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FOREIGN SERVICE DESPATCH

FROM : AMEMBASSY, BAGHDAD

17

July 6, 1953

DESP. NO.

DATE

TO : THE DEPARTMENT OF STATE, WASHINGTON.

AIR POUCH

PRIORITY

REF :

JUL 8 1953 13  
For Dept Use Only

SUBJECT: Results of Evaluation Survey of "Where Are They Now?"

"Do people read anti-Communist pamphlets sent to them, unsolicited, through the mail?"

"If so, what do they do with the pamphlets after they have read them?"

*Attributed to USIS?*

To answer these questions, the USIS section of the Embassy has conducted a questionnaire survey of a sampling of its mailing list. In mid-April, following the mailing of 14,000 copies of the Arabic version of the Department's pamphlet "Where Are They Now?", 972 questionnaires (Enclosure 1) were sent to names selected at random from the total list. At the beginning of July, the questionnaires are still being returned at the rate of one or two a week. Out of the 972 sent out, 365 or 38 per cent have been returned to date.

The answers returned are tabulated in Enclosure 2. In brief, they demonstrate that of the 294 who actually received the pamphlet, 89 per cent read it all and 50 per cent either passed it on or placed it in a public place for others to read. The average readership indicated by the returned pamphlets was 8 persons per copy. If one assumes that 300 pamphlets out of every thousand sent out were received and read (a low estimate) and that one may project the readership of 8 persons per copy throughout the mailing list, this means a readership of at least 41,600 for this pamphlet. Since some were placed in public places where the total readership could not be estimated and since it may be assumed that many received and read the pamphlet who did not answer the questionnaire, the actual readership can safely be placed at well above this figure.

The questionnaire was designed to prove or disprove criticisms commonly leveled at the USIS pamphlet program and at direct mail propaganda in general. These criticisms, frequently heard from some Americans, from Iraqis, and from counterparts in other foreign information services, maintain that (a) people pay no attention to unsolicited free publications; (b) the people of Iraq, concerned with the problems of Palestine and the Arab countries, have no interest in material on Communism; and (c) it is impossible to test the readership of direct mail material because people in Iraq are

DDNewsom; DdaCruz; DDN; gcl

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PREPARATION TIME

ACTION COPY - DEPARTMENT OF STATE

*Action taken: Noted E.J. Reel. IPS/ME, 7/20/53.*

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reluctant to answer questionnaires. It is felt that the results of this test disprove each of these three criticisms.

Not only the statistics, but also the comments on many of the returned questionnaires indicate the interest in the pamphlet. The particular pamphlet "Where Are They Now?" was chosen because its factual, photographic presentation had been judged particularly effective in preliminary conversations with Iraqis on the subject. Forty-nine of the questionnaires contained voluntary comments. Some were limited to requests for changes of address or to requests for more publications. Two indicated that they had interested others in USIS materials. One said the pamphlet "started a debate." Two added further suggestions on past actions of the Communists which should be included in a pamphlet. Some other typical comments:

"I gave it to everybody in my district."

"I gave it to my friends to let them know what the Communists are like."

"I am a journalist and kept it in my library to be read by all my friends."

"I gave it to a complete class of 25 students."

The press in Iraq, with few exceptions, would lead one to believe that few Iraqis were concerned with Communism. Many Iraqis tend to belittle the threat, concerned as they are with the problems of the Arab world. The questionnaire indicates, however, that beyond the journalists and the government officials with whom one comes constantly in contact, there is a public sufficiently concerned with the threat of Communism to read and pass on a strong anti-Communist pamphlet. Only two questionnaires commented on the Palestine question.

At least two members of the Iraq Communist Party were among the recipients of the questionnaire. Their answers (Enclosures 3 and 4) are clear, if violent, expressions of the local Communist point of view. If violence of Communist reaction is a measure of effectiveness, this pamphlet may well be judged effective.

From the standpoint of the science of evaluation, the Embassy is aware that this questionnaire was incomplete. No data was gathered as to the age group, vocational group, or economic group which received the pamphlet. The mailing list was based primarily on the telephone directories of the major cities of Iraq, plus the names of lawyers, physicians, college professors, teachers, and other special groups. The list, therefore, represents generally the higher income groups, but includes most of the major

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USIS target audiences in Iraq. Thus, while the results may not be valid for the whole population, it is believed they are valid as far as the groups of special interest to USIS are concerned.

Nothing was asked about the pamphlet itself which would indicate which parts had been particularly effective. Finally, the questionnaire gives no indication that the pamphlet actually changed any minds. Those who framed the questionnaire, however, felt that it would be almost impossible, in a mailed survey, to get any honest indications of changes of mind.

