and the far-too-modest energy tax will provoke cries of pain across the board.

"We shall learn a lot about Mr. Clinton in the extended struggle that lies ahead. He has a reputation for avoiding confrontation and trying to please too many different interests at the same time. If he vindicates that criticism, his program will be slowly whittled away until it loses its central purpose. He himself may have to change if he wants to change his country."

"Clinton Prescribes Austerity"

The conservative Daily Telegraph (2/17) said in its City Comment column: "The campaign promises that propelled Bill Clinton to the White House are being abandoned with an enthusiasm that leaves watchers this side of the Atlantic gasping.... The president has the advantage of being able to blame the previous regime. He can take a look at the books, throw up his hands in horror, tell the people that things are much worse than 'even the worst official government estimates' and administer the medicine of austerity.... President Clinton appears to have grasped the first rule of economic policy--the only time to administer unpopular medicine is just after an election is safely won."

FRANCE: "Debate Will Be Long"

TV France 2's Washington correspondent Jean-Marc Illouz commented (2/18), "America will no longer live above its means--a bitter potion which many Americans are ready to swallow, provided that Bill Clinton manages to convince Congress that these sacrifices will benefit the private sector, and not the federal bureaucracy. The debate will be long, and very tough."

"Speech Among Best Of Clinton's Career"

Jerome Godefroi said on Radio RTL (2/18), "For his first State of the Union address, President Clinton did not choose, contrary to some of his predecessors, empty rhetoric. The speech was heavy in substance, although full of unpleasantness for the wallet.... This speech was one of the best of his career for Bill Clinton."

GERMANY: "Clinton's Example Should Be Followed"

Left-of-center weekly Die Zeit (2/18) of Hamburg carried a front-page editorial by Dieter Buhl, "What Clinton outlined in his television speech on Monday and what he plans to clarify in greater detail in his State of the Union address lays bare the core of his political ambitions.... He is not only calling for painful cutbacks, he is also fulfilling the desire for social justice....

"According to Machiavelli, it is advisable to commit the cruelties at the beginning of one's term. Clinton is heeding this advice. However, there will be thousands of opponents in Congress and among the Washington lobbyists who will fight for their interests tooth and nail. To break this resistance will require courage and determination, both of which became evident in the president's renewal concept. Now he will have to show whether he also has enough patience and skill to make this breakthrough for a new beginning.... Clinton's example should be followed elsewhere as well. For the first time in a long time, a new impetus is coming from the new world."

"A Turn Of The Screw"

Centrist Deutsche Tagespost (2/18) of Wuerzburg commented: "President Clinton will tighten the tax screw. He wants to milk the rich and the middle class, too, is supposed to pay. Like in Greek tragedy, a chorus of Republicans has immediately risen to voice its concerns with the gloomy statement: We told you so.... Naturally, middle class America is depressed that it will have to pay higher taxes in the future.

"But it is even more worried about losing jobs. This was the fear that drove the middle class into Clinton's arms because he was trusted to bring about the economic turnabout, and the voters are still convinced that the president will not disappoint them."

"Situation Will Worsen Before It Improves"

Mass-circulation, right-of-center Bild Zeitung (2/18) carried an editorial by Lothar Loewe that said, "President Clinton's savings program has a chance of succeeding, but the news will get worse before it gets better. Yesterday's plunge of the New York stock market was a case in point."

"Clinton Has Launched A New Era"

Centrist Main-Echo of Aschaffenburg commented (2/17), "President Clinton has ended an American era and launched a new one.... He is now rediscovering the state as rescuer in distress and taxes are to be increased as radically as hardly ever before in U.S. history.... If they finally tighten their belts and stop living beyond their means, other national economies, too, will experience an upswing."

