

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

USIA HONOR AWARDS CEREMONY

DEPARTMENT OF STATE AUDITORIUM

WASHINGTON, D.C.

NOVEMBER 30, 1965

I am indeed pleased to participate in this ceremony being held to honor quality in performance.

Excellence

One of our great challenges today is to seek successfully quality in our standards . . . quality in our aspirations . . . quality in our lives.

Today we live in midst of the most affluent society that man has ever known.

We are blessed with the riches of the earth, with dynamic economic growth, with a great multitude of material goods.

But goods alone are not a sufficient goodness.

No society can be truly great that rests its claim to enduring fame on mere abundance.

So we must strive unceasingly to overcome injustice and inequality wherever we may find it; to combat and to conquer poverty, and racial discrimination, and lack of education. We must strive to create a society of opportunity.

∠ President Johnson has defined the Great Society as "a place which honors creation for its own sake and for what it adds to the understanding of the race . . . a place where men are more concerned with the quality of their goals than the quantity of their goods. But most of all, the Great Society is not a safe harbor, a resting place, a final objective, a finished work. It is

a challenge constantly renewed, beckoning us toward a destiny where the meaning of our lives matches the marvelous products of our labor."

I would hope that you here in Washington and all your colleagues abroad -- including the more than 6,500 fine local associates who work side by side with them -- share this concern for quality in effort. Certainly no one in the field of international information can seek a "safe harbor, a resting place."

I want to commend all of you for your devotion to the task of telling America's story to men everywhere -- what we are, what we do, what we stand for in international life -- and for telling the story in the best traditions of our free and open society.

∠ And may you approach each day with a new determination to more creatively use the many tools of communication at hand.

∠ USIA, and the people of USIA, have the chance to be the great catalytic agents of democracy.

For instance, there is the yet-untapped potential of the American private sector. Many business, agricultural and labor leaders -- yes, and many educators -- misunderstand the purposes of USIA and what it does. And, as a result, I know you often find yourselves defending your work and your agency to them.

∠ Not only should these people not be critics, they should be allies. (And I know USIA is actively seeking such an alliance).

↳ The private resources in our society far outweigh those available through government budget. ↳ The private sector, if properly aroused and utilized, can multiply your capacity for communication many times over.

↳ With fuller support from the private sector, we might not today be closing information libraries in countries where the United States is under propaganda attack.

↳ With better stimulation of the private sector, we may tomorrow be able to increase the number of American books, films, magazines, scientific and technical journals, photo exhibits -- the media of democracy -- throughout the world. And those media can be increasingly available in places other than official USIA libraries.

∟ I cannot overemphasize the need particularly for scientific and technical journals in the two-thirds of the world that is developing. Not only are these publications badly needed there, but the very fact of our making them available gives evidence of our respect for their desire for knowledge.

∟ We must be alert, too, to the great possibilities of closed-circuit and other television. I know the use you are already making of radio receivers. But the time may lie ahead when we can leapfrog barriers of isolation and illiteracy through television, to a degree unimagined today.

Over the past several years I have traveled to many countries and I have seen personally the performance of our USIA people, often carried out under the most difficult circumstances. I know that sometimes mothers have to teach their own children . . . that physical conditions often are far from easy . . . and that even the personal safety of entire families can be in jeopardy.

The Joint United States Public Affairs Office in Vietnam, as well as individual USIS Vietnamese and American members of the staff out there, have been singled out today for Agency awards.

USIA has heavy responsibilities in Vietnam and these are being carried out with imagination, determination and high distinction.

↳ For the battle in Vietnam is more than just a military one. In this conflict the psychological factor -- the question of belief and loyalty -- is of critical priority. - Political + Social

USIA in all its operations -- both in Washington and overseas -- has become a significant factor in the conduct of our foreign relations. For many years now a bipartisan consensus both in Congress and in the Executive Branch has agreed that the U.S. Information Agency must be a strong element in our total foreign affairs establishment.

↳ Only recently, when my friend Leonard Marks was sworn in as Director, the President emphasized his belief in the importance of USIA and charged it to tell the truth about America to men the world over.

Truth is a good master. In fact, it is the best.

Finally, may I say this: Given its present rate of development, the possibility for man's communication with man promises to be almost unlimited in the years ahead. In the future, then, your responsibilities will be even greater than they are today.

