Procedure

(U) In compiling developmental histories of the publications, all available documents and materials were reviewed. Individuals concerned with policy, management, production, and distribution were interviewed. Key officials were consulted within JUSPAO and the RVN Ministry of Information (MOI). Concerned American and Vietnamese officials at corps, province, and district levels were contacted during field trips. All available previous surveys concerned with each of the publications were also reviewed and summarized.

(U) Four surveys which included a total of 2,718 subjects form the data base for reports on four JUSPAO publications. Two surveys of 624 and 803 rural villagers designed by HSR were conducted as part of the country-wide Pacification Attitude Analysis System (PAAS) monthly surveys. A third nation-wide survey covering 691 rural villagers was designed by HSR and executed by the Civil Operations and Rural Development Support (CORDS) Local Survey Detachment (LSD) teams. For the fourth survey, questions developed by HSR were appended to a survey of 600 urban residents in the Saigon-Cholon area, conducted by the Center for Vietnamese Studies (CVS) under contract to JUSPAO.

(U) The arrangements made by JUSPAO to enable conduct of the survey for evaluation of JUSPAO publications involved use of different resources, each external to JUSPAO, each using different survey procedures and methods for data collection. Since none of these resources were under the direct control of JUSPAO, and since their execution of HSR-designed surveys for JUSPAO was a courtesy extended at no cost to JUSPAO, it was necessary to work within the limitations created by the need to conform to their already-existing survey formats and sampling procedures. In short, the time, manpower, resources and wartime constraints within which the overall evaluation of several JUSPAO publications had to be conducted, did not permit the kind of lengthy research and analysis that would have been necessary to develop counts of the specific sub-classes of the intended audiences and to design and execute additional surveys. The necessary solution was to survey a larger audience that would contain within itself a useful representation of the specific sub-classes of the total population for which the publications were intended.

(U) The patterns of results of the four surveys are generally consistent and mutually supportive. Results of the LSD country-wide survey of rural villagers were emphasized in the individual reports. These results are reported in the next section for each of the four publications.
(U) The reader is urged to regard the figures and statistics offered here with appropriate caution and prudence. The data is internally consistent, the logical analysis is conservative and simplistic (i.e., no inappropriately sophisticated statistical operations have been performed -- the mathematics are appropriate for the quality of the data), and interpretation is straightforward and has been kept to a minimum. The reader therefore can be confident that the statistics quoted provide a more factual basis for judgment than purely subjective estimates. Nevertheless, cross-cultural research statistics must be treated with caution even under peacetime conditions. In wartime, when many otherwise non-existent factors are operating, even more caution is advisable.

Special Considerations

(U) The issue of literacy is crucial in developing statistics for readership surveys. It is discussed here in regard to literacy in the Republic of Vietnam as a whole and in terms of the HSR survey in particular.

(U) **Literacy in RVN.** Development of reasonably accurate statistics on the size of audiences and readership, particularly in an under-developed country, requires careful examination and evaluation of the interrelationship of such factors as literacy, specificity of definition of audiences, readership in terms of absolute numbers, and percentage of readership which will vary with the definition of an audience.

(U) Statistics on literacy in RVN, as in all under-developed countries, cannot be accepted at face value and must be examined carefully. The percentage of literacy which characterizes the rural population in RVN cannot be established with any satisfactory degree of precision. Estimates of RVN literacy available from the research literature and the research community do not always include a distinction between rural dwellers who tend to possess less schooling and urban residents who are characterized by a considerably higher level of education; this results in inflated estimates of rural literacy. Some US-supported studies have provided estimates of literacy for the rural population ranging from as low as 10% to as high as 60%. These estimates, however, are by-products of studies conducted for other purposes; consequently, their validity is questionable since they are based on varied types of samples, methodology, and sources such as self-reports ("Yes" or "No" to "Can you read?") indirect inferences by observers, or practical tests such as reading and completing a printed questionnaire without assistance. Estimates of literacy obtained from Vietnamese sources are uniformly higher, ranging up to 80%; the basis for these estimates is unclear.
Another factor affecting the validity of estimates is the existence of considerable field research evidence that the percentage of illiteracy is progressively larger at each successively higher age level, particularly for rural men after age 40 and especially for rural women.

A major distorting factor is that ability to recognize a number of basic Vietnamese words can be interpreted mistakenly as "ability to read." This type of "ability to read" in no way implies "ability to read and comprehend" printed material which uses words not included within the small group of words that can be recognized. The importance of this factor can be understood when it is recognized that the structure of the Vietnamese language is such that many words have radically different meanings dependent upon context or contiguity to other words, and when combined with other words. Therefore, ability to recognize a word in print does not necessarily imply understanding of the word's meaning in the context of the sentence in which it is used. Failure to recognize one or two words can prevent comprehension of the meaning of an entire sentence.

In summary, based on all available outside data, a generous estimate of literacy among rural villagers is 50%.

Literacy Reported in the HSR Survey. Thirty-eight percent of the total sample reported being able to "read well"; an additional 52% reported being able to read a little. If "read a little" is interpreted to mean "read with comprehension of a theme", the total of the two figures -- 90% -- is obviously invalid since it compares very favorably with the literacy rate found in the most advanced nations.

If it is assumed that one-half of the 52% able to "read a little" do read with some degree of comprehension, the resultant figure would indicate a literacy rate of 64% (38% "read well" plus one-half or 26% of those who "read a little"). Comparison of the externally-derived estimate of 50% literacy in the rural population and the survey-obtained figure of 64% suggests that the survey-derived figure is somewhat inflated or that the survey sample may be somewhat biased. A check of the personal history data identified two minor sources of bias which normally should act to cancel each other. The sample has a higher proportion of people at higher age levels than does the general population but the distribution of subjects among levels of education shows a larger proportion at higher levels than is true for the general population. Since it has been pointed out that it is usual for the average level of schooling to decline at successively higher age levels, it would be expected that the age bias would counteract the education bias. The fact that the literacy rate remains unduly high although
the two sources of bias should balance out suggests that distortion may occur in the self-reports; analysis by level of education shows that 66 individuals or almost 10% claim 7-12 years of schooling. When this is checked against the occupational distribution of the sample, the 10% figure is not improbable but is unlikely for a rural population.

(U) In summary, the pattern of personal history responses strongly suggests that a predictable exaggeration in self-reports concerning literacy has occurred. For this reason, the more conservative externally-derived figure of 50% rural literacy will be used rather than the survey-derived figure of 64% when computing audience sizes.

Results

(U) Results are reported individually for each of the four studies.
HUONG QUE READERSHIP SURVEY

(U) The major objective of the study was development of perspective on rural villagers' awareness of and attitudes toward Huong Que. This section describes the developmental history and results of a readership survey of Huong Que (Rural Spirit), a Vietnamese-language magazine published monthly by the Joint United States Public Affairs Office (JUSPAO) and distributed free of charge to the general rural population of the Republic of Vietnam (RVN).

History

(U) Publication of Huong Que was begun in 1962. Modeled on agricultural magazines published in the Republics of Korea and China, it is one of the oldest JUSPAO publications and has the widest circulation of any periodical in Vietnam.

Intended Audience

(U) The intended audience of Huong Que is the entire rural population of South Vietnam, especially farmers and provincial leaders (including those in contested areas), which comprises about four-fifths of the people of the country.

Production/Distribution

(U) Huong Que contains thirty-six 8-1/2 x 11 inch pages. The average lead time is nine or ten weeks from completion of "paste-up" to the receipt of printed copy. Initial monthly printing of 50,000 copies was begun in 1962, increased to 200,000 in November 1963, and was raised to 565,000 in April 1968, where it has remained. Printing is done in Manila. The magazines are shipped by military vessels to Saigon where they are packaged at JUSPAO Warehouse #1 for subsequent distribution.