"Letting Americans Know What They Need To Hear"

Washington correspondent Fritz Wirth filed for right-of-center Die Welt of Bonn (2/17), "It can certainly not be disputed that the rush with which Clinton is throwing his campaign pledges to the wind reveals a hefty portion of cynicism. Nonetheless, the accusation is inappropriate that he is thereby disqualifying himself as a credible president. In reality, Clinton is doing nothing different than Reagan and Bush.... Clinton told the citizens for a year what they wanted to hear. Now he is letting them know what they must hear. He is doing this more rigorously than his predecessors and, above all, he is doing it at a time when he can still count on a certain degree of good will.... The truth is: What Clinton is demanding from the nation is not so much the price for a new glorious future, but for the shortcomings of the past."

ITALY: "Clinton Undertakes Difficult Task"

Rodolfo Brancoli filed from Washington in leading centrist Corriere della Sera (2/18): "A difficult speech in a tense atmosphere due to Wall Street's negative reaction.... An atmosphere made even more tense by the deluge of protests which hit Clinton's economic program even before the president had a chance to outline it.... Clinton has taken on the task of demonstrating to the nation, by making the future and not the present his priority, that his program to reduce the deficit and increase investment will produce economic advantages greater than the sacrifices involved."

"Clinton's 'New Deal'"

Alberto Pasolini Zanelli reported from Washington in conservative Il Giornale (2/18), "Clinton is finally showing, with concrete proposals if not yet with facts, what kind of Democrat he is: Not a 'moderate,' as he led people to believe during the electoral campaign; not a revival of Jimmy Carter, whose humanitarian impulses were tempered by pessimism; not another Kennedy, who was so concerned about the U.S. international role. Bill Clinton, instead, is, or would like to be, a little Roosevelt, reviving after 60 years the ideals and the solutions of the New Deal in a world, and in an America, which are completely different. It is obviously too early to judge the effectiveness of Clinton's experiment, but there is already the feeling of an anachronism."

"To Arms Against Economic Disaster!"

New York correspondent Gianni Riotta predicted in leading centrist Corriere della Sera (2/17), "When President Clinton outlines the details of his economic plan tonight, a firestorm will begin which will make people forget Saddam Hussein, and the storm will be at the tax office.... Reagan mobilized the nation against the Soviet evil empire; Clinton is instead calling Americans to arms against economic disaster."

AUSTRIA: "Taxing The Rich Doesn't Work"

Hans Rauscher, deputy chief editor of mass-circulation Kurier (2/17) judged, "As Machiavelli wrote, cruelties have to be committed at the beginning of a reign, when resistance cannot yet be formed. The U.S. president starts his term off with a tax increase.... Taxing the rich sounds good, but it has never worked, because there are not enough rich people. What would really fill the treasury is a tax on goods of mass consumption such as alcohol, or on the ludicrously low gasoline prices."

BELGIUM: "Clinton Behaving Like A Traditional, Right-Of-Center European"

Robert Falony commented in socialist La Wallonie (2/18), "President Clinton forgets the promises of candidate Clinton in other fields (than taxing the middle class): proposed outlays for federal programs--including social ones--are reconsidered and lowered. The new president behaves in this matter less as a traditional American Democrat than as a traditional European right-of-center conservative."

"Clinton's Candor Speaks For Him"

Washington correspondent Francis Evence commented in financial L'Echo (2/17), "For the first time in 12 years a president is talking about sacrifices and proposes measures which Reagan himself did not dare to ask from Congress.... It is clear that confidence is not damaged by the prospect of sacrifices, nor even by the breach of some promises. On the contrary, the president's candor speaks for him."

BULGARIA: "Message Of Self-Sacrifice And Patriotism"

Moderate Otechestven Vestnik (2/17) reported the president's address to the nation under the headline above and concluded: "The tough economic program which awaits them will truly show that (Americans) are walking in step with the world economic times."

THE NETHERLANDS: "Good, Wise"

According to influential, liberal-left De Volkskrant (2/17), "It is not only good that Clinton is dropping the financial-economic policy of his predecessors, but it is also wise that the president has adjusted his policy to the changed economic circumstances.... There are high hopes that the program will get accepted. Congress has a Democratic majority and there will not be any elections for a while. Many Americans want a change and a better future for their children. And what is more important is that many are willing to make some sacrifices for that. There could not be better timing for such difficult decisions."