USIS is still experimenting to determine the types of evaluation surveys which are possible in Iraq. Because of the sensitive nature of the general situation in the country, surveys which approach people directly have been avoided. Likewise, the questionnaire was drafted to be as simple as possible; requests for identifying information were avoided lest it discourage people from replying.

The pamphlet was sent out without USIS attribution. The questionnaire identified USIS with the pamphlet, but it was felt that the value of the survey outweighed the disadvantages of associating USIS with the pamphlet.

The survey; by revealing the large number of people who did not receive the pamphlet, enabled USIS to revise its mailing procedures to increase the percentage of pamphlets delivered in the future. The Assistant Public Affairs Officer, Mr. Frank Magliozzi, has, as a result, established excellent cooperation with the Post Office Department in Iraq, and receives every assistance from the Director-General. At least one postman who was found not to be delivering USIS pamphlets was discharged. Another, discharged as a Communist, was discovered to have kept undelivered batches of USIS pamphlets in his home.

Future surveys of this kind are planned, after the summer. Mass mailings during the summer are of doubtful value because so many in the USIS target groups are away from their homes. The suggestions of the Department on questions to ask and techniques for future surveys of this kind will be appreciated.

It is felt that public release of the fact this survey was conducted in Iraq might jeopardize future surveys of this kind. This despatch has, therefore, been classified as Restricted. If the Department wishes to publish the results, however, as an indication of the effectiveness of the pamphlet program, they may do so provided the name of the country is not mentioned.

Since the raw questionnaires in Arabic contain nothing but the check marks tabulated in Enclosure 2, they are not being

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forwarded to the Department. Important comments from the returned questionnaires have been included in the despatch.

*Burton Y. Berry*

Burton Y. Berry

Enclosures *WA*

- 1 Questionnaire in Arabic, with English translation
- 2 Tabulation of returned answers
- 3 Reply of Communist recipient of pamphlet (A)
- 4 Reply of Communist recipient of pamphlet (B)

*GP/W*

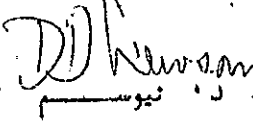
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١٣ نيسان ١٩٥٣

عزيزي القاري :

هل استلمت قبل بضعة ايام كراس بعنوان " اين هم الآن ؟ " ، واذا  
كان ذلك فنكون جدد ممتنين لك لو تفضلت بتبيان ذلك على صفحة الاسئلة  
المرفقة تحت \* الرجاء \* الاجابة على الاسئلة بوضع اشارة في المكان المخصص \*  
واقطع قسيمة الاسئلة هذه وابعث بها اليها داخل المضروف الملصق عليه الطابع \*  
الرجاء ان لا توقع باسمك ولا تكب عنوانك \* ولك منا مزيد الشكر \*

المخلص

  
ديفيد د. نيوسوم

مدير مصلحة التبادل الثقافي الاميركية

١ - هل استلمت الكراس المعنون " اين هم الآن ؟ "

نعم \_\_\_\_\_ لا \_\_\_\_\_

٢ - كم قرأت منه ؟

باكملة \_\_\_\_\_ : بعضه \_\_\_\_\_ لا شي \_\_\_\_\_

٣ - ماذا فعلت به بعد قراءته ؟

حفظته \_\_\_\_\_ اعطيته لصديق \_\_\_\_\_ رسميته \_\_\_\_\_

٤ - كم شخص غيرك قرأ الكراس ؟

بين المهدد \_\_\_\_\_

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(English translation of Questionnaire sent in Arabic)

UNITED STATES INFORMATION SERVICE  
Rashid Street, Baghdad,  
Iraq

Dear Reader:

Did you receive a few days ago the pamphlet entitled "Where Are They Now?" If you have, it will be kind of you if you will state that on the questionnaire given below. Please answer the questions by placing a mark in the specified blank. Then, tear off the questionnaire and send it to us in the enclosed, stamped envelope. Please do not write your name or address.

Thank you very much.

Sincerely yours,

/s/

David D. Newsom,  
Director, USIS.

-----  
1. Have you received the pamphlet entitled "Where Are They Now?"

Yes \_\_\_\_\_ No \_\_\_\_\_

2. How much did you read of it?

All \_\_\_\_\_ Some \_\_\_\_\_ Nothing \_\_\_\_\_

3. What did you do with it after reading it?

Kept it \_\_\_\_\_ Passed it on \_\_\_\_\_ Discarded \_\_\_\_\_

4. How many persons read it besides you?

Number of persons \_\_\_\_\_

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TABULATION OF QUESTIONNAIRE SURVEY  
of Where Are They Now?

