

sociated Press, United Press International, a few carefully selected magazine organizations, and the more prominent out-of-town newspapers that have indicated a need for such facilities. The wire services will have darkroom and wirephoto space, and there are also offices for RCA Communications, Western Union, and Press Wireless.

Members of the working press will get permanent passes, while visiting newspapermen from other parts of the nation and the world will be given one-day passes, renewable each day for the duration of their visit. The perennial problem, of course, is how to separate the free-loaders from those with a legitimate job to do. Deegan's frantically busy staff has been deluged with requests for passes from every conceivable kind of publication and has to make more diplomatic decisions in a single day than the State Department does in a month. Many of the visiting press members will be absorbed by the hospitality extended through the press facilities of the major exhibitors. The word "absorbed" is used advisedly.

ALL these arrangements have been the outgrowth of a meeting two years ago, at which representatives of the major newspapers, wire services, and broadcasting companies were asked to specify what they needed. Meanwhile, the fair's own publicity machine, in addition to its pre-opening activities, has worked out plans for continuing coverage. These plans have been the product of the director of publicity, Peter J. McDonnell and his assistant director, Jerome Edelberg, whose nearly two decades on the late *Daily Mirror* were ideal training for the semi-permanent emergency that is his lot today, where minute-by-minute crises are the accepted routine.

When some kind of order is restored after opening day, these publicists and a staff that may total forty (all employees of the Deegan organization) will file a steady stream of releases through a central mailing service in Manhattan to the nation and the world. The public relations wire that has been available to New York papers for some time will be used only for emergencies. Deegan will have a man in Paris busy translating and distributing these releases to a selected list of recipients in various countries. A similar operation will be conducted for the Asian countries, out of Tokyo. At the fair itself, thirty or forty multi-lingual telephone operators will handle inquiries coming in by wire.

As for William J. Donoghue Associates, the other PR counsel, it will have the difficult day-by-day responsibility of handling the media covering the fair. More than 2,500 of these media men are expected for the opening-day ceremonies. After that, the deluge.

Public Relations

Making Overseas Friends

TIME was when an American corporation abroad could do its specific job, remain aloof from the host country, make a fair profit, and all would be well. It is far different today, for the American corporation overseas is more than a privately owned company tending to its own knitting. Both the corporation and its personnel now must not only show a concern for the people and institutions of their host country but also try to make a contribution to that country's general welfare.

The better-managed U.S. corporations know this. They run their enterprises with a constant consideration of local interests. This means more than employing indigenous personnel. It means more than scrupulous obedience to all laws and customs of the host country. The American corporation, besides

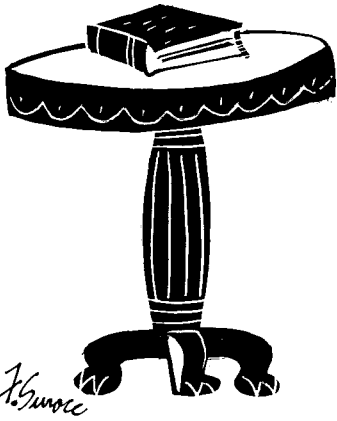
making a profit, must convince the overseas country that it is interested in the advancement and attuned to the aspirations of the local nationals.

The responsibility of American corporate management is greater overseas than at home in one crucial respect. Abroad, a corporation represents the United States as well as its own stockholders. This country's reputation depends heavily on the manner in which American businesses are run and the extent to which they show awareness of the desires and needs of the countries in which they operate.

One example of an alert and responsible American corporation is Pan American World Airways, whose routes cover 72,000 miles on six continents and in a total of eighty-six lands. Its assumption of the obligations of American business



"Dad, I just know I'll get the giggles!"



abroad is modern, vigorous, and realistic.

Of Pan American's 7,000 employees overseas, only 300 (4 per cent) are U.S. citizens. In many of its bases, in fact, there is only one American citizen; in Lisbon, there is none. While local laws in many countries require employment of nationals, Pan Am's policy goes far beyond any such governmental regulations. Furthermore, because the company's American staff overseas consists mainly of people who have selected long-term assignments abroad as a career, they have a chance to become skilled at working in foreign countries.

Those directly charged with public relations responsibilities overseas are almost without exception trained journalists of the countries in which they are stationed—former war correspondents, ex-editors of American-language newspapers, or those who have worked abroad long enough to grasp the background of the country in which they serve Pan Am now. Most of the company's overseas public relations men (of which there are thirty-nine in Europe, South America, and the Orient) have been at their current posts for at least ten years.

Pan Am has also made an unusual contribution through the Intercontinental Hotel Corporation (started in 1946, following a suggestion of President Roosevelt to Pan Am's Juan Trippe). By the end of this year it will have twenty-seven hotels in operation, and the eventual goal is more than seventy, none in the U.S. In every case, the hotel strives to be a local enterprise. Pan Am acts as a junior partner with local government, industry, financial institutions, or leading citizens.

In January 1961 Pan Am set up its World Wide Marketing Service to provide information for those seeking trade in countries where the airline operates. It is welcomed by nations overseas that seek American buyers and sellers and is of great value to Americans seeking buyers abroad.

But the airline's most interesting and useful development is its technical assistance program. Since 1955 Pan Am

Court Decision Strengthens Freedom

THE right of newspapers to engage in non-malicious criticism of public officials received important reinforcement from the U. S. Supreme Court Monday in a case involving The New York Times.