SPAIN: "Expansion And Budget"

Under the headline above, liberal-left El Pais (2/18) commented: "The economic program put forward by Clinton shows the difficulties in making the economy expand and at the same time keeping within an orthodox budget. And this implies, for the time being, sacrificing the social program which brought him to power."

SWEDEN: "World Should Take Clinton Economic Strategy Seriously"

Conservative Svenska Dagbladet commented (2/18), "[President Clinton's] message is not exactly consistent with that of candidate Clinton. During the campaign, tax increases were hinted at only for those with the highest incomes.... But even in the United States, the wealthiest are not rich enough to carry the whole burden; tax increases also will hit parts of the middle class. That will be less popular. The economic base will be the development and competitiveness of American industry...and the new administration has more than once hinted that it will help with various trade policy measures. The world should take this...economic strategy seriously. Bill Clinton knows that voters in 1996 will also ask whether they are better off than four years ago."

SWITZERLAND: "Clinton Vs. Growth?"

Centrist La Suisse of Geneva carried this front-page commentary under the headline above (2/18), "The American economy is clearly on the upgrade, with three-percent growth in prospect this year. The spinoff will benefit all U.S. partners. But today one must ask whether Clinton isn't about to nip this growth in the bud. Business firms' financial forecasts more than cancel out the effects of the promised tax concessions to stimulate investment. Moreover, some extra-budgetary measures will increase costs. All these factors carry more weight than temporary job creation through financing public projects, and could even call in question the fledgling recovery."

USIA/P/M

"True, reducing the budget deficit is the priority. But has the advice of Budget Director Leo Panetta really been followed--for every dollar of tax increase, two dollars of expenditure must be cut? U.S. trade partners view Clinton as a 'difficult' sort of president. Especially as the 'nationalistic' remarks of his new trade representative, on top of the protectionist measures already taken, give food for concern."

"Art Of Persuasion Will Be Critical"

Centrist Tribune de Geneve (2/17) commented editorially: "The middle class can forget about those tax cuts the candidate dangled before them so often, with apparent sincerity and conviction. This should be no surprise. Neither Bush nor Reagan, neither Carter nor Nixon, kept their election promises, whether on taxes, hostages, oil, or Vietnam. It's become almost a tradition. Moreover, there is a concrete economic reason. How are you going to remedy a chronic budget deficit and revive the economic machine without substantial fresh resources that only taxes could bring?... His marathon of persuasion will be as important as the one he so brilliantly ran against Bush and Perot, and enable him to regain the confidence and support of the American people and business community. For without their full backing, he can kiss his program goodbye."

TURKEY: "Clinton's First Shock"

Sedat Ergin wrote in independent Hurriyet (2/18): "As soon as President Clinton disclosed his economic package, the honeymoon was over.... Clinton did not keep his promise. His demand of sacrifice from the middle class has created an image and credibility problem.... As the budget deficit shrinks,...funds will be spent on infrastructure projects.... Clinton hopes that the economy will revitalize and unemployment will be reduced through these gigantic projects. Besides these economic targets, Clinton's program plans to make a substantial social security reform and to achieve a serious mobilization in education. Because of its consequences his experiment, which makes the state (sector) more prominent both in the economy and in the social field, and which expects sacrifice from the wealthy in particular, is a process which has to be carefully watched by the world."

FAR EAST AND PACIFIC

JAPAN: "Risky Plan"

Quasi-governmental NHK-TV's correspondent Oshima wondered (2/18), "How feasible can this economic package be at a time when middle-income workers and opposition Republicans are expected to put up a strong fight against it? In a sense, this is a risky economic recovery plan. One blunder could completely ruin the plan."

"Skillful Demonstration"

NHK commentator Mochida said (2/18), "The president skillfully demonstrated to both Americans and the world that the United States must regain its economic might to exercise its leadership in security and diplomacy."

USIA/P/M

"Will he be able to secure public understanding of and support for his tax hike plan, which violates the campaign promise to reduce the middle class' income taxes?"

