

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

OMB
No. 43-R226
Approval Expires Oct. 31, 1981

Form OBD-68
(Rev 10-14-76)
Formerly DJ-307
for

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

1. Name of Registrant Marsteller Inc. d.b.a. Burson-Marsteller	2. Registration No. 2469
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Initial Statement
- Supplemental Statement for October 12, 1978-1982 Other purpose (specify) _____
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -
see attached

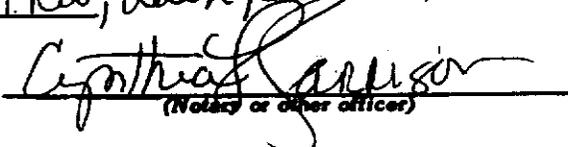
5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Expanded response to Items 11 and 12

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


Senior Vice President

Subscribed and sworn to before me at 1825 Eye St. NW, Wash, DC 20006
this 5th day of December, 1983 
(Notary or other officer)

My commission expires January 1, 1987

Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS
1800 M STREET, N.W., WASHINGTON D.C. 20036 • (202) 833-8550

November 10, 1978

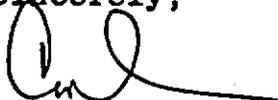
Mr. Arne E. Mark
President
ASEA Inc.
Four New King Street
White Plains, New York 10604

Dear Arne:

Enclosed is a report outlining our activities on the corporate brochure and the overall ASEA Inc. marketing program for the September 16 through October 15 time period.

If you have any questions or if I can provide any additional information, please let me know.

Sincerely,



Carl Levin
Vice President/Senior Consultant

CL/am

Enclosure

ASEA, INC.

Activities Report
August 16 - September 15, 1978

Brochure

- Prepared initial and revised drafts of corporate capabilities description; reviewed drafts with client.
- Prepared initial drafts of photo captions and reviewed with client.
- Working with printer, developed initial layout concept and reviewed with client.
- Sent and followed up letters requesting use of customer logos for cover.
- Met with client to review photo requirements and background information on products to be illustrated.
- Requested photos and updated customer/sales information for inclusion in brochure.

Marketing

- Met with client to discuss marketing strategy.
- Met separately with Hagglands for briefing on products and discussion of marketing strategy.
- Began preparation of support for ASEA, Inc. and Hagglands exhibits at American Mining Congress convention in Las Vegas.
- Met with Electrical World to discuss interest in future stories on ASEA.
- Transferred responsibilities and requested transfer of files from Bugli Company.

ASEA INC.
Activities Report
September 16 - October 15, 1978

Brochure

- . Continued preparation of product descriptions for photo captions;
- . Continued to locate and obtain appropriate product photos from Sweden, White Plains and specific customers;
- . Began work with printer on final brochure layout.

Marketing

- . Met with editors of Electrical World, Railway Age, Engineering & Mining Journal and Mining Equipment International to discuss future story ideas and, in the case of the latter two, to background editors on ASEA activities at American Mining Congress convention;
- . Preparation for and attendance at AMC convention in Las Vegas;
- . Prepared and distributed press releases on Iranian substation order, European induction furnace orders and DS-8RP digital process control system.

ASEA INC.

Activities Report
October 16 - November 15, 1978

Brochure

- Writing, editing and initial clearance of all brochure copy;
- Identification of pictures to be used; pictures requested from Sweden, White Plains and customers (American Electric Power and Los Angeles Department of Water & Power);
- Initial brochure layout completed; first review with White Plains management;
- Follow-up to requests for use of customer logos;

Marketing

- Attendance at Department of Energy briefing on nuclear waste management; synopsis of briefing and full report to White Plains and Sweden;
- Continuing contact with Electrical World editor on water-cooled thyristor valve story; story probably will appear in early 1979 after delays in late 1978;
- Follow-up to American Mining Congress show with editor of Mining Equipment International; She is interested in future mine transportation story; may use ASEA Journal article on satellite photography for mineral exploration as basis for future story;
- Follow-up to editorial meeting with Railway Age. Interested in Conrail testing of ASEA/EMD locomotive and Amtrak orders for northeast corridor. Conrail, EMD and ASEA all want to hold up on freight locomotive story. Amtrak story only after order for second 15 units is approved.

