

REQUEST FOR RECORD DISPOSITION AUTHORITY
(See Instructions on reverse)

RECORDED 4 APR 1979

**TO GENERAL SERVICES ADMINISTRATION,
NATIONAL ARCHIVES AND RECORDS SERVICE, WASHINGTON, DC 20408**

1 FROM (AGENCY OR ESTABLISHMENT)
International Communication Agency

2 MAJOR SUBDIVISION
Office of Research

3 MINOR SUBDIVISION

4 NAME OF PERSON WITH WHOM TO CONFER
David Nolle

5 TEL EXT
724-9334

LEAVE BLANK

JOB NO
NCI-306-79-2

DATE RECEIVED
04 APR 1979

NOTIFICATION TO AGENCY

In accordance with the provisions of 44 U.S.C. 3303a the disposal request, including amendments, is approved except for items that may be stamped "disposal not approved" or "withdrawn" in column 10

SIGNATURE OF THE ARCHIVIST IS NOT REQUIRED FOR APPROVAL OF PERMANENT RETENTION OF RECORDS

Date Archivist of the United States

6 CERTIFICATE OF AGENCY REPRESENTATIVE

I hereby certify that I am authorized to act for this agency in matters pertaining to the disposal of the agency's records; that the records proposed for disposal in this Request of 6 page(s) are not now needed for the business of this agency or will not be needed after the retention periods specified.

- A Request for immediate disposal.
- B Request for disposal after a specified period of time or request for permanent retention.

C DATE	D SIGNATURE OF AGENCY REPRESENTATIVE <i>Harrison L. Davis</i> Harrison Williams <u>L. DAVIS</u>	E TITLE <u>Message Center & Records Branch</u> Chief, Communication & Records Branch
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7. ITEM NO	8. DESCRIPTION OF ITEM (With Inclusive Dates or Retention Periods)	9. SAMPLE OR JOB NO	10. ACTION TAKEN
	<p>The series designations included in this schedule are based on the last three digits of the Office of Research's Data Set Naming Convention. No designations or descriptions are included for series reserved for specific types of studies if such studies have not been conducted. They will be included when such studies are conducted.</p> <p>O RADIO</p> <p>This series contains five types of radio surveys conducted to determine the size, demographic composition, and listening habits of the audience for international broadcasting including the Voice of America (VOA), the British Broadcasting Company (BBC), Radio Moscow, and others; the VOA's effectiveness in reaching target audiences; and trends in listenership. The Continuing Audience Analysis Program (CAAP) (Series 011, 012, 013, 040) and the Audience Mail Analysis Program (Series 020) provide most of the surveys in this series. The countries surveyed vary from year to year. Surveys in a country are repeated.</p> <p>Accumulation: 3 reels</p> <p>Annual Volume: less than 1 reel</p>		<i>6 items</i>

Sent to Agency, NUB, NUR, NUU
MA 5-8-79

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7 ITEM NO	8 DESCRIPTION OF ITEM (With Inclusive Dates or Retention Periods)	9 SAMPLE OR JOB NO	10 ACTION TAKEN
	<p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p> <p>1 FILM/VTR</p> <p>This series contains surveys conducted among the viewers/users of ICA produced films and video programs. The surveys contain demographic and background information on the target audiences; assess viewer reaction to content, format, and tone; and gauge the suitability of the material for the target audiences.</p> <p>150 IMPACT STUDIES</p> <p>These studies measure the changes in perception of the subject under study due to specific programs or materials. For example, the 1974 Post Survey of the Response to the "America" Television series in Sweden measured the changes in Swedish perceptions of American cultural life, justice, military power, and industrial and economic vitality as compared with measures taken prior to the series.</p> <p>Accumulation: 1 reel</p> <p>Annual Volume: less than 1 reel</p> <p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p> <p>2 PUBLICATIONS</p> <p>This series contains surveys conducted among the readers of ICA produced materials. The surveys provide demographic and background information on the target audiences; assess reader reaction to the material's content, format, and tone; and gauge the suitability of the material for the target audiences.</p> <p>Accumulation: 1 reel</p> <p>Annual Volume: less than 1 reel</p>		