May we in the future heed the words of Ed Murrow:

"If truth must be our guide then dreams must be our goal. To the hunger of those masses yearning to be free and to learn, to this sleeping giant now stirring, that is so much of the world, we shall say: We share your dreams."

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Address of

HON. HUBERT H. HUMPHREY

Vice-President of the United States

November 30, 1965

Introduction by Leonard H. Marks,
Director, U. S. Information Agency

MR. MARKS: I want to welcome all of you to the 9th Annual Honor Awards Ceremony of our Agency. This is indeed a memorable day in the history of the USIA, because today we pay tribute to those who have worked so hard during the year and have rendered service beyond the call of duty.

All of us strive throughout the year to perform the tasks that are assigned. Some distinguish themselves by the extra effort which makes for meritorious award. Now we in the Agency try to recognize this excellence, try, through the activities of fellow employees, to point out that there are those who have distinguished themselves.

The procedure, as you know, is to have a committee of executives of the Agency pass upon the performance of our domestic and our employees in the field, and from the files and the reports to sift through the nominations and find those who were truly outstanding.

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1 And today we're all honored by having a distinguished
2 list who will be awarded Certificates of Recognition of their
3 contributions.

4 In addition to having the Vice-President of the United
5 States with us today, we have the principal element and area
6 directors seated on the stage, as a testament to the importance of
7 the occasion. Now some of you may know all of the people on the
8 stage, but others may not, and so I'd like at this time to intro-
9 duce those area directors and those element directors who are
10 with us today.

11 As I call your name, will you please rise, and I'd ap-
12 preciate it if you'd withhold your applause until the entire
13 group has been introduced.

14 (The group on the stage was introduced)

15 MR. MARKS: And now I think a collective applause would
16 be in order.

17 (Applause)

18 MR. MARKS: It is now my great pleasure to introduce
19 the Vice-President of the United States. And before I ask him to
20 take the rostrum, I want you to know that the Vice-President said
21 that he was more than anxious to come here today to pay testament
22 to the work that this Agency has done and the devoted activities
23 of some of the employees whom he has met in his world travels.

24 And it's my pleasure at this time to introduce the Vice-
25 President of the United States, Mr. Hubert H. Humphrey.

1 (Applause)

2 VICE-PRESIDENT HUMPHREY: Thank you very much, Leonard
3 Marks, the esteemed Director and administrator of the USIA. Leo-
4 nard, I just noticed this program. I hadn't been able to get a
5 hold of a copy of it until now. It's one of the documents that's
6 Classified, and--

7 (Laughter)

8 VICE-PRESIDENT HUMPHREY: --sometimes we don't get those
9 as readily as we would like to.

10 I am indeed very, very happy to participate in this
11 program. If I were to select an agency that has long interested
12 me and one to which I have felt a sense of kinship, it is this
13 particular agency. As I listened to Mr. Marks introduce the ad-
14 ministrative staff of USIA, I listened to a roll-call of old
15 friends and new friends. So that it is a special treat for me to
16 be here.

17 I gather that I--I should say that I find that the
18 meetings I enjoy the most are the ones that I generally ask to be
19 invited to. And I've been bothering the Director of this agency
20 for sometime, saying "Well, why don't you get me over there some-
21 time? Why don't you invite me to something?". And he has told me
22 several times it wasn't necessary for me to be invited, but I'm
23 just the sort of Midwestern boy that felt that was good manners,
24 you ought to wait until you were invited.

25 (Laughter)

1 And finally the message got through.

2 (Laughter)

3 The Voice of the Vice-President was heard. (Laughing)

4 (Laughter)

5 And here I am. And I'm just having a good time and I
6 hope that you enjoy it too.

7 One of the delights of my life is that I make a number
8 of speeches. I'm never quite sure whether the audience likes them,
9 but I like them. (Laughing)

10 (Laughter and applause)

11 And since there are a certain number of moments of
12 anguish and pain in public life, you may occasionally have to find
13 a moment of amusement and pleasure. And if it isn't afforded by
14 someone else, you have to do it yourself.

15 (Laughter)

16 So this morning, I'm a do-it-yourself man, and I'm going
17 to expound for a little while on some of my thoughts relating to
18 our programs of information, and I do want to, of course, compli-
19 ment and commend each and every employee, each and every officer
20 of this very important agency of our government upon the awards
21 and the honors that you receive today.