During racial demonstrations in Montgomery, Ala., in March of 1960, the Times published an advertisement criticizing the handling of the demonstrations by city officials. Some of the material in the advertisement was later shown to be inaccurate.

Although the advertisement mentioned no names, Police Commissioner L. B. Sullivan sued for libel and won a \$500,000 judgment in the circuit court of Montgomery County.

The Supreme Court nullified this judgment Monday on the grounds that Sullivan had failed to prove the Times acted with malice. To do that, the Court said, Sullivan would have had to show the Times knew the inaccurate matter was, in fact, false or that the Times published the material "with reckless disregard of whether it was false or not."

One of the major purposes of the First Amendment to the United States Constitution was to make criticism of public officials for their performance of official duties secure.

The Amendment was clearly designed to protect critics of government—whether they are members of the press or not—from the kind of intimidation that has greeted critics of racial policies in Alabama.

The Times still faces an additional \$5 million worth of libel suits in that state and the Columbia Broadcasting System is being sued in Alabama for \$1.5 million.

In referring to the \$500,000 judgment against the Times, Justice Brennan said:

"Whether or not a newspaper can survive a succession of such judgments, the pall of fear and timidity imposed upon those who would give voice to public criticism is an atmosphere in which the First Amendment freedoms cannot survive."

The Supreme Court's decision Monday should do a good deal to dispel that pall.

ALTHOUGH the decision was unanimous, three justices signed concurring opinions which would have expanded the right to criticize public officials considerably further than the majority did.

Justices Hugo Black and Arthur J. Goldberg, joined in their separate opinions by Justice William O. Douglas, said the Court should have established an absolute privilege for criticism of officials, even when the criticism is prompted by malice.

It is probably well that the majority did not go that far. The court thus protects criticism of officials, even severe criticism, for good public purposes, without, at the same time, protecting malicious defamation of character.

The Court has shown wisdom in strengthening the one without the other. Its decision Monday is a landmark in the history of freedom in this country.

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Palmer Hoyt,
Editor and Publisher



The Turkish Airlines project began after the Turkish Government asked the U.S. Government to help modernize its airlines. Pan Am was chosen. Contracts between Pan Am and Turkish Airlines were written with Pam Am reimbursed for the costs by the International Cooperation Administration (now the Agency for International Development). Pan Am provided a team of twenty-five technicians as advisers. They included representatives of every

In Pakistan, Pan Am's technical assistance program operated from April

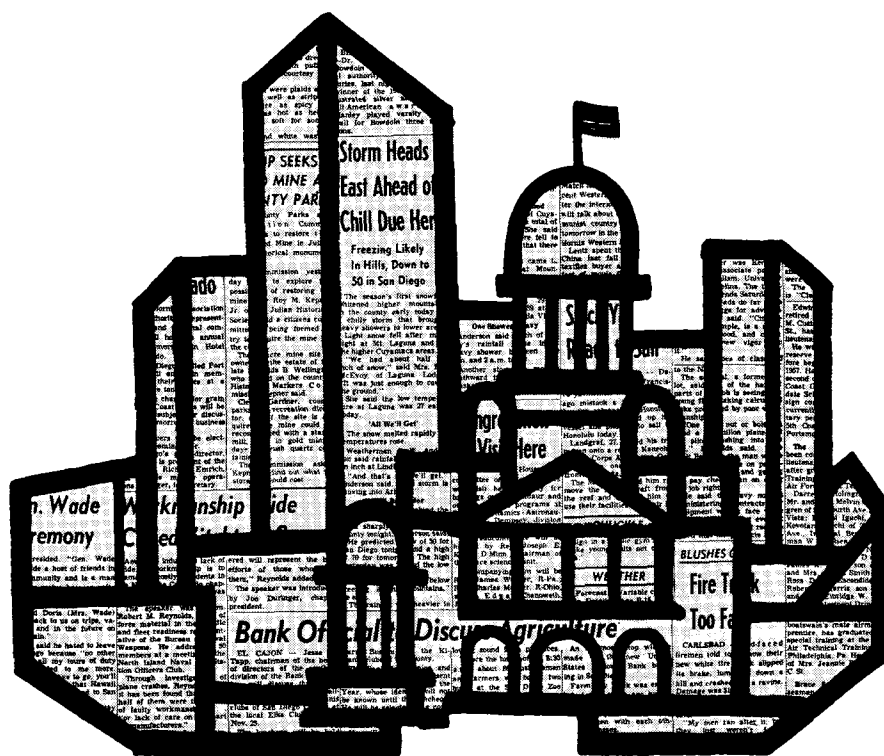
—L. L. L. GOLDEN.

1. Wintergreen. 2. *Green Grow the Lilacs*. 3. Paris green. 4. Green Bay Packers. 5. Greenhorn. 6. Green light. 7. Greenland. 8. Greenback Labor (or plain Greenback). 9. The green room. 10. The Green Mountain Boys. 11. *The Wearin' o' the Green*. 12. *The Green Pastures*. 13. Greenwich Village (New York City). 14. A green thumb. 15. *Green Mansions*.

A cryptogram is writing in cipher. Every letter is part of a code that remains constant throughout the puzzle. Answer No. 1079 will be found in the next issue.

XEPBMR

Answer to Literary Crypt No. 1078
 Look wise, say nothing, and grunt.
 Speech was given to conceal thought.
 —OSLER.



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