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	<p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p> <p>3 FIELD PROGRAM OPERATIONS</p> <p>This series contains studies measuring exposure to and assessment of American Libraries, binational centers, exhibits, and other programs such as book programs and grantee programs. For example, recent studies relate to the binational centers in Latin America, the center and library in Beirut, Lebanon, and an exhibit in India.</p> <p>Accumulation: 1 reel</p> <p>Annual Volume: less than 1 reel</p> <p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p> <p>4 MEDIA HABIT/MEDIA CONTENT</p> <p>These surveys are conducted in countries around the world to determine general media habits, exposure to agency programs and materials, and topics of special interest to potential audiences. The surveys also provide demographic and background information on target groups. The countries surveyed vary from year to year. Surveys in a country are repeated.</p> <p>Accumulation: 1 reel</p> <p>Annual Volume: less than 1 reel</p> <p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p>		

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	<p>5 ATTITUDE STUDIES</p> <p>This series contains general population and elite or other target audience surveys and opinion polls to determine the samples' attitudes on international military, political, and economic issues; national concerns, images of the United States and other foreign nations; and sources of information or influences on public opinion. The following types of attitude studies have been conducted:</p> <p>51 INTERNATIONAL STRENGTH IMAGES/SECURITY</p> <p>These surveys are conducted periodically to assess current perceptions of America's military strength, posture, and commitment; alignment of other national views with those of the United States; the vitality, usefulness, and need for bilateral and multilateral treaties and defense organizations such as NATO; the relative strength of the west and the communist bloc; and the use of American bases in the survey nation to fulfill treaty commitments with another nation.</p> <p>52 INTERNATIONAL POLITICAL ISSUES</p> <p>These surveys are conducted periodically to assess current major issues and the attitudes on them; general esteem for other nations & perceptions of shared interests; their nation's relations with them; confidence in the ability of the United States and other nations to deal with its domestic and world problems; alignment with the United States; and faith in America's willingness and ability to honor its commitments. Specific issues include human rights, aid to lesser developed countries, the impact of Watergate, and the participation of communists in western European government.</p> <p>53 INTERNATIONAL ECONOMIC ISSUES</p> <p>These surveys are conducted periodically to assess current attitudes on major economic issues such as foreign investment in a nation and the impact and influence of the foreign investor; multi-national corporations; foreign aid; economic trading blocs; inflation; the state of the world economy; and America's efforts to improve its economy and trading position.</p>		

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	<p>54 NATIONAL CONCERNS AND PROBLEMS</p> <p>These surveys are conducted periodically to assess the concerns and problems of a nation as perceived by their own citizens and to determine which programs and policies of the American government have been most useful and which ones can be modified to increase their usefulness.</p> <p>55 THE FOREIGN IMAGE OF THE UNITED STATES</p> <p>The Image surveys contain the perceptions of influential "elites" (government officials, media personnel, businessmen, students, etc.) and other selected and general population samples on American society, culture, politics, accomplishments, economic policy, foreign policy, and influence on the respondent's nation. Their perceptions of America are cross-referenced to their perceptions of their own nation. The surveys also identify the sources of their impressions, if and when they visited America, and demographic information.</p> <p>Accumulation: 3 reels</p> <p>Annual Volume: less than 1 reel</p> <p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p> <p>6 FOREIGN INFORMATION</p> <p>This series contains surveys and studies of content analysis; issue identification, definition, and solution; and the role of media in shaping and solving issues. The following types of foreign information studies have been conducted:</p>		

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610	<p>CONTENT ANALYSIS</p> <p>These surveys and studies contain content analysis of news stories appearing in newspapers and magazines or on the radio and identification of the media habits of listeners in communist nations. Subject matter and country, object country, tone, currency (time between event and reporting), adequacy and accuracy of the information, and the article attribution are analyzed. Communist treatment of the items is also compared with coverage in several western newspapers.</p>		
620	<p>BROADCAST STATISTICS</p> <p>These surveys and studies contain information on the attitudes, values, media habits, and demographics of elites and other audiences. Broadcasts to communist nations by international broadcasters are analyzed to elicit differences in news, commentary, and features.</p>		
630	<p>FOREIGN PROPAGANDA ACTIVITIES</p> <p>These studies assess the nature and extent of the propaganda produced by various communist bloc countries.</p> <p>Accumulation: 1 reel</p> <p>Annual Volume: less than one reel</p> <p>DISPOSITION: Master Files Permanent. Offer a copy of each survey and supporting documentation to the National Archives when a final report is issued or a decision not to produce a report is made.</p>		