"Japanese Government And Business Interests Welcome Plan"

According to liberal Mainichi (2/18), "Japanese government and business leaders welcome President Clinton's package of tax increases and spending cuts as a painful but positive measure to rebuild the U.S. economy. In particular, finance ministry officials view the administration's economic revival plan as a serious effort to reduce the snowballing federal deficit.

"Reducing the budgetary shortfall would also have a salutary effect on the revival of the world economy. The officials hope that G-7 finance ministers will reach a consensus at their meeting in London on February 27 on the necessity of financial stability."

AUSTRALIA: "Substance Is Going To Be Hard To Sell"

SBS TV judged last night (2/18), "There was praise for the way it was delivered. He was succinct and candid...(but) the substance of the speech is going to prove a lot harder to sell.... Nor did Mr. Clinton's speech clear up the fuzziness about his tax proposals."

"The Going Will Get Really Tough"

The liberal Sydney Morning Herald's Washington correspondent filed (2/18), "Trying to lift the ban on gays in the military was the easy part. Ditto trying to solve Bosnia and taking three goes to find an attorney general. In fact, after today all the political messes that dogged Bill Clinton's first four weeks in the Oval Office will look as simple as sliding off a greased pig backwards, as they say in the president's native Arkansas."

INDONESIA: "Americans Must Tighten Their Belts"

Leading independent Kompas (2/18) editorialized under the above title: "Clinton's plan, if completely realized, will demand that Americans live frugally.... For the past 20 years, the world has watched the U.S. live prosperously but unrealistically, building up debts from other countries while its economy was in decline. It's amazing that the United States did not go bankrupt. Reagan and Bush sought to improve the U.S. economy by indirectly calling on people to refrain from compulsive spending, and the world doubted that the U.S. would be able to do it. Clinton is now openly disclosing a plan to do the same. The results remain to be proven, and the world probably still doubts Americans' ability to do it."

MALAYSIA: "Developing World Listening Intently"

The pro-government, English-language New Straits Times commented (2/18), "After all the hype and hyperbole of the U.S. presidential election, Bill Clinton is safely ensconced in the White House, the first U.S. chief of state to be born after the Second World War and hopefully, one who will understand and empathize with the hopes, yearnings and strivings not only of his people, but also of free peoples everywhere...."

"Clinton, within his first 100 days, has already begun to bring direction, shape and, we hope, consistency, to the U.S. stand on environmental issues.... That is why the developing world will be listening intently to Clinton when he addresses the U.S. Congress on Wednesday night."

SINGAPORE: "Americans' Sacrifices"

Malay-language Berita Harian (2/18) questioned American readiness to sacrifice in this editorial: "America's main problem lies in its stalling or sluggish economy. It is also linked to productivity, which includes work attitude, and management, which should be more enterprising. If its productivity is low, it would be impossible for the United States to compete with Japan, the European Community or the newly industrialized economies."

"America's economy is not only the concern of its people but also the whole world. At the moment, no other country is willing to bear the brunt of the global economic slowdown. This has encouraged Americans to think that the world owes them something. Hence, they try to adopt trade measures impulsively. But with Mr. Clinton's bitter remedy, hopefully America, for its own good, will recover from its sluggishness."

"Finally, the main question is: 'Are the Americans willing to accept these changes?' Their willingness to sacrifice will undoubtedly reflect the spirit of a superpower."

SOUTH KOREA: "Clinton's Political Career At Risk"

Independent Dong-A Ilbo's commentary stated (2/18), "President Clinton's blueprint...calls for stimulating the U.S. economy on a short-term basis and resolving the longer-term problem of the budget deficit. The problem lies in whether the administration can find the resources needed to finance the plan. Given a U.S. public critical of his abandonment of a pledge to cut taxes on the middle class...Clinton's political career could be at risk in four years."

MIDDLE EAST

EGYPT: "Clinton Justifies Taxing Middle Class"

Samir Ragab wrote in government-owned Al-Gomhouriya (2/18), "Clinton apologized for withdrawing his election promise not to tax middle class Americans. He justified this retreat by stating that 'reality is different from dreams.' The whole world is suffering from an acute economic problem, rich and poor states alike.... In Egypt, our main concern is to walk the path of economic reform...without burdening the low-income stratas. Step-by-step reform is better than an economic leap shouldered by the poor."