Policy/Content

(U) The magazine is intended to serve two main objectives: stimulation of social and economic development, and promotion of a feeling of unity or nationhood.
(U) Since the rural population is primarily engaged in farming, fishing, or small farm-related industries, the content of the magazine emphasizes practical articles related to agriculture and fishing, using a basic vocabulary and an uncomplicated style of presentation. In this way information on improved techniques and methods is simply and graphically conveyed in order to encourage increased production and economic growth.

(U) Articles describing or explaining government programs and actions that have a widespread effect are intended to promote a sense of nationhood. Many rural people ordinarily have little opportunity to be informed about happenings outside their own villages. Through the magazine, the villager can recognize that the GVN activities which affect him and his village also affect other people in other villages whether near or far. This recognition of shared experience or responsibility is intended to lead to a sense of national identification or unity.

(U) Editorial policy dictates that there be eight articles in each issue. Occasionally, this includes a letter from the editor and a short story (fiction) as well as articles focusing on agriculture, health, and education. The issue developed for April 1970, for example, contained pieces on hamlet self-help production programs, district-level farm loans by agricultural banks, venereal diseases, cabbage as a new Delta crop, the market for eels, the "tac ran" river boat, an editorial, letters from readers, and an illustrated poem.

(U) Articles on pacification and aspects of land reform or village self-development programs also appear frequently. Material for publication is obtained regularly from the Vietnamese Ministry of Agriculture, which publishes a magazine of its own on a smaller scale than Huong Que.

Staffing

(U) Huong Que's Vietnamese editor, a JUSPAO employee, writes at least half of the articles for each issue. He draws upon six or seven Vietnamese free-lance writers to fill out the remaining articles required for any given edition.

Previous Studies

(U) A "Nationwide Hamlet Survey" was conducted in 1967 by the Survey Research Branch of the JUSPAO Planning Office. A sample totaling 1300
subjects was interviewed in 125 hamlets throughout 15 provinces: 35% of the people either read or had Huong Que read to them, 9% received the magazine regularly (once a month or almost every month), and 26% received it irregularly. About 24% were able to keep their copy, i.e., did not pass it on to someone else. Most readers (27%) obtained the magazine from a military unit or a government service. The remainder (6%) borrowed it from someone else or got it from a family member who brought a copy home from the office. Those aspects liked best by Huong Que readers were "nice" clear pictures (15%) and the attractive cover and good quality of the paper (7%). Articles on agriculture were preferred most by the readers (25%), while others preferred articles on animal husbandry (18%). Some 11% said they liked nothing in Huong Que.

(U) An informal study of comparative preferences was made by the United States Information Service (USIS) in November 1963. Sixty-four Civil Guard and 74 Self-Defense Corps Squad leaders attending a two-month leadership training course at Phu Cat, Binh Dinh Province, were interviewed to determine their preference for either Huong Que or The-Gioi Tu-Do and the reasons for their preference. It was found that 85% preferred Huong Que because of its farming-oriented articles, "how-to-do-it" instructions, and the simplicity of the language used. The results are not informative about readership since they describe preferences based on comparison of quite different types of magazines. The sample was composed entirely of farmers with a low level of education who are the exact audience for whom Huong Que is intended. The-Gioi Tu-Do, on the other hand, is designed for the better educated adult population characterized by more sophisticated interests. Because of the bias inherent in the sample, the findings were in the predictable direction but were not informative.

(U) The Center for Vietnamese Studies (CVS) surveyed a sample of 600 Saigon-Cholon residents in March 1970 with an HSR questionnaire appended. Despite the fact that this group reflected an urban audience, as opposed to the intended rural agrarian audience of Huong Que, 22% of the total number interviewed knew about the magazine.

Survey

(U) Statistical results of the survey are shown in terms of audience registration, percentage of readership, readership characteristics, and reader preferences.
Audience Registration

(U) Of the sample of 680 rural villagers, 394 individuals (58%) reported being aware of the existence of Huong Que. Of these 394 individuals:

- 32% knew about Huong Que through hamlet level VIS
- 18% knew about Huong Que through village level VIS
- 10% knew about Huong Que through district level VIS
- 04% knew about Huong Que through province level VIS
- 26% knew about Huong Que through "friends or neighbors"
- 10% knew about Huong Que through other sources

(U) "Awareness" of Huong Que is not equivalent to "reading" Huong Que.

Readership

(U) Of the sample, 295 individuals (43%) reported having read Huong Que. Of these 295 individuals:

- 29% receive Huong Que once a month
- 38% receive Huong Que every two months
- 33% receive Huong Que every six months
- 54% "read well" (self report)
- 43% "read a little"
- 03% cannot read
- 40% "understand most"
- 47% "understand half"
- 13% "understand almost none"
- 72% "articles are useful mostly"
- 27% "articles are useful sometimes"
- 01% "articles are generally not useful"

Readership Characteristics

- 64% are farmers or laborers
- 69% are male
- 80% are married
- 68% are between ages 30 and 60
- 11% had 0 - 1 year of school
- 46% had 1 - 4 years of school
- 24% had 4 - 7 years of school
- 16% had 7 - 12 years of school
- 03% (no answer)
**Preferences**

(U) Readers of Huong Que express a high degree of interest in articles on crop farming (23%), animal husbandry (23%), and rice growing (20%), ranking them on the basis of their "usefulness" (interpreted as practicality of applicability). In addition to the preference for agrarian topics, villagers next favor general non-farm-related material or non-farm material such as short stories, poems, pictures, and public health articles.

**Discussion of Survey Results**

(U) The survey statistics are extrapolated to the general rural population of RVN.

**Definition of Audience**

(U) The designated audience for Huong Que is the general rural population or "all rural villagers."

(U) If literacy is taken into consideration, a realistically defined audience would be "all rural villagers able to read with some degree of comprehension."

**Percentage of Readership**

(U) Forty-three percent of the survey sample reported having read Huong Que. Therefore, for an audience defined as "all rural villagers" the readership percentage is 43%.

(U) For an audience defined as "all rural villagers able to read with some degree of comprehension" the readership percentage is 86% (43% who read Huong Que divided by 50% who read with any degree of comprehension).

**Size of Audience in Absolute Numbers**

(U) The June 1968 Annual Statistical Bulletin of the United States Agency for International Development (USAID) reports the total population of RVN in 1966 was slightly over 16,000,000. With customary adjustments for annual population growth, the 1970 population was estimated to be slightly more than 18,000,000. This figure agrees well with a JUSPAO-obtained
figure calculated from the Hamlet Evaluation System for 1969 which when adjusted provides a 1970 figure of just over 18,000,000. Using the base figure of approximately 18,000,000, an upper limit of 12,800,000 was calculated for a population composed of "all rural villagers who are potential readers". With all unusual wartime factors taken into consideration, based on information available from concerned RVN ministries for such factors as death rates and refugee influx, a conservative adjusted minimum working figure of 10,000,000 "available and accessible rural villagers" was calculated; computations were made using both figures.

Size of Readership in Absolute Numbers

(U) Using the conservative figure of 10,000,000 for the number of rural villagers, with a 43% readership the reading audience for Huong Que includes some 4,300,000 rural villagers. Assuming the existence of 12,800,000 rural villagers and 43% readership, the reading audience for Huong Que would comprise about 5,500,000 rural villagers.

