

V. RECOMMENDATIONS

These recommendations are based on the premise that the America Houses should be, to the extent possible, outlets for all Public Affairs activities in their geographic areas. This means that the America House directors are in fact assistant Public Affairs officers. As personnel available to the Public Affairs program decreases, the work in the field will increasingly fall to the America House directors. Consequently, even though specialized staff of the regional offices, such as exchanges and information officers, have direct responsibilities, the America House directors should be acquainted with all work being done in their respective areas and, to the extent possible, should be delegated specific responsibilities.

These recommendations are further based on the basic concept that the programming should be devoted to:

1. a presentation of the United States in a true and proper light,
2. the raising of American prestige,
3. the implementation of United States foreign policy.