- Preparation and clearance of release on crane overload protection system;
- Discussions with Metalworking News on planned article concerning Quintus presses at Piper Aircraft and Lockheed-Georgia;
- Luncheon meeting with Bill Hayes of Electrical World (attended by Arne Mark and Carl Levin) to discuss future story opportunities. Hayes' trip to Sweden scheduled and then temporarily postponed.

Organization

- Developed, updated and expanded media list. Identified specific publications and contacts for each ASEA product group;
- Complete review of files and miscellaneous materials received from the Bugli Company;
- Full-day meeting with Fred Brewster to discuss past Bugli activities, future publicity opportunities and media contacts. Bugli files, photos, and background reviewed with Brewster;
- Initial review of ASEA Journal mailing list aimed at more productive use of the magazine.

ASEA, INC.

ACTIVITIES REPORT

November 16 to December 15, 1978

Brochure

- Worked with artist on revising layout to requirements of ASEA, Inc., department managers.
- Final approval of layout by ASEA management.
- Final editing and approval of copy by ASEA management.
- Bids obtained from printers.
- Additional logos sought and obtained to round out the number required for the brochure cover.
- Two trips to White Plains to review copy, layout, layout revisions, pictures, etc.

Marketing

- Four releases written and sent to the media after review and approval by appropriate ASEA department heads. Dates and topics of releases as follows:
 - November 21: "ASEA Wins BPA Order for World's Highest Rated 500 KV Reactors" (with picture).
 - November 27: "ASEA Introduces New Overload Protection System for Cranes" (with picture).
 - December 7: "ASEA Wins Far East Substation Orders Totalling \$11.5 Million" (with picture).

-- December 18: "ASEA Completes Successful Encapsulation of Nuclear Waste" (prepared and approved December 15 for release December 18).

- Follow-up media calls on releases issued, including five calls regarding crane overload protection system.
- Discussion with Washington Post editor on possible use of nuclear encapsulation story as part of a series on nuclear energy in developing countries.
- Meeting with Hans Larker to discuss background for nuclear waste encapsulation release and to discuss possible uses of the encapsulation technology by the U.S. government and U.S. research firms and utilities.
- Contact with editor of Nuclear News to discuss background on encapsulation story.
- Continuing discussions with Electrical World editor to assist in preparation of story on water-cooled thyristor valves at Sylmar.
- Initial research and discussions with ASEA management on future feature story opportunities focusing on pressductors and the Quintus press.
- Preliminary work with artist to design new ASEA, Inc., news release letterhead.

ASEA News

- Preliminary work with artist to redesign format and heading of ASEA News.

- Development of story ideas for January issue. Outline sent to White Plains for review by ASEA, Inc., management.

ASEA INC.

ACTIVITIES REPORT

December 16, 1978, to January 15, 1979

Brochure

- Printer selected on the basis of bids received the previous month.
- Copy set in type, proofread and corrected. Changes received from ASEA management also set, proofed and corrected.
- Mock-up of layout revised; type set into mock-up and approved by ASEA management.
- Final pictures received; copy and picture of Owens-Illinois paper machine sent to O-I for approval.

Marketing

- Press releases written and sent to media after review with ASEA department heads.
 - December 19: "Programable Digital Process Control System Developed by ASEA."
 - December 20: "Pig Iron Without Sintering or Coking Announced."
 - January 5: "Additional ASEA Mine Hoists for Chinese Coal Mines" (with picture).
- Follow-up media calls on releases issued, particularly crane overload protection system (issued in November) and the new pig iron process.

- Discussed U.S. advertising program with client.
- Detailed review of ASEA Inc. marketing plan to determine advertising plans and target publications.
- Prepared memorandum to Marsteller Inc. outlining ASEA's U.S. advertising objectives and strategy. Memorandum sent to client for review.

ASEA INC.