22 So, as I've written, I am indeed honored and pleased to
23 participate in this ceremony, a ceremony that is held to honor
24 quality in performance. The President has repeatedly reminded us
25 that what this Government needs and what this Nation needs as a

1 standard is excellence. The new Secretary of the Department of
2 Health, Education, and Welfare, Mr. John Gardner, is known for
3 his enunciation and articulation of the standard of excellence in
4 education. Long before he came to this government, this was his
5 hallmark. And Leonard Marks in his professional career is known
6 for his commitment to professional excellence, high quality of
7 performance, and I must say that a government that has the burdens
8 of ours and a nation that has our responsibilities can settle for
9 nothing less than excellence in every endeavor. This is what we
10 are trying to teach people today and we hope that we can find the
11 motivation that inspires people to that quality of excellence.

12 One of our greatest challenges is to seek successfully,
13 quality in our standards; quality in our aspirations; and quality
14 in our lives.

15 I guess all of us know that we live today in the midst
16 of the most affluent society that man has ever known. Before I
17 came to Washington we used to call that "prosperous", but we
18 changed it to "affluent".

19 (Laughter)

20 We are blessed with the riches of earth, with dynamic
21 economic growth and with a great multitude of material goods, but
22 goods alone are not a sufficient goodness. No society can be
23 truly great that rests its claim to enduring fame on mere abundance,
24 or mere affluence, so we must strive unceasingly to overcome in-
25 justice and inequality, wherever we may find it; to combat and to

1 conquer poverty and racial discrimination and any form of bigotry
2 or intolerance, and to overcome the inadequacy or lack of educa-
3 tion. This is what we mean when we say we must strive to create
4 a society of opportunity.

5 I believe that one of the most revealing signs of
6 American life, as to the quality of our character as a nation and
7 a people, is the fact that during a period when we have unprece-
8 dented and almost incredible wealth, and power, that we have not
9 turned inward in a sense of just self-indulgence; that we are
10 still examining our lives individually and our life as a nation.
11 Or to put it so simply to you, we still have a conscience. We
12 are concerned, and even with unparalleled and unequal strength,
13 we have compassion. These are not signs of weakness; these are
14 signs of strength. The only nation that dares to tell the truth
15 about itself is a strong nation. And the only individual that
16 dares to admit his limitations is a person or an individual that
17 has strength of character, strength of mind, and at least some
18 physical strength or physical quality.

19 And I am so proud of the United States of America that
20 we can openly recognize our limitations and try to do something
21 about them. When we seek to cover over our mistakes, when we
22 seek to deny our inadequacies, when we seek to refuse to see the
23 weaknesses that may be evident in our society, that's the day that
24 we are in trouble.

25 I know there are those that feel that when you discuss

1 your weaknesses in the open, that you reveal it to the enemy.
2 Let me tell you if you do not know it, the enemy already knows our
3 weaknesses. The question is: Do we? The enemy will exploit them.
4 The question before us is: Will we correct them? And you cannot
5 correct them if you deny them, or if you seek to avoid the fact
6 of their existence.

7 Therefore, I'm one that believes that a little self-
8 examination and self-criticism, constructive criticism, is a healthy
9 sign.

10 President Johnson, early in his Administration, defined
11 the goals of this Administration and I believe in that speech--I
12 think it was at Lansing, Michigan, if I'm not mistaken--defined
13 the Great Society, and I use his words because the definition that
14 he gave is the definition that is most fitting.

15 He defined the Great Society as a place which honors
16 creation for its own sake, and for what it adds to the understand-
17 ing of the race; a place where men are more concerned with the
18 quality of their goals ^{than} ~~and~~ the quantity of their goods, but most
19 of all, the Great Society is not a safe harbor, a resting place,
20 a final objective, a finished work--it is a challenge, constantly
21 renewed, beckoning us towards a destiny where the meaning of our
22 lives matches the marvelous products of our labor.

23 That is good prose, and more significantly, it is good
24 philosophy. And I would hope that we would, as Americans, take
25 heed of those words, because it is so easy for us to become self-

1 contented, so easy to be pleased with all that we're doing, to
2 remember that this America and what it stands for is not a safe
3 harbor, a resting place, a final objective of finished work.
4 We're a restless people, and we ought to be, and democracy is the
5 great unfinished business of mankind. Just as the quest for peace
6 leaves work for every generation.