Questionnaires sent out .....	972
Questionnaires returned .....	365
Per Cent returned .....	38 %

Answers:

1. Received pamphlet .....	294	
Did not receive pamphlet .....	71	
Per Cent receiving .....	80%	
2. Read it all .....	260	(89%)
Read some .....	25	(9%)
Read none .....	4	(2%)
3. Kept it .....	134	(45%)
Passed it on .....	140	(48%)
Threw it away .....	15	(5%)
Put it in public places .....	5	(2%)
Average number of readers per copy ...	8	

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(English translation of reply of Communist to questionnaire - A)

To You, Poor David!

This is a call from a simple Red Communist on behalf of the struggling Iraqi people to express Iraqi public opinion against you villains.

What do you want from the free people of the world? What do you want and what do you intend to do with Iraq and its struggling Communist people, friends of the great Soviet Union? Do you intend to suck the blood of its sons more than before? Do you want to connect Iraq with the military base so as to stand in the face of its friend, the world's stronghold of peace and security, the peoples of Stalin the Great? You will never be able to play with this nation as you want. Because it has become an awakened nation with the efforts of the Iraqi Communist Party, leader of the laborer's class. Listen, you coward, you villain, you mean David, you and your President Eisenhower, the dog, that Communism in Iraq has grown strong because of the seeds which the struggling Comrade Fahad and the Comrades Mohammed Zaki Bassim and Hussein Mohammed Al-Shabibi had planted, have now germinated in the soil of Iraq. The Iraqi youth is rushing into Communism, because it is the road to salvation, liberty and life, and not the way to war followed by the Americans, British and French. The Communist Party has become very strong in Iraq, and it is capable of striking a mortal blow on a suitable occasion.

Be it known to you that Iraq, from North to South, has become as an eruptive volcano that threatens its enemies. And you don't know (maybe you do know) what will happen to your Service when this volcano will finally and actually erupt.

Be it known to you that when the laborer revolts with his hammer and the farmer with his sickle and the student and the educated with their knowledge and leadership, holding up those revolutionary arms to destroy the throne of that dog (Fuwaisal) (diminutive of Faisal), no force whatever can stand in their faces to block their salvation.

Long live the Marxist-Leninist-Stalinist theory under the leadership of our struggling party! Immortality for Comrade Stalin! A dagger through your heart!

Simple Red Communist

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(English translation of reply by Communist to questionnaire - B)

Be it known to you, you Anglo-American colonizers, brokers of Wall Street and the White House, suckers of the free people's blood, butchers of the struggling Korean nation and white thieves, that all peoples of the world hate you; that the Iraqi people who are fighting for peace, independence and democracy hate you, you merchants of blood.

Our nation has faith in its power and potency which will break your bones, you beasts. What do you want from the nation? What do you want from the stronghold of peace? The mean Eisenhower shall know, as the illustrious criminal Truman knew before him, that the causes of war will have a dismal fall. Capitalism shall disintegrate and communism shall prevail, because it is the true voice of the peoples and a doctrine which works for human happiness and prosperity. You handful of Wall Street gang, you who have spread the evil and vice in the world, your end is near, when the peoples of the world shall rise in revolution and expel the occupants. Truly, it will be a great day when you will go back to your country, dragging behind you the tails of crime and evil which you brought to this world. You major criminals, do not ever think that our nation has overlooked your mean deeds and behavior, either internally or throughout the world.

Our nation, who is a lover of peace and freedom, the loving friend of the People's lover (the Soviet Union) will fight with a mighty force and a firm will for universal peace. Then, and only then, you mean colonizers, will the trade of blood, which is your own trade, lose forever. Wake up, you thieves, and know that every Iraqi citizen hates you tremendously, and that the day your dirty capitalism declines will be a national holiday.

You major colonizers, we want neither war nor Fascism, but peace and democracy. To you, David, Director of the Poison Service, I direct this letter to tell you that neither Point Four programs nor the Middle East Defense projects or Atomic bases, etc., etc., would weaken our Red Will. Tell your pampered pup,

Faisal II, that the 2nd of May will be a great day for your wiping away, and with you the treacherous royal family. The struggle of our great nation, under the leadership of the Iraqi laboring class, will destroy this filthy throne. Instead of crowing the mean Faisal II, we will crown our struggling nation. Whatever you have prepared, you filthy Americans, for Faisal's coronation, will afflict both of you. The Iraqi nation does no longer believe in a royal reign! Down with the Anglo-American colonization!!! Long live the universal peace, and long live Iraq - free, republican . . . and democratic!!!

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