Activities Report

January 16 to February 15, 1979

Brochure

- Final text changes received after formal sign-off review with all departments in White Plains.
- Final proof of cover reviewed with and approved by Messrs. Mark and O'Hara.
- Corrections and changes sent to printer.

ASEA News

- Drafting of stories and headlines completed and sent to White Plains for approval.
- Revised stories received from White Plains and sent to typesetter.
- Pictures selected, captions written and approved.
- Worked with artist on typeface selection, general design and specific layout.

Marketing

- Press release written, approved and distributed on ASEA corporate financial results for 1978.
- Worked with editor of Production Magazine for future story on automated machining centers used by ASEA in Vasteras.
- Developed synopsis of pressductor feature story for future placement in metals trade publication.

- Background information on ASEA nuclear encapsulation process sent to Fortune editor as background for series in nuclear power.
- Press release and two photos prepared and distributed announcing ASEA participation in Washington, D.C., robot show and symposium.
- Press kit for robot show prepared, including release on new adaptive control features. Kit distributed at robot show press conference and at booth.
- Attendance at robot show, assistance in setting up interviews and photos of ASEA equipment. Extensive news coverage in Washington newspapers, local TV news shows and trade press. ASEA equipment prominently featured.

ASEA INC.

ACTIVITIES REPORT

February 16 to March 15, 1979

Brochure

- Final proof reviewed and approved by all departments in White Plains.
- Two minor corrections made by printer.
- Brochure copy printed, bound and sent to client.

ASEA News

- Final layout, pictures, typeface and copy approved by all departments in White Plains.
- Approved type and pictures sent to printer for minor corrections and printing.
- Work begun on selecting stories for spring issue.

Marketing

- Discussion of advertising plans with industrial and standard products departments.
- Insertion and production rates for advertising in various trade publications compiled and given to industrial and standard products department.
- Development of general advertising policy placed on back burner pending selection of advertising agency.

- Release on ASEA drive system for Australian newsprint mill edited, cleared and distributed to pulp and paper publications.
- Release on ASEA formation of new production company in Denmark edited and distributed to international business publications.
- Release on cable order from Iraq edited and distributed to electrical and electric utility publications.
- Release on order for district heating power plant in Sweden edited and distributed to electric utility publications.
- Release on \$46 million order from the iron and steel agency of the Soviet Union edited and distributed to metals publications.
- Release on the order for a paper machine control system from Kemi Oy in Finland edited and distributed to pulp and paper publications. Pulp and Paper magazine expresses interest in doing a major story on the order and the control system technology.

ASEA Inc.

Activities Report

March 16 to April 15, 1979

Corporate Brochure

- Copies mailed to all corporations whose logos were used on the cover.

ASEA News

- Printing of winter issue completed and sent out.
- Stories for spring issue selected and agreed to by ASEA.
- Initial drafts written for all stories except those on Hagglunds and ATS. The latter two stories were delayed pending availability of appropriate people to be interviewed.

Marketing

- Background information on Elred process from ASEA annual report sent to all metals publications and to technology writer at the New York Times. 33 Metal Processing indicates interest in a future feature story on Elred.
- Release on Curt Nicolin speech to Swedish-American Chamber of Commerce distributed to principal financial and major daily publications.

- Continuing work with Production Magazine on story about unmanned machining centers used by ASEA at Ludvika.
- Media research into possible interest in major feature story on pressductors. Several magazines in different industries express interest. Research for story continuing.

ASEA Inc.

Activities Report

April 16 to May 15, 1979

- Trip to Houston to interview Claes Spens, Mike Clifford and others for ASEA News story on Haggglunds. Incidentally, attended the Offshore Technology Conference to view the ASEA exhibit.
- Trip to Nashville to interview John O'Hara and other personnel for ASEA News story on ATS.
- Release and backgrounder on Itaipu HVDC transmission order edited and sent to utilities and electrical trade press as well as general business media.
- Initial work on an article for Energy Magazine on the economics of HVDC transmission. Article requested in conjunction with announcement of Itaipu order.
- ASEA News copy completed. Several pictures obtained but others still needed from Haggglunds and processing of photos taken on ATS trip.
- Several telexes to Martin Blake to obtain photo for Paper Trade Journal article on Kemi Oy order for production planning and control system. Response is too late to meet magazine's deadline.