LATIN AMERICA AND CARIBBEAN

ARGENTINA: "Clinton A Classic Democrat Raising Taxes"

Business-oriented El Cronista (2/17) called President Clinton a classic Democrat who "prefers to reduce the deficit by raising taxes rather than lowering costs. This means that fiscal pressures, which he had promised would fall on the rich and business, will affect the true middle class."

BRAZIL: "Clinton's Program Has Little Chance Of Succeeding"

Liberal Folha de Sao Paulo's Washington correspondent held (2/17), "Clinton's economic program has little chance of succeeding. According to recent indicators, the U.S. economy does not need any government incentive to be reactivated and, even if it did, the \$31 billion programmed are almost nothing for a GNP of almost \$6 trillion."

MEXICO: "Clinton Not Out Of Tune With Campaign Promises"

Nationalist El Universal opined (2/18), "After almost 20 years of domination by neoliberal ideas, it will not easy for public opinion in the United States and in the world to accept the new approach proposed by Clinton.... It will not be easy because it seems that the proposed tax increases are a retraction of a campaign promise. However, a careful reading of Clinton's message indicates that the proposed increases are not really out of tune with his campaign promises because those who will pay more are those who make more.... On the other hand, Clinton has also addressed the issue of cutting public expenditures. Thus, if he succeeds, Clinton would have achieved a great victory for the long run--getting the votes of the young, elderly, retirees and workers four years from now."

"U.S. Turn To Take The Bitter Medicine"

Leftist La Jornada observed (2/18): "The end of 'Reaganomics' is historic since serious U.S. economic problems will attempt to be solved with a program that for the first time seriously addresses real U.S. domestic problems.... For the first time also, U.S. problems do not have foreign roots--Haiti, Cuba, Iraq or the former Soviet Union. Now the Clinton administration seems determined to get to the root of U.S. economic problems.... For many years the United States put pressure on Third World nations to take the bitter medicine of economic adjustments. Now, finally, it is the turn of the United States to do the same. Let's hope the American people will clearly understand this, because such understanding could bring a new way to view international economic relations. However, let us not lose sight of how Clinton's program evolves: its development could have a negative effect on us."

"Call To Arms Is Appropriate"

In an editorial (2/17), nationalist Unomásuno remarked, "The American people literally have to be called to arms if their nation is to enjoy a true economic recovery. Although any economic policy that affects people's wallets has unpredictable results, the 'call to arms' is appropriate because during two previous world wars, the American people demonstrated a spirit of sacrifice, discipline and solidarity with their government."

PERU: "Mr. Clinton And The Shock--Paying The Cost Of Reaganomics"

Center-left La Republica (2/18) editorialized: "In the United States tax increases have been a great taboo for more than a decade.... But it seems Clinton might be able to win this first battle, since the number of Americans disposed to accept new taxes has risen from 48 to 55 percent in recent polls.... In all, polls show that some 56 percent of Americans feel that the actions taken by Clinton will be fair and effective."

"We hope this is true, since we are talking about the economic health of the most powerful nation on earth. If the United States cannot revive its economy, it will have a terrible impact on other countries in its orbit. Or, in the worst possible scenario, it will bring about a wave of protectionism that would close the U.S. market to foreign products or at least make their entry more difficult. We cannot deny that Mr. Clinton's work will be extremely difficult. It is not easy to correct 12 years of errors made by his fundamentalist, neoliberal predecessors. But at least he is trying, and so we have to wish him luck."

"Clinton's Awakening"

Official gazette El Peruano ran this commentary (2/16) under the headline above: "Clinton hasn't had time to make the economic adjustments that his country needs. However, it is clear that these problems will be the central challenge to the new administration. To solve these problems Clinton will have to forget many of his campaign promises. Clinton has awakened from the dream of the campaign and his victory to the reality of a complex and difficult political situation. The hopes of his countrymen depend on his flexibility and skill in dealing with these issues."