

V. E. ORGANIZATION, COST, PERSONNEL, AND ADMINISTRATIVE SUPPORT

Organization

1. The operation of the America Houses, the same as other Public Affairs activities, should be the responsibility of the regional Public Affairs officers.
2. The Information Centers Division at headquarters should have:
 - a. direct responsibility for the procurement and distribution to the America Houses of books and periodicals, the planning and supervision of in-service training, the provision of technical guidance on the use of specialized equipment and materials, the preparation of program guides, the review of advance program plans, and the approval of speakers;
 - b. responsibility for advising the Director of the Office of Public Affairs on plans and policies for the America House program.
3. With the exception of routine contact in connection with the logistics of headquarters program servicing, the America House staffs should contact headquarters only through the regional Public Affairs offices.

Exchange of Persons Program

Field work in connection with the exchange of persons program should be conducted in conjunction with the America House directors, and the directors should be made directly responsible for as much of the program as can be delegated.

This recommendation does not apply to Berlin.

Pamphlet Distribution

All field distribution of pamphlets, other than those distributed through German national organizations, should be performed either directly by the America Houses or in cooperation with them. The cooperative aspect applies to the development of mailing lists for direct distribution from headquarters.

This recommendation does not apply to Berlin.

Press Relations and Services

1. The America House directors should be continuously informed by the regional Public Affairs officers of the work with the German press being done in their respective areas and should assist in this program.
2. In America House cities other than the cities where regional Public Affairs offices are located, the America House directors should be made increasingly responsible for contact with and services to the local German press.

Cost of the America House Program

In order to maintain a program of effective quality, the cost of operating the proposed 17 America Houses and of providing minimum support to German-American libraries should be approximately \$ 1,640,000, exclusive of administrative support. This figure is broken down as follows:

SALARIES:

Headquarters	\$ 175,000
America Houses	725,000

PROGRAM COSTS:

Books and magazines	150,000
Book translations	100,000
Book presentations	3,000
Speakers and artists	80,000
Audio-visual aids	2,000
Exhibits	50,000
Supplies and materials	40,000
Program travel and transportation	20,000
Processing and distribution of books and materials	40,000
Printing and distribution of programs	30,000
Rents, maintenance, and utilities	<u>225,000</u>
Total	1,640,000

Personnel

1. An intensive in-service training program should be conducted for librarians. (A supplement to this report has been prepared which contains the outline for an America House library in-service training program. The supplement also includes portions from a suggested training manual.)
2. Continuous training for program directors and audio-visual staffs should be conducted through the use of manuals and regional conferences.
3. While the number of personnel should not be completely standardized, the present wide variations of staff time spent on similar activities should be eliminated.

Administrative Support

Administrative support (personnel, fiscal, travel, procurement, pay-rolling, etc.) should continue to be supplied by the consulates and financed by reimbursement from the United States Information Agency appropriation.