Frequency of Reading

(U) A roughly equal distribution is found for those who receive and read Huong Que each month, once every two months, and once every six months. The typical reader, therefore, reads about two out of every five issues.

(U) If the conservative figure of 10,000,000 is used as a base, and an average of two out of every five issues, or 4.8 issues of the magazine each year are read by 43% of the audience, the two figures in combination indicate that 20,640,000 "readings" take place (4,300,000 people read Huong Que 4.8 times). If the base figure of 12,800,000 is used, the corresponding figure is 26,400,000 "readings".

(U) With an annual printing volume of 6,780,000 copies (565,000 x 12) and an annual rate of 20,640,000 "readings", it can be calculated that each individual copy of Huong Que may be read by an average of 3.0 rural villagers (20,640,000 "readings" divided by 6,780,000 copies). If the figure of 26,400,000 readings is used, the corresponding statistic would be 3.9.

(U) A frequently-encountered estimate or rule of thumb is that each copy of such publications in RVN passes through about five sets of hands or is read by about five people. The survey-derived rate of 3.0 or 3.9 appears, therefore, to agree well with subjective estimates.
(U) This section describes the developmental history and results of a readership survey of Viet-Nam Ngay Nay (Viet-Nam Today), a Vietnamese-language newspaper, published weekly by JUSPAO with participation by the RVN MOI, and distributed free of charge to the general rural population.

History

(U) The Vietnamese language news-sheet, Viet-Nam Ngay Nay (VNNN), appeared in the wake of the 1968 Tet offensive to fill the void created by suspension or reduction of printing and distribution of many commercial publications. VNNN, originally an air-dropped publication bearing the name of Tu-Do (dubbed the "mini-Tu-Do" in U.S. quarters because of its abbreviated newspaper format), is presently a hand-circulated news-sheet that received its current name in July 1969.

Intended Audience

(U) Oriented to the rural population in government-controlled and contested areas, VNNN is geared toward carrying news and information on local and national GVN activities. Farmers, laborers, and fishermen and their families make up the bulk of this audience in sections of the country not regularly or adequately served by the commercial press.

Production/Distribution

(U) VNNN is a one-page weekly newspaper, 10-1/2 inches by 16 inches, printed on both sides. Type-setting and page composition is done at the Government of Vietnam's (GVN) printing plant. Six hundred and twenty thousand copies are printed each week; half of each issue is printed at the JUSPAO II printing facility and the remaining half (formerly produced by the 4th Psyop Group) is now printed by MOI.

(U) Lead time for acceptance of copy is one week. VNNN is distributed by JUSPAO down to province level where the Vietnamese Information Service (VIS) takes over delivery.
Policy/Content

(U) JUSPAO and MOI share responsibility for editing VNNN. The content of each issue is approved by a JUSPAO-MOI panel.

(U) The designated theme of this one-page newspaper is Pacification and Development (P&D) "Special Programs". Drawing on the GVN P&D Council for material, much attention is allocated to publicizing the activities and accomplishments of pacification efforts in order to insure that the rural population is aware of GVN progress. A further aim is to develop a sense of national cohesiveness among people who have previously had limited opportunity to be informed about events outside of their own immediate area and hence, little cause to identify with them.

(U) Any given edition of VNNN contains articles and photographs that reflect its expressed policy of playing up completed or current activities as opposed to stressing concepts or future plans. A recent issue (appearing in June), developed during the height of US/GVN pushes into Cambodia, carried a lead article on RVN's support of Cambodia's anti-Communist struggle plus coverage of US/ARVN operations and the opening of the RVN embassy in Phnom Penh. Photos were featured of a senior Viet Cong (VC) rallier yielded by the Cambodian incursion and of Vietnamese refugees evacuated from Cambodia and now being settled and cared for within RVN. Other articles in this issue treated school construction, a Korean-Vietnamese economic/technical agreement, vocational training, land reform, agricultural development bank loans, and the effectiveness of a recent Chieu Hoi Campaign.

Staffing

(U) During 1968 the editor of VNNN was a JUSPAO employee. From January 1969, JUSPAO and MOI each supplied a co-editor; MOI also provided one or two other staff members assigned on a part-time basis who work within JUSPAO. This participation on the part of MOI represented the initial step toward the eventual turn-over of full responsibility for VNNN to GVN, programmed for December of 1970.

(U) Several steps are slated to occur in the gradual assumption of control of VNNN by MOI; these include, in sequence:

1. Sole control of selection and preparation of copy.
2. Full control over policy, format and production.
3. Full responsibility for printing and distribution.
Previous Studies

(U) No previous rural surveys for VNNN could be located. An HSR questionnaire on selected JUSPAO publications was appended to a public opinion survey taken by the Center for Vietnamese Studies (CVS) in March 1970. It revealed that 3% of the sample of 600 Saigon-Cholon residents read VNNN. In light of the rural orientation and distribution of VNNN, however, the low level of awareness of its existence on the part of a metropolitan population is not undeserved nor unexpected. It is probable that VNNN's urban readers may include many of the displaced rural population now living in the city.

Survey

(U) Statistical results of the survey are shown in terms of audience registration, percentage of readership, readership characteristics, and reader preferences.

Audience Registration

(U) Of the sample of 680 rural villagers, 170 individuals (25%) reported being aware of the existence of VNNN. Of these 170 individuals:

44% knew about VNNN through hamlet level VIS
15% knew about VNNN through village level VIS
09% knew about VNNN through district level VIS
04% knew about VNNN through province level VIS
18% knew about VNNN through "friends or neighbors"
10% knew about VNNN through other sources

(U) "Awareness" of VNNN is not equivalent to "reading VNNN".

Readership

(U) Of the sample 75 individuals (11%) reported having read VNNN. Of these 75 individuals:
02% receive VNNN once a week
19% receive VNNN twice a month
45% receive VNNN once a month
18% receive VNNN every two months
16% receive VNNN every six months

66% "read well" (self-report)
34% "read a little"
00% cannot read

40% "understand most"
48% "understand half"
12% "understand almost none"

49% "articles are useful mostly"
50% "articles are useful sometimes"
01% "articles are generally not useful"

Readership Characteristics

65% are male
72% are married
62% are between ages 30 and 60

34% are farmers or unskilled laborers
21% are semi-skilled or skilled craftsmen
32% are merchants, technicians/"professionals", or military
13% miscellaneous

08% had 0 - 1 year of school
34% had 1 - 4 years of school
24% had 4 - 7 years of school
33% had 7 - 12 years of school
01% (no answer)

Preferences

(U) VNNN readers expressed a markedly high interest in articles on agrarian subjects with more than 20% preferring articles on crop farming and another 20% favoring articles on animal husbandry.

(U) Second choice among interesting articles or topics was general news stories that cover a broad range of local affairs.
Discussion of Survey Results

(U) In this section, the survey statistics are extrapolated to the general rural population of RVN.

Definition of Audience

(U) The designated audience for VNPN is the general rural population or "all rural villagers".

(U) If literacy is taken into consideration, a realistically defined audience would be "all rural villagers able to read with some degree of comprehension".

Percentage of Readership

(U) Eleven percent of the survey sample reported having read VNPN. Therefore, for an audience defined as "all rural villagers" the readership percentage is 11%.

(U) For an audience defined as "all rural villagers able to read with some degree of comprehension" the readership percentage is 22% (11% who read VNPN divided by 50% who read with any degree of comprehension).

