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U.S. Viet Radio**Propaganda
War Heats Up****Saigon**

Operating mostly through the Voice of America, the United States has sharply increased its propaganda efforts in North Vietnam since the Communist offensive began on Easter weekend.

Sources in the U.S. information agency's information service in Saigon said the decision to match the bombing of the North with a corresponding boost in verbal appeals was made in Washington at the beginning of the North Vietnamese campaign.

The Voice of America has increased its Vietnamese-language broadcast time from five to 18 hours a day. Although the same programs are broadcast to both South and North Vietnam, their emphasis has been changed to make them appeal more particularly to residents of the North.

The key to attracting an audience is a daily listing of North Vietnamese prisoners of war held by the South, made available by the Political Warfare Administration in Saigon.

MESSAGE

The basic message is that the North Vietnamese have guessed wrong about the ability of South Vietnam to defend itself and the extent of the American commitment, and that life is more rewarding in the South for those willing to try it.

In addition, American sources here said, leaflets proclaiming President Nixon's intention to keep bombing the North until the offensive ends are being dropped over North Vietnam from airplanes.

The leaflets are prepared and printed on Okinawa, according to U.S. Information Service officials, but are part of a coordinated effort and their contents are cleared with American officials in Saigon before they are dropped.

The VOA's Vietnamese-language programs are prepared in Washington, incorporating material compiled here by VOA editors and reporters. The programs can be clearly heard throughout Vietnam on any ordinary transistor radio that picks up standard-wave broadcasting.

TRANSMITTERS

A transmitter in the Philippines spreads its signal through most of South Vietnam, VOA technicians here said, and a transmitter in Hue is beamed toward North

Vietnam. Broadcasting is continuous from 3 p.m. to 9 a.m. Hanoi time.

In content, the programs are often similar to the output of Vietnam Press, the semi-official news agency of the Saigon government.

They emphasize news of defeats suffered by Hanoi's army, accounts of defections and disillusionment among North Vietnamese soldiers and political organizers, interviews with refugees about Communist cruelty and terrorism, and events showing that other nations support South Vietnam, in contrast to North Vietnam's supposed diplomatic isolation.

Such events, for example, as the visit of a foreign diplomat to distribute donations to refugees or orphans, or the dedication of some gift from another country are reported on the air.

LAND

Another recurring theme is that South Vietnam's development and prosperity continue despite the war. In this category are accounts of the distribution of parcels of land under the land reform law and the sale of a good rice crop.

The real message, expressed by a high-ranking USIS official here, is this: "You will continue to be bombed, your harbors will continue to be mined, until you agree to a cease-fire and release our prisoners. You have grossly misjudged the American position." In other words, he said, "we want them to realize what they're up against."

Whether any of it has any impact is admittedly hard to judge. The programs of the VOA and of the British Broadcasting Corp. are widely popular in South Vietnam, regarded as more accurate than the local press and often cited as authority by newspapers. But whether they are listened to in North Vietnam is hard to tell.

"You cannot stop people from listening to standard-wave radio," a VOA official said. "In the propaganda business, all you can be sure of is that you made the message available. It is a stone that should not have been left unturned."

In any case, he said, staff reductions at the VOA center here have been halted, and "the extended programming will go on as long as the invasion continues and bombing goes on and there is no progress in Paris."

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