7 I would hope therefore, that you here in Washington and
8 all of your colleagues abroad, including the more than 6,500 fine
9 local associates who work side by side with them, share this
10 concern for quality in effort. Certainly no one in the field of
11 international information can seek a safe harbor or a resting
12 place. This agency isn't identified with such commonplace stan-
13 dards.

14 I want to commend all of you for your devotion to the
15 task of telling America's story to men everywhere--what we are,
16 what we do, where we stand and what we stand for in international
17 life and for telling the story in the best traditions of our
18 free and open society. And I might add that when we do tell the
19 story, we're going to each of us tell it a little differently,
20 and that's the blessing of it all, because the variety of expres-
21 sion, of interpretation, is the beauty of a free society. And
22 the voices that will be heard may be different both in tone and
23 content, because each of us sees our America a little different
24 way.

25 There's been quite an argument about who discovered

1 America, Christopher Columbus or Lief Erikson. It depends upon
2 where I am as to the emphasis that I put upon it. (Laughing)

3 (Laughter and applause)

4 I notice when I said Lief Erikson, Burnett Anderson
5 just snapped up like that (snapping his fingers).

6 (Laughter)

7 But when I'm over in the White House, I have to beware
8 of Jack Valenti--

9 (Laughter)

10 But I'll tell you who I think discovered America. I
11 think we discover it each and every one of us every day. I discover
12 er this America every time I move a foot and go to a different
13 place. I hope to be in Nashville, Tennessee tonight, and each
14 experience in each community is a new discovery. And I tell you
15 this, because in a very real sense that's what we ought to be
16 telling the people that we talk to around the world. If they
17 really want to discover America, come see it. Or give us a moment.
18 Lend me your ears. And maybe we can at least put down some indi-
19 cations or indicators as to the route of discovery.

20 And may therefore--may you approach each day of your
21 working lives with a new determination to more creatively use the
22 many tools of communication at hand. The USIA and the people of
23 USIA have the chance to be the great catalytic agents of democracy.

24 For instance, there is the yet-untapped potential of
25 the American private sector. I want to say to Government officials

1 don't for a single moment think that we are the country. We're
2 just a small part of it and thank goodness. We have a tendency
3 when we compare what our Government does as compared, let's say,
4 to what the Soviet Union may do. And these are constant compari-
5 sons, heard all over the world. We, I think, in a sense, fool
6 ourselves, and misinform others when we try to compare what our
7 Government does as compared with the government of the Soviet
8 Union does. Because there the government is all. It is the total
9 state. Here the government is a fraction of the community; it is
10 but a part of it, a visible part, but I don't think the strong
11 base. It is the reflection of the economy and of the society.
12 So I say the American private sector is the untapped potential.

13 Many business, agricultural, labor leaders, yes, many
14 educators, actually misunderstand the purposes of USIA and what it
15 does. And as a result I know that you've often found yourselves
16 defending your work and your agency to them. What a pity. Not
17 only should these people not be the critics; they should be allies.
18 And I know that USIA is actively seeking such an alliance. The
19 private resources in our society far outweigh those available to
20 any government budget. The private sector, if properly aroused and
21 utilized, activated, motivated, can multiply your capacity for
22 communication many times over. And with fuller support from the
23 private sector, we might not today be closing information libraries
24 in countries where the United States is under propaganda attack.

25 I'm a politician, and one of the things that I learned

1 a long time ago, is never take for granted any support that you
2 have, keep earning it every day; spend a couple hours every night
3 worrying about that you've lost it. And then spend 3 or 4 more
4 hours contemplating how you can regain it. And when I hear some
5 people in our government and in private life, say "Oh, there's
6 really no need to do anything in this particular country and that
7 particular area. They ought to be for us already."

8 Remember the famous old Alben Barkley story, "What have
9 you done for me lately?".

10 People do tend to forget unless you remind them and some
11 of us are good reminders.

12 With better stimulation of this private sector, we may
13 tomorrow be able to increase the number of American books, films,
14 and magazines, scientific and technical journals, photo exhibits--
15 the media of democracy--throughout the world. And those media can
16 be increasingly available in places other than official USIA
17 libraries.