Size of Audience in Absolute Numbers

(U) The June 1968 Annual Statistical Bulletin of the United States Agency for International Development (USAID) reports the total population of RVN in 1966 was slightly over 16,000,000. With customary adjustments for annual population growth, the 1970 population was estimated to be slightly more than 18,000,000. This figure agrees well with a JUSPAO-obtained figure calculated from the Hamlet Evaluation System for 1969 which when adjusted provides a 1970 figure of just over 18,000,000. Using the base figure of approximately 18,000,000, an upper limit of 12,800,000 was calculated for a population composed of "all rural villagers who are potential readers". With all unusual wartime factors taken into consideration, based on information available from concerned RVN ministries for such factors as death rates and refugee influx, a conservative adjusted minimum working figure of 10,000,000 "available and accessible rural villagers" was calculated; computations were made using both figures.
Size of Readership in Absolute Numbers

(U) Using the conservative figure of 10,000,000 for the number of rural villagers, with an 11% readership the reading audience for VNNN includes some 1,100,000 rural villagers. Assuming the existence of 12,800,000 rural villagers and 11% readership, the reading audience for VNNN comprises about 1,400,000 rural villagers.

Frequency of Reading

(U) The typical reader reads about one out of every four issues.

(U) If the conservative figure of 10,000,000 is used as a base, and an average of one out of every four issues, or thirteen issues of the news-sheet each year, is read by 11% of the audience, the two figures in combination indicate that 14,300,000 "readings" take place (1,100,000 individuals read VNNN 13 times). If the base figure of 12,800,000 is used, the number of "readings" would be 18,300,000.

(U) With an annual printing volume of 32,200,000 copies (620,000 x 52) and an annual rate of 14,300,000 "readings", it can be estimated that each individual copy of VNNN may be read by an average of .45 rural villagers (14,300,000 "readings" divided by 32,200,000 copies); stated another way, almost one of every two copies is read by one person. If the figure of 18,300,000 readings is used, the corresponding statistic would be .57; stated another way, approximately three out of every five copies are read by one person.

(U) A frequently-encountered estimate or rule of thumb for magazines is that each copy of such publications in RVN passes through about five sets of hands or is read by about five people. A corresponding figure for newspapers could not be located.

Analysis: Comparison of Viet-Nam Ngay Nay and the Commercial Press

(U) Publication of VNNN was begun early in 1968 after the Tet offensive had caused the curtailment or shutdown of many newspapers. To some extent VNNN was, and was intended to be, an interim substitute for commercial newspapers.
(U) As part of background information useful in providing perspective on VNNN's reception by its intended audience, some general information about the commercial press and other government-sponsored newspapers is presented here in terms of content and style, numbers of publications, circulation, and comparison with VNNN.

The Vietnamese Commercial Press

(U) The Vietnamese vernacular press is basically a Saigon press. For the most part, its interests and concerns are parochial or urban in scope with some exceptions as in the case of regional matters such as Southeast Asian affairs or major world events. News carried on the non-urban side of Vietnamese life and activities is sparse to non-existent. Vietnamese newspapers do not have bureaus and few employ stringers working for them outside of metropolitan Saigon. News of government programs pertinent to the provinces, such as the local impact of land reform, for example, reaches the readers of the Saigon press in the form of GVN press releases. As a rule, the press releases are printed with little change and give little evidence of any attempt at dynamic news reporting or analysis.

(U) In addition to Saigon and Southeast Asian oriented news stories and news-related features and articles, large portions of many newspapers are given over to short stories, serialized fiction, horoscopes, and other regularly featured non-news items that have extensive appeal and enjoy great popularity among readers of the vernacular press.

(U) The editorial and operating policies of the Saigon press run the full gamut from pro-government to anti-government and anti-U.S. policy in tone. It is difficult to tell whether the range and intensity of the latter stance -- avowed opposition to GVN and American policy -- is more likely to be increased or decreased by government confiscation of objectionable editions of dissident newspapers.

(U) In general, then, the Vietnamese newspapers reflect Saigon interests, are almost exclusively parochial and urban in content; represent varying degrees of political sentiment ranging from anti-government to pro-government stands; and rely upon sizeable quantities of non-factual, non-news material to attract and guarantee their readership.
(U) Readers who seek news on local affairs (i.e., the intra-province level) in certain regions can turn to the province newspapers which are budgeted and published by provincial governments in support of their own objectives. Twelve provinces currently produce their own semi-monthly newspapers or news-sheets; this number is substantially lower than it has been in the past due to recent cutbacks in funds. In most of those provinces producing their own newspapers the ratio per issue of the number of province newspapers compared with the number of VNNN is as high as four to one in favor of the local paper.

Number of Commercial Newspapers

(U) In recent years the commercial press has undergone a marked across-the-board rise in number of publications and size of circulation which surpasses even the previous peak during 1963-1964. This rise can be attributed, at least in part, to political ramifications of shifts in government policies that now result in loosening of government constraints as national stability increases. Previously, the effect of shifts in government policy seemed almost to have the effect of placing stop-and-go controls on the press. Despite fluctuations in the number of newspapers published from year to year, the demand and potential for circulation of newspapers has grown steadily.

(U) Although a total of fifty daily newspapers are now being published in Saigon (34 Vietnamese-language, 12 Chinese, 3 English, and 1 French) there are applications pending for permission to print twenty-six additional daily papers.

(U) The number of non-daily newspapers has increased significantly since early 1960's although the daily newspapers still dominate the Vietnamese press in a journalistic sense.

(U) Among the things which have led to the popularity of non-dailies is the fact that continuing censorship under war-time conditions imposes practical limitations that in some cases are more conducive to the publication of non-daily newspapers rather than to dailies; this is especially true for weeklies. Greater lead time in the preparation of copy allows more thorough scrutiny of the content and analysis of implications which might cause curtailment of production or stoppage by the government.
From a cost-effectiveness standpoint, it is obvious that only a fraction of the resources and logistical demands needed to get out a daily are required for publication of a newspaper that appears only once or twice a week. The importance of this point, because of the strained economic atmosphere in which all Vietnamese commercial undertakings operate, is made evident by the increase in the number of non-daily papers.

(U) However, it must be noted that, from a competitive standpoint, the non-daily compared to the daily newspapers suffers from a lack of timeliness or lag in reporting news events. There is no available way to develop a figure indicating the extent of this disadvantage but it is sure to be sizeable.

(U) The number of daily and non-daily newspapers published each year, from the start of 1963 to the end of 1968, is shown in Figure 1. The drop in number of publications that occurred at Tet is not obvious in Figure 1 because the organization of the original source data is such that only one point can be plotted on the graph for each year.

**Commercial Press Circulation**

(U) The licensing and regulatory practices imposed on newspapers by the government results in creation of records which provide reasonably accurate data on the numbers of various types of commercial publications appearing in Vietnam but circulation figures are very difficult to locate. Publishers often claim circulation rates that are so inflated as to be clearly well beyond their production capabilities. Until commercial press readership surveys are conducted, controlled as well as is possible under wartime conditions, it will continue to be necessary to accept the claimed circulation rates while applying a substantial discount for optimism. There are also cultural variations that may or may not be known; for instance, RVN's equivalent for the discarded newspaper which travels between tables all day long in an American cafeteria may be found at many of the Saigon mobile restaurants. A news-stand dealer may rent the same fifteen-piastre newspaper to half-a-dozen readers for a few piastres and then turn in that same copy at the end of the day to the publisher or distributor as unsold. Such practices known and unknown, in combination with the problems involved in making estimates for contested areas, create a situation in which circulation and readership for the commercial press is almost impossible to gauge with acceptable precision. However, figures for the circulation of daily and non-daily newspapers during the period beginning 1963 to the
FIGURE 1
NUMBER OF NEWSPAPERS AND PERIODICALS (1963-1968)

*Non-daily newspaper data incomplete for 1967.*
end of 1968 are shown in Figure 2; these figures are obtained from the Viet-Nam Statistical Yearbook published by the National Institute of Statistics. The dip in circulation that occurred at Tet is not obvious in Figure 2 because the organization of the original source data is such that only one point can be plotted on the graph for each year.

