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STREIBERT

**STREIBERT, THEODORE**      **OH-153**      **36 pp. w/Index**      **PRCQ (M)**

Director, U.S. Information Agency, 1953-56; Member of business staff of Nelson and Laurance Rockefeller, 1957-60.

DESCRIPTION: Professional background in broadcasting and in information affairs for the State Department; Voice of America; creation of the U.S. Information Agency (USIA) and job offer for the agency; USIA grew out of the Office of War Information and related post-war information activities; structure of the USIA; field operations under USIA and domestic operations under U.S. Information Service (USIS); setting up the agency into four geographical areas with assistant directors; President Dwight D. Eisenhower and C.D. Jackson; importance of the USIS in influencing foreign policy; Operations Coordinating Board (OCB); Radio Free Europe separate from Voice of America; influence of Eisenhower on USIS; meetings with the President; American exhibits in international trade fairs in response to Soviet exhibits; Eisenhower's interest in the mission and objectives of USIS; the job of selling America and its policies; difficulty in evaluating progress; sitting in sessions of the Security Council; contributions of information and propaganda to foreign policy; importance of Security Council meetings for the work of the agency; agreement with the level at which information was classified; routine nature of information that came to his desk; Council meetings regarding Quemoy and Matsu; most issues relating to Joseph McCarthy and the USIS settled before Streibert came on board; Eisenhower's interest in and backing of the USIS; Information Agency proscribed from dealing with the American press; U.S. relations with the foreign press; difficulties with the State Department information secretary; backgrounder interviews; trips abroad for USIS; television; the U-2 incident; Open Skies; leaving public service to become vice president at Time-Life broadcasting; the lasting effect of the Eisenhower Administration on the USIS abroad.

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[Columbia University Oral History Project, interview by Don North, December 10, 1970]