18 I'd like to call upon the great industries of America
19 to make it their business, not only to show their wares and their
20 products throughout the world, but to show their America. The
21 same great industry that may be able to show its tractors or its
22 machine tools or its chemicals or its plastics, ought to also
23 show the environment in which these great commodities and products
24 are created. Demonstrate by photo, by film, by document, by pam-
25 phlet, by word, the social, political, economic environment in

1 which these products are created. I think that's a part of good
2 business as well as a part of good citizenship. I cannot over-
3 emphasize the need particularly for scientific and technical
4 journals. In two-thirds of the world that is developing, not only
5 are these publications badly needed there, but the very fact of
6 our making them available is evidence of our great respect for
7 their desire for knowledge.

8 Yesterday afternoon it was my privilege to open the
9 Space Panel in the International Cooperation Year Program. I'm
10 Chairman of the Space Council; I'm no expert in this area, but
11 deeply interested, and I mentioned how we spend hundreds of mil-
12 lions of dollars in this country privately and publicly to train
13 people from other countries in the fields of science and they
14 go back to their countries and their universities and they're
15 disappointed. In fact, discontented, because the laboratories are
16 not there that they had here; the machines are not there; the
17 computers are not there; the reactors are not there, or whatever it
18 may be, and here we are a country literally overloaded with them,
19 and trying to build new museums--new museums, if you please--to
20 find places to store these old machines. I said let's not only
21 send the technical document; let's not only train the teachers
22 and the scientists--let's also share with them the equipment.
23 This is a part of United States information.

24 I can tell you of many ambassadors that have come to me
25 and asked me "How can we get a little of the equipment for the

1 people that you're training?". Because the man that is trained,
2 the members of the intellectual group that come here and study in
3 our institutions of higher learning and go back to their countries
4 and find no environment, or no tools, I should say, to carry out
5 the work that they had here in America, become discontented in-
6 tellectuals, leaders of dissention and of trouble, rather than of
7 progress and of partnership.

8 So as we need these publications and as we need exchanges
9 of personnel, we also need, I think to take that other step, where
10 we provide some of the tools. We must be alert, too, to the great
11 possibilities of the closed circuit and other television.

12 I should be telling Leonard Marks about that. I know
13 that he knows it. But education, after all, is essentially
14 saturation. Most of us learn through osmosis. And there's such
15 a competition today and the clatter and the noise of modern
16 society for attention, that I thought I'd just mention it to you
17 in case you haven't heard that there are such things as televisions,
18 and there are television receivers and television broadcasting
19 equipment and they ought to be used more and more.

20 A nation that leads the world in television ought to
21 have television as a part of its international communication system
22 as no other people could ever dream of it. And if I had my way
23 about it, it would be a good deal more, because we desperately need
24 this.

25 I know the use that you are already making of radio

1 receivers, but the time may lie ahead when we can leap-frog
2 barriers of isolation and illiteracy through television to a de-
3 gree unimagined today. I shall speak quite frankly about it. If
4 we were quite as ingenious in getting radio receivers and trans-
5 mitters to the multitudes of people for the purposes of informa-
6 tion and education, as we are in military assistance, or even in
7 the extension and the use of our surplus grain products, I think
8 we'd have made quite an impact already throughout the world for
9 the cause of truth and freedom.

10 But I've heard prominent officials in and out of this
11 government argue about the cost of a little radio receiver for a
12 little country, or a big country, and I've gone to that same
13 country and seen a \$400,000 tank that somebody didn't know how to
14 run sitting out on the desert. And I figured how many radio re-
15 ceivers that would have purchased.

16 And I'm not so sure about--

17 (Applause)

18 --those tanks.

19 (Applause)

20 You ought to have heard me speak on this subject sometime
21 back.

22 (Laughter)

23 But we talk about it privately now. (Laughing)

24 (Laughter) and applause)

25 I haven't changed my point of view at all on these

1 matters, I want you to know.