**VNNN Compared to the Commercial Press/Province Newspapers**

(U) The troubled situation which gave rise to the creation of VNNN has since greatly subsided and today VNNN in many respects can be considered to be in competition with the commercial press. This is true not only because publishers gradually resumed their activities as security increased in the urban areas, but also because the upward trend in number of newspapers published and amount of circulation that marked the period between 1965 and 1968 has been renewed.

(U) Some aspects of VNNN policy create differences between VNNN and other commercial and government-affiliated newspapers, whether weekly or daily, which may act to the disadvantage of VNNN. In limiting itself to reporting on GVN programs or events of inter-province or national significance, VNNN automatically excludes information on a whole range of topics that may be attractive to any reader whose interests range beyond GVN's self-reports on public happenings within Vietnam or happenings on the immediate Southeast Asian scene. Another practice that places VNNN at some competitive disadvantage is avoidance of non-news and fictional items such as horoscopes and serialized stories although the commercial press appears to find these devices useful to gain and hold readership. Also, VNNN, like all other weekly news publications, suffers from a lack of timeliness or lag in reporting current news events.

(U) Very probably two of its chief advantages are that it is distributed without charge and its contents may be regarded as authoritative because of government sponsorship, although the official character of VNNN precludes any accompanying dissenting comment or analysis which appeals to many newspaper readers.

(U) VNNN, in the twelve provinces where province newspapers are still produced, may have less utility or effect on the rural villager although it is unlikely that the literate hamlet dweller is ever too busy to read a one-page newspaper.
*Non-daily newspaper data incomplete for 1967.
(U) In brief summary, despite its growth and current ease of reaching country-wide distribution, the failure of the urban press to attend to coverage of local news -- particularly rural localized news -- supports the belief that some need for such a publication as VNNN continues to exist.
LONG ME READERSHIP SURVEY

(U) This section describes results of a readership survey and the developmental history of Long Me (Mother's Heart), a Vietnamese-language magazine published bi-monthly by the Joint United States Public Affairs Office (JUSPAO) and distributed free of charge to the general adult population of the Republic of Vietnam (RVN).

History

(U) This section of the report describes the developmental history of Long Me, a bi-monthly Vietnamese-language magazine devoted to the Chieu Hoi (Open Arms) program. Publication was begun shortly after the Tet offensive of March 1968.

Intended Audience

(U) The magazine is directed toward the general adult population of Vietnam with special additional emphasis on the civil and military leaders of GVN, the Armed Forces, and the population of contested areas.

Production/Distribution

(U) Long Me contains sixty-four 5" x 8-1/4" pages. There are six editions each year; 100,000 copies of each issue were printed until May 1969 when volume was increased to 200,000 where it stands today. Freeze date for acceptance of copy is nine weeks prior to printing which is done in Manila; the magazines are sent by sea to Saigon where they are packaged at JUSPAO Warehouse #1 for delivery throughout RVN.

(U) At the "rice-roots" level this magazine is ideally suited for hand distribution by RD teams and Armed Propaganda Teams (APT's) to the families with known VC affiliation or to families residing in contested areas.

Policy/Content

(U) Long me is designed to publicize and promote acceptance and support for the Chieu Hoi program among civilians and military personnel.
throughout the Republic. It is a dual venture of the Government of Viet­
nam's Ministry of Chieu Hoi and the JUSPAO Field Development Division (FDD) which mutually determine the contents of each issue.

(U) As Long Me's title (Mother's Heart) implies, familial ties as well as nationalistic spirit are paramount avenues for all types of Chieu Hoi exploitation. Much emphasis, therefore, is placed on inducing those who have relatives in the ranks of the Viet Cong to urge those relatives to rally to GVN. The magazine also functions as a semi-official organ for Chieu Hoi cadre.

(U) The magazine employs varied forms of presentation including feature articles, poems, personal experiences, or short stories. A frequently-used theme and plot describes the VC who have become disenchanted, perhaps due to recognition of the deceits practiced by VC leaders or because of family concerns or pressures, and rally to the GVN side.

(U) A typical issue developed in March 1970 contained seventeen pieces and included nine articles, three speeches or interviews with government officials on the Chieu Hoi program, two short stories, a first-person account by a former NVA, a poem and a song. In terms of the content of this particular issue, it is significant to note that six selections (five feature articles and the first person essay) dealt with North Vietnamese affairs. Specifically, they treated working conditions and wages, religious and intellectual freedom, and forced migration in the North and the prosperity of North Vietnamese refugees in the South. These articles, while not intended to reach a Northern audience, could contribute to the prestige and sophistication of subsequent appeals to the NVA by the officials who read Long Me.

(U) A preference on the part of village readers of Long Me is indicated by the consistent interest reported for those contributions whose themes center on or utilize a rural-agrarian setting. Feature articles, stories and poems reflecting aspects of farm life are particularly favored by the majority of Long Me readers.

Staffing

(U) Ralliers (Hoi Chanh) working on a full-time basis write most of the material for each issue, using information available to them at the Chieu Hoi Ministry. Many articles are solicited by a roving editor who visits Chieu Hoi centers and villages. A Vietnamese panel, at the Ministry of Chieu Hoi, evaluates the potential effectiveness and appropriateness of each article.
Previous Studies

(U) There are no known previous surveys of Long Me.

Survey

(U) Statistical results are shown in terms of percentage of readership, audience registration, readership characteristics, and reader preferences.

Readership

(U) Of the rural sample, 125 individuals (19%) reported having read Long Me or having it read to them. Of these 125 individuals:

- 62% receive Long Me every two months
- 38% receive Long Me every six months
- 58% "read well" (self-report)
- 41% "read a little"
- 01% cannot read
- 48% "understand most"
- 34% "understand half"
- 18% "understand almost none"
- 51% "articles are useful mostly"
- 37% "articles are useful sometimes"
- 12% "articles are generally not useful"

(U) Of the urban sample, 21 individuals (4%) reported having read Long Me or having it read to them. Of these 21 individuals:

- 25% have Long Me regularly available
- 75% find Long Me useful

Audience Registration

(U) Within the rural sample of 680 individuals, among those aware of the existence of Long Me:

- 27% knew about Long Me through hamlet level VIS
- 24% knew about Long Me through village level VIS
- 09% knew about Long Me through district level VIS
- 07% knew about Long Me through province level VIS
- 25% knew about Long Me through "friends or neighbors"
- 08% knew about Long Me through other sources
Readership Characteristics

(U) Of the rural readers of Long Me:

- 63% are farmers or laborers
- 72% are male
- 82% are married
- 69% are between ages 30 and 60

- 09% had 0 - 1 year of school
- 41% had 1 - 4 years of school
- 26% had 4 - 7 years of school
- 21% had 7 - 12 years of school
- 03% (no answer)

(U) Urban readers of Long Me were within a sample of businessmen, workers, military, civil servants or office workers, 25% of whom reported 10-12 years of school.

Preference

(U) More than 50% of Long Me readers in rural areas expressed a preference for content related to agrarian life. Articles, stories, poems, etc., suggestive of the countryside and farming hold greatest appeal.

Discussion of Survey Results

(U) In this section, the survey statistics are extrapolated to the general adult population of RVN.

Definition of Audience

(U) The designated audience for Long Me is the general adult population.

(U) If literacy is taken into consideration, a realistically defined audience would be "adults able to read with some degree of comprehension."

Percentage of Readership

(U) Nineteen percent of the rural survey sample reported having read Long Me. Therefore, for a rural audience defined as "general adult" the readership percentage is 19%. 
(U) Four percent of the urban survey sample reported having read Long Me. Therefore, for an urban audience defined as "general adult" the readership percentage is 4%.

(U) For an audience defined as "adults able to read with some degree of comprehension" the readership percentage is 38% in rural areas and 8% in urban areas. (Long Me readership divided by 50% who read with any degree of comprehension.)

Size of Audience in Absolute Numbers

(U) Estimates of the population of RVN in 1966 issued by the Office of Joint Economic Affairs (USAID) and the National Institute of Statistics placed the figure at some 16,000,000 individuals. Using that baseline figure and employing appropriate adjustments for usual vital statistical factors and for unusual wartime factors, a conservative estimate of the potential "nationwide general adult population" in 1970 was calculated to be approximately 12,000,000 "available and accessible adults."

Size of Readership in Absolute Numbers

(U) By simple generalization from the rural and urban survey results, assuming the existence of 10,000,000 adults and 19% readership in rural areas and of 2,000,000 and 4% readership in urban areas, the reading audience for Long Me comprises about 2,000,000 adults; this represents about 17% nationwide.

Frequency of Reading

(U) The typical reader reads about two out of every three issues. An average of two out of every three issues, or four issues of the magazine each year, is read by 17% of the nationwide general adult population. The two figures in combination indicate that 8,000,000 "readings" take place (2,000,000 individuals read Long Me 4 times) in one year.

(U) With an annual printing volume of 1,200,000 copies (200,000 x 6) and an annual rate of 8,000,000 "readings", it can be estimated that each individual copy of Long Me may be read by an average of 6-7 adults (8,000,000 "readings" divided by 1,200,000 copies); stated another way, on the average every copy is read six or seven times.
A frequently-encountered estimate or rule of thumb for magazines is that each copy of such publications in RVN passes through about five sets of hands or is read by about five people. The survey-derived rate of six to seven readers per copy may represent an indication that the magazine is especially useful or interesting to its readers.
THE-GIOI TU-DO READERSHIP SURVEY

(U) This section describes the developmental history and results of a readership survey of The-Gioi Tu-Do (Free World), a Vietnamese-language magazine distributed monthly by the Joint United States Public Affairs Office (JUSPAO) free of charge to the general adult population of the Republic of Vietnam (RVN).

History

(U) The Vietnamese-language magazine, The-Gioi Tu-Do, is published monthly by JUSPAO and distributed free of charge within RVN. It is an adaptation of the internationally distributed magazine, Horizons, which is now in its 19th year of publication by the U.S. Information Service. Since Horizons' first appearance, a Vietnamese language version has been distributed.

Intended Audience

(U) The-Gioi Tu-Do is designed to appeal to the better-educated portion of the South Vietnamese population such as government officials, university faculty members and students, professional men, and business, labor, and religious leaders.

Production/Distribution

(U) The-Gioi Tu-Do is composed of forty-eight 8" x 10-1/2" pages. Copy can be accepted as late as 9 to 10 weeks before printing. One hundred fifty-five thousand (155,000) copies are printed in Manila each month, sent by military ship to Saigon, and packaged at JUSPAO Warehouse #1 for distribution throughout RVN.

Policy/Content

(U) The magazine is designed with two main objectives in mind: enhance the image of the government among the people of South Vietnam and develop or increase a feeling of identification of RVN with other free Asian nations. Both of these goals are encompassed in the publication's explicit official theme of nation building.
(U) By policy, twenty to twenty-five percent of the content of the international English language version -- Horizons -- is deleted and replaced by four or five articles developed locally for Vietnam. The Field Development Division of JUSPAO controls the selection and content of the substituted articles which are produced by both The-Gioi Tu-Do staff members and outside contributors.

(U) The locally generated articles treat various aspects of Vietnamese life and public affairs. A recent edition typifies the general content of an issue of The-Gioi Tu-Do. It contained in addition to pieces on Japan, Korea, Thailand, Laos, Indonesia, Burma, and the Philippines, contributions on the new American role in Asia, computer teaching, and moon exploration. The three articles on Vietnam (out of a total of fourteen) in this particular edition centered on student art exhibits at the VAA, the Vietnamese policewoman, and the motion picture industry in RVN.

(U) Looking to the future, sponsorship and final control of content will remain with the United States Information Service (as is universally true for other local adaptations of Horizons) when responsibility for other current JUSPAO publications is transferred to GVN. The substituted articles will continue to be created by the present Vietnamese staff. Circulation may be reduced by half and responsibility for distribution in RVN assumed by Cultural Affairs personnel.

Staffing

(U) While Horizons is edited in Manila, a local editor and clerical staff support the Vietnamese edition. Articles are often fielded to a group of a half-dozen freelance writers or solicited from the Vietnamese Feature Service, but many originate from the desk of the Vietnamese editor of The-Gioi Tu-Do.

Previous Studies

(U) In May 1966 the Center for Vietnamese Studies (CVS) conducted a survey of a randomly selected sample of 504 college students in Saigon. One of the purposes of the study was to determine where students get their information. It was found that 50% of the students read The-Gioi Tu-Do "sometimes", 20% read it "regularly" (every issue or almost every issue), and 30% "don't read it". Forty-four percent rated it "somewhat reliable", 19% "very reliable", 4% "not reliable", 3% did not know, and 30% did not read the magazine.
Another survey, carried out by the Center for Vietnamese Studies, of 466 students who had studied in the United States (either at the high school or college level) found that 35% read The-Gioi Tu-Do "regularly", 50% read it "sometimes", and 15% do not read it.

Survey

Statistical results of the survey are shown in terms of audience registration, readership, readership characteristics and reader preferences.

Audience Registration

Approximately 40% of the general adult sample reported being aware of the existence of The-Gioi Tu-Do. When divided into rural and urban inhabitants, the percentage of "awareness" of The-Gioi Tu-Do for rural areas is 42% and 33% for urban dwellers. This particular statistic for urban dwellers may be somewhat understated because of limitations in survey procedures.

"Awareness" of The-Gioi Tu-Do is not equivalent to "reading" The-Gioi Tu-Do.

Readership

Approximately 29% of the general adult sample reported having read The-Gioi Tu-Do (or having had The-Gioi Tu-Do read to them) on at least one occasion. The readership percentage for rural areas is 28% and 33% for urban areas.

The-Gioi Tu-Do was reported to be regularly available by approximately 19% of the total sample. Operationally, this should be interpreted to imply some means of regular access to each month's issue; it does not mean personal receipt and retention of a copy of each issue each month.

Among rural readers of The-Gioi Tu-Do more than 80% reported understanding at least half of what they read. Ninety percent of the rural readers judged some articles to be "useful" which, in this context, is interpreted to mean "informative". Twenty-four percent of the urban readers found the content of The-Gioi Tu-Do to be interesting, and 20% judged it to be useful or "informative".
Readership Characteristics

(U) For the general adult sample, 65% of the readers of The-Gioi Tu-Do are male, 74% are married, and 65% are thirty-one years of age or older. The rural-urban division is as follows:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>66%</td>
<td>61%</td>
</tr>
<tr>
<td>Married</td>
<td>76%</td>
<td>62%</td>
</tr>
<tr>
<td>31 or over</td>
<td>67%</td>
<td>57%</td>
</tr>
</tbody>
</table>

(U) The average level of education reported by The-Gioi Tu-Do readers in the general adult sample represents about five years of schooling. The rural-urban division is as follows:

<table>
<thead>
<tr>
<th>Years of Schooling</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 5</td>
<td>70%</td>
<td>25%</td>
</tr>
<tr>
<td>6 - up</td>
<td>30%</td>
<td>75%*</td>
</tr>
</tbody>
</table>

*14% report "some college"

(U) Within the general adult sample, agricultural occupations (22%) and skilled occupations or crafts (16%) have the largest representation. Among urban readers 25% are in government or private employment while the categories of student, military, and commerce/industry/trade each account for between 10% and 12% of readership. Among rural readers, 27% are in agriculture, 20% in various skilled occupations (crafts), 14% are in commerce or trade, and 10% are in the technical/"professional" category.