2 (Applause)

3 And we're making steady progress. But I--I recall
4 reading a book by that famous Chinese author Lin Yu Tang and he
5 said that he was a gadfly, a sort of catalytic agent, going around
6 and stinging certain parts of the anatomy to get people into
7 action. Then I want to be a bit of, if I might, of a gadfly.
8 Some people are quite convinced of that already anyhow, but--

9 (Laughter)

10 --I happen to believe that we need to be occasionally
11 awakened and stung, so to speak, into action; reexamine what we're
12 doing. That's the whole purpose of this International Cooperation
13 Year Conference, to let people take a look at what we're doing in
14 the Government, in our country; to reevaluate, reassess, sort out,
15 cast off the obsolete, the unneeded, put to work new efforts, and
16 new ideas and new tools.

17 Well, over the past several years, as I've said, I have
18 travelled in many countries and I've seen personally the performance
19 of our USIA people, often carried out under the most difficult of
20 circumstances, and I know that sometimes mothers or fathers had to
21 teach their own children. There were no schools for them. The
22 physical conditions are often far from easy. And that even the
23 personal safety of the entire families can be in jeopardy. The
24 joint United States Public Affairs Office in Viet-Nam, as well as
25 individual USIS Vietnamese and American members of the staff out

1 there, have been singled out today for agency awards, and right-
2 ly so. USIA has heavy responsibilities in Southeast Asia and
3 Viet-Nam in particular, and these are being carried out with
4 imagination, determination, courage and high distinction. For
5 the battle of Viet-Nam is more than a military one. It'll never
6 be won on the military field alone. In this conflict the
7 psychological factor, the question of belief, of loyalty, is the
8 critical priority. This is what we mean when we say that the
9 battle in Viet-Nam today must be won politically and socially,
10 as well as militarily. Or should I put it this way: you can't
11 win it politically or socially without winning it militarily and
12 you cannot win it militarily without winning it politically and
13 socially. It's tied together.

14 And I want to see this country emphasize this matter
15 of belief and of loyalty and of program and of politics and of
16 social structure as much as we emphasize the military. I want
17 the world to know that we care about the lives of people. I
18 want the world to know that we care about the future of a society.
19 I want them to know that we have as much brainpower as we have
20 firepower, as much moral power as we have firepower, and as
21 much courage and ideas as we have in the men on the battlefield.
22 And this is what USIA can tell.

23 It can tell the whole story. USIA and all of its
24 operations, both in Washington and overseas, has become a signi-
25 ficant factor, not only in the conduct of our foreign relations,

1 but I think in the conditioning of our foreign policy.

2 For many years now a bi-partisan consensus both in
3 Congress and in the Executive Branch, has agreed that the U. S.
4 Information Agency must be a strong element in our total foreign
5 affairs establishment. Only recently when my friend Leonard
6 Marks was sworn in as Director, the President emphasized his
7 belief in the importance of USIA, and again charged it to tell
8 the truth about America, to the people the world over, and when
9 you tell the truth about us there's so much good to be told.
10 Oh, yes, occasionally a little wart and a blemish shows up on
11 the countenance of the American profile, but I submit to you that
12 the truth of America is the story of hope. Of all the great
13 information officers that history records, none was greater than
14 Abraham Lincoln, who reminded us that America was the last best
15 hope on earth, and who, in that immortal second inaugural ad-
16 dress spoke to us of the conscience of this nation and of its
17 purpose: ". . .with malice towards none and with charity for
18 all, but with firmness in the right as God gives us to see the
19 right."

20 What a powerful message. And I think it has eternal
21 truth, because truth is a good master. In fact it is the best.
22 When you tell the truth you don't have to remember the details
23 of the lie. It's so much easier--having been caught up in both
24 on occasion.

25 (Laughter)

1 Finally may I say this. Given its present rate of
2 development, the possibility for man's communication with man
3 promises to be almost unlimited in the years ahead. In the future
4 then, your responsibilities will be even greater than they are
5 today. May we in the future heed the words of the late and beloved
6 Ed Murrow, who also was Director of this agency. And those words
7 I think should be a message of guidance for each and everyone of
8 us. "If truth must be our guide, then dreams must be our goal.
9 To the hunger of those masses yearning to be free and to learn,
10 to this sleeping giant now stirring, that if so much of the world
11 we shall save, we share your dreams."

12 Let's do it. Let's share with God's people the dreams
13 that each and everyone of them have, and that is the dream of
14 life, and of a life that is meaningful, a life of liberty and of
15 the pursuit of happiness.

16 Thank you.

17 (Applause)

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