(U) It is considered especially significant that 14% of the urban readers report at least "some college" for level of education.

Preference

(U) Overall, articles related to agrarian subjects and commercial development were judged to be of most interest.
Discussion of Survey Results

(U) In this section the survey statistics are extrapolated to the general adult population of RVN.

Definition of Audience

(U) The intended audience for The-Gioi Tu-Do is defined as "all elements of literate upper levels of the Vietnamese population: Government officials; university faculty and students; military officers and cadres; professionals; business people and shopkeepers; labor leaders, religious leaders, et al".

(U) When JUSPAO sources were not able to provide statistics or perspective on estimates of the size of the intended audience, an effort was made to obtain estimates of the size of each sub-category. In the course of this effort it became clear that the impression of precision which may be inferred from the seemingly comprehensive enumeration of categories or sub-groups that compose the intended audience is extremely misleading for three major reasons. The one-or-two-word names of sub-categories such as "business people" within the total intended audience are gross but are not further delineated although there are many levels, types, and varieties of "businesses" and "business people". Reference works are not available to provide recent counts of sub-categories and results of attempts to obtain verbal estimates of occupation-defined groups from informed sources were found to vary greatly. Lastly, the extent of overlap among categories allows a single individual to be included in many sub-categories; for instance, a "professional" might be a government official, and a member of a university faculty, and an administrative official in the provinces, and an owner or employee of a business, and a member of the "literate upper level". There is no methodical and systematic procedure available to identify and eliminate such duplications of representation.

(U) After exhausting the sources available as bases for estimates and using subjective logic or estimates to adjust for duplications, the resulting figure for the better-educated adult population who meet the additional restrictive qualifications relating mainly to occupation and who constitute the intended audience was estimated to be between 250,000 and 350,000 depending on the degree of conservatism used in dealing with the various estimates to be pooled.

(U) The arrangements and agreements made by JUSPAO to make it possible to conduct the surveys for evaluation of JUSPAO publications involved use of different resources -- each external to JUSPAO -- each using different
survey procedures and methods for data collection. Since none of these resources were under the direct control of JUSPAO, and since their execution of HSR-designed surveys for JUSPAO was a courtesy extended at no cost to JUSPAO, it was necessary to work within the limitations created by the need to conform to their already-existing survey formats and sampling procedures.

(U) In summary, the time, manpower, resources, and wartime constraints within which the overall evaluation of several JUSPAO publications had to be conducted, did not permit the kind of lengthy research and analysis that would have been necessary to develop counts of the specific sub-classes of the intended audience and to design and execute an additional survey. The necessary solution was to survey a larger audience that would contain within itself a useful representation of the specific sub-classes of the total population for which The-Gioi Tu-Do is intended.

**Percentage of Readership**

(U) Twenty-nine percent of the total sample reported having read The-Gioi Tu-Do. Therefore, for an audience defined as "general adult" the readership percentage is 29%.

(U) For an audience defined as "adults able to read with some degree of comprehension" the readership percentage is 53%. (The-Gioi Tu-Do readership divided by 55% who read with some degree of comprehension.)

**Size of Audience in Absolute Numbers**

(U) Estimates of the population of RVN in 1967 issued by the Office of Joint Economic Affairs (USAID) and the National Institute of Statistics placed the figure at some 16,000,000 individuals. Using that baseline figure and applying all appropriate adjustments, 12,000,000 is a reasonable working figure for a national audience defined as the "general adult population".

**Size of Readership in Absolute Numbers**

(U) By simple generalization from the rural and urban survey results, assuming the existence of 12,000,000 adults and 29% readership, the reading audience for The-Gioi Tu-Do comprises 3,480,000.
Frequency of Reading

(U) The typical reader on the average reads slightly more than two out of every five issues.

(U) During the year some 1,860,000 copies of The-Gioi Tu-Do are distributed (155,000 monthly x 12). An average of about five out of twelve issues, or five issues of the magazine each year, is read by 3,480,000 adults. These two figures in combination indicate that 17,400,000 "readings" take place (3,480,000 individuals read The-Gioi Tu-Do five times).

(U) With an annual printing volume of 1,860,000 copies and an annual rate of 17,400,000 "readings", it can be estimated that each individual copy of The-Gioi Tu-Do may be read on the average by about nine persons (17,400,000 "readings" divided by 1,860,000 copies).

(U) A frequently-encountered estimate or rule of thumb for magazines is that each copy of such publications in RVN passes through about five sets of hands or is read by about five people. The survey-derived rate of 9.3 may suggest that The-Gioi Tu-Do has greater pulling power within a broader population base than other JUSPAO publications.
Conclusions

(U) For convenience of the executive reader, the conclusions for all four surveys are presented here rather than at the end of each separate report.

(U) Huong Que. Because of the highly positive attitudes reported toward the content of Huong Que and the extent of audience penetration, the magazine must be judged to be highly successful in gaining interest and acceptance among the Vietnamese rural population. Treatment of the question of the degree to which the magazine achieves its two main objectives -- stimulation of social and economic development, and promotion of a feeling of unity or nationhood -- was not possible within the limitations of this research effort. It is obvious by inference, however, that if the sense of the articles truly relates to the stated objectives and if the articles are effectively composed, the impact on the accepting and interested audience must be positive. There is no evidence in the survey results that is negative for this inference.

(U) Viet-Nam Ngay Nay. Viet-Nam Ngay Nay has achieved a respectable readership in view of the number of other publications that have some degree of overlap with VNNN in news coverage and audience and in spite of its self-imposed restrictions on type and variety of content. It was not within the scope of this task to consider cost-effectiveness; however, with that reservation understood, it should be noted that even if the statistics quoted here are taken on a 50% plus-or-minus basis, the figures say that this is a means for GVN to get out the news that it wants the rural population to have. If "carrying news and information on local and national GVN activities to the general rural population" is an adequate description of the intended function and audience for this news-sheet, then VNNN does appear to be serving the purpose for which it was created.

(U) Long Me. Long Me has gained a degree of acceptance among the rural population that contrasts with that in the urban population. Long Me readers report highly positive attitudes toward the magazine but the small number of urban readers, together with the low factor of availability (only 25% reported it "regularly available") may suggest special urban distribution requirements if a larger urban readership is desired.

(U) In view of the comparatively low printing volume (1,200,000 copies yearly), the infrequent distribution which is not helpful in creating and maintaining a hold on a "habituated" audience (once every two months), the relatively specialized content, the somewhat different sub-groups
within the total intended audience, and the several somewhat different although complementary objectives, Long Me appears to have achieved a useful level of acceptance and readership. The magazine does achieve its four main objectives -- support of the civil bureaucracy and armed forces for the Chieu Hoi program, national popular support of the program, motivation of families to proselytize VC relatives, and function as a house organ for the Chieu Hoi cadre in that it does reach its audience. Whether it has the desired impact on its readers can be determined directly only by a detailed and comprehensive effectiveness study which was not within the scope of this research effort.

(U) The-Gioi Tu-Do. Based on analysis of the samples' educational and occupational distribution, The-Gioi Tu-Do appears to have reached a gratifying percentage of its intended audience. Additionally, it appears to be of interest to a much more broadly-conceived audience. The liberal use of pictures in color and the diversity of topics treated contribute much to the magazine's appeal. Evaluation of the extent to which the magazine achieves its two main objectives -- enhancement of the GVN image within RVN and development of a feeling of identification of RVN with other free Asian nations -- was not within the scope of this research effort.
<table>
<thead>
<tr>
<th>MONTH</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TASK 5**

**PUBLICATION EVALUATION**

**MAN-MONTH ALLOCATION CHART**

**CHART 12**
UNCLASSIFIED

TASK 5: WORKFLOW CHART

CHART 13

- Complete survey of materials (2)
- Complete review of results of previous studies (3)
- Complete multi-characteristic description of each product (4)
- Identify distinctive geographic areas/audience (5)
- Complete design questionnaire (7)
- Translate/Back-Translate (8)
- Bilingual analysis questionnaire (9)
- Produce questionnaire (10)
- Condio survey (11)
- Select areas for machine processing of results (12)
- Arrange for machine processing of results (12)
- Tabulate closed-end data (14)
- Summarize closed-end data (15)
- Analyze results (18)
- Issue summary report (19)
- Translate free-response data (13)
- Summarize free-response data (17)
PAG TASK 6

FILM EVALUATION PROCESS
Problem

(U) JUSPAO requested that HSR develop a procedure for evaluation of JUSPAO films in the field. The PAG Task Statement:

Task 6, Priority 4: In order to improve effectiveness of JUSPAO products directly related to political aspects of the war, which are targeted to South Vietnamese audiences, conduct the following research studies:

Develop a means to field-test the extent to which a given film meets the objectives for which it was designed.

Develop a means of exploring audience comprehension of and reaction to specific films.

Background

(U) A general plan for the procedure was needed for discussion among relevant JUSPAO offices by 15 April. One or two sample evaluation reports, on films selected by JUSPAO, were desired by 1 July. However, tentative task statements were received 26 March, approved for action in final form 13 April, and submitted to HSR for evaluation and preparation of task research plans on 15 April.

(U) Informal assistance and consultation on evaluation of radio and TV programs was provided over a 6 - 7 week period to the Evaluation Section of the Office of Policy, Plans and Research (OPPR). Evaluation of the kind desired is impossible without precise delineation of the intended message or objectives of the communications product being evaluated. The need for firm detailed statements of objectives for each item to be evaluated was emphasized strongly all during the 6 - 7 week period. During that time no objectives were obtained by the Evaluation Section. Later follow-up indicated that they still had not
PAG TASK 6

FILM EVALUATION PROCESS

Summary and Introduction

(U) JUSPAO requested development of film evaluation procedures.

(U) These procedures were desired in an effort to improve the effectiveness of JUSPAO products targeted to South Vietnamese audiences.

(U) A four-phase study was designed to provide tested instruments and procedures for continuing use by US and GVN agencies. These would (1) specify information required of the evaluation process; (2) develop evaluation instruments and procedures; (3) test and assess the instruments; (4) document procedures and instructions for their use.

(U) The PAG asked that this task be held in abeyance while more urgent research needs were filled. It was not undertaken later.

(U) The plan to develop the procedures is reported here.
been made explicit. If the same situation exists for films, there is little possibility of using the desired evaluation procedure in any valid way, although an evaluation procedure could be developed if sufficient time and manpower can be allowed.

(U) A film evaluation procedure usable with JUSPAO films, and later with GVN films, was desired with the stipulation that it be of a nature that would allow a properly trained JUSPAO employee or contractor to use it for a regular series of film evaluations in the future.

**HSR Research Approach**

(U) The research plan for JUSPAO's fourth priority research need was designed to provide tested instruments and procedures for continuing use by US and GVN agencies. It consists of four phases. In the first phase, a requirements analysis will permit specification of the information required of the evaluation process, based upon JUSPAO management's objectives in use of film evaluation procedures. In the second phase, evaluation instruments and procedures for their use will be developed. In the third phase, these instruments will be tested and assessed. The fourth phase covers preparation of the report furnishing the procedures developed and instructions for their use.

(U) A flow diagram showing relationship of phases and research steps within phases is attached.

**Research Plan**

(U) Steps in the research plan flow through all four studies.

**Study 1**

1. Obtain from JUSPAO a list of management personnel responsible for:
   a. Initiating requests for film evaluations.
   b. Using results of film evaluations.
   c. Decision on selection of filmscripts.
   d. Decision on production of films.
   e. Definition of and decision on the objectives intended to be served by specific films.
   f. Scheduling the showing of films and selecting locations for showing
   g. Distribution of films for use by others.
2. Interview all available individuals listed as result of Step 1.

3. Based on information gained in Steps 1 and 2, judge the extent to which (a) objectives can be defined and (b) accomplishment of objectives can be measured.

4. Obtain from individuals interviewed in Step 2, listed objectives of a representative sample of film products which are to serve for study purposes.

5. If results of Steps 3 and 4 are positive, establish management information requirements based on management’s objectives in use of a film evaluation procedure.

6. Review information requirements with individuals listed in 1-a and 1-b.

Study 2

7. Monitor showing of films from Step 4, at different locations to different types of audiences for different objectives to obtain perspective on audience size, behavior, availability, etc.

8. Determine requirements for clearances, permits, coordination with local officials, etc.

9. Arrange for designation of appropriate JUSPAO individual to make all arrangements identified as necessary in Step 8.

10. Design and develop data-collection instruments and procedures that meet requirements established in Step 5.

11. Prepare instructions for use of the data-collection instruments and procedures.

12. Translate data-collection materials and instructions on use of materials and procedures.

14. Prepare final masters and have data-collection materials printed at JUSPAO II.

**Study 3**

15. Through central responsible individual designated in Step 9, select one or more appropriate showings or arrange for special showings designed for test purposes.

16. Use data-collection instruments and procedures to collect data at showings arranged in Step 15.

17. Tabulate and summarize data from close-end questions.

18. Translate narrative free-response answers and group responses by question.

19. Tabulate, analyze to establish categories for grouping, and summarize answers to narrative free-response questions.

20. Prepare specific film evaluation report, following procedure developed.

21. Analyze results of total study.

22. Prepare brief report of the total study.

**Study 4**

23. Prepare a manual for film evaluation procedures including questionnaire administration, sampling considerations, data summarization, and analysis and reporting procedures.

24. Consult with/train JUSPAO and MOI US or GVN personnel on use of film evaluation procedures.


(U) Chart 14 shows the schedule for this task, with effort beginning in May.
(U) **Staffing.** An unusual number of the necessary activities depend entirely upon the timely availability and productive cooperation of many other individuals who have pressing responsibilities of their own and upon timely occurrence of, or ability to exert some control over, events such as showings of specific films. Also, few of the required steps can be done concurrently since they are sequentially dependent on each preceding step. The time frame for execution of this task is considerably in excess of that implied in the proposed task statement.

(U) This task requires one HSR Research Scientist for eight man-months spread over twelve calendar months. Intermittent participation by an HSR Senior Research Scientist will be required.
<table>
<thead>
<tr>
<th>Study</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Requirements Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedure Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedure Test &amp; Evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedure Documentation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TASK 6**

**FILM EVALUATION PROCESS**

**MAN-MONTH ALLOCATION CHART**

**CHART 14**