ASEA INC.

Activities Report

May 16 to June 15, 1979

- ATS story for ASEA News completed and sent to John O'Hara.
- ATS and Haggglunds stories edited and finalized in accordance with O'Hara and Spens requests.
- Final ASEA News copy sent to White Plains. After approval, copy, layout and photographs sent to printer.
- Work continues on article for Energy Magazine on the economics of HVDC.
- Interviews for major pressductor feature story underway with customer interviews to follow. Placement in several trade publications anticipated.

ASEA INC.

Activities Report

June 16 to July 15, 1979

ASEA News

- Met with printer to proof copy and approve final layout.
- Extra copies ordered for special Hagglunds mailing.

Media Relations

- Pressductor^R feature story on hold awaiting meeting with Thelemarck.
- Energy Magazine story on the economics of HVDC nears completion with help from ASEA Canada.
- List of trade press editors proposed for October invitation to Sweden compiled and sent to Martin Blake.

Press Releases

- "ASEA Receives Major Quintus^R Press Orders from European Aerospace Companies," July 5. Effort to obtain picture of U.S. installation of a similar press is unsuccessful.
- "ASEA Receives Major Locomotive Order from Swedish State Railways," July 11. With picture of RC-4 and mention of Amtrak locomotives.

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ASEA INC.

Activities Report

July 16 to August 15, 1979

- Began identification and preparation of stories for next issue of ASEA News.

- Prepared and issued releases as follows:
 - August 3 -- "ASEA Hydraulic Retarders for Rail Freight Yards Help Improve Personal Safety, Reduce Noise, Damage," with picture to transportation editors.

 - August 15 -- "Additional ASEA Multiple-Unit Trains Ordered for Brisbane, Australia, Rail Electrification Project," to transportation editors.

 - August 15 -- "China, Iran Place Orders for ASEA Substation Equipment," to utilities and electrical editors.

- Followed up previous release on European orders for Quintus presses with editor of Hydraulics and Pneumatics.

- Pressductor feature article preparation on hold pending identification of customer contacts.

ASEA INC.

Activities Report

August 16 - September 15, 1979

- Set up meetings for Mssrs. Mark and Ewers with Urban Mass Transit Administration, House and Senate Mass Transportation Subcommittee staffs and American Public Transit Association.
- Accompanied Mssrs. Mark and Ewers to these meetings and wrote letter to Mr. Ewers summarizing the results of the meetings.
- Continued preparation of articles for ASEA News.
- Initial counseling on announcement of new relay facility.
- Search for in-house PR consultant.
- Continued liaison with Amtrak.

ASEA Inc.

Activities Report

September 16 to October 15, 1979

- Reviewed and edited initial draft of release on new relay facility. Prepared expanded press list for the release and coordinated photography to accompany the release. Coordinated release with Sweden.
- Continued preparation of ASEA News copy.
- Continued efforts to identify potential in-house PR coordinator. Recommended candidate to A. Mark.
- Issued release, "Additional ASEA Rectifiers Ordered for Bahrain Aluminum Smelter," and distributed to utility, electrical and metals publications.

June 5, 1979

The Honorable Robert McClory
U.S. House of Representatives
Washington, D.C. 20510

Dear Congressman McClory:

You may recall meeting Torsten Lindstrom, president of ASEA, in September, 1977, when you participated in their gala event at the Kennedy Center. I think you led the Washington Swedish Glee Club during the reception.

Because it occurs to me that you may remember him and his associates in ASEA's management, I am taking the liberty of calling to your attention a very perceptive article by him in the current issue of ASEA International. It deals with the problem of youth unemployment and its threat to national political and economic systems in the West.

Since so many of you in Congress have evidenced concern about this problem, I thought you might find the article of interest. If you also felt it worthy of calling to the attention of your colleagues, I am sure Mr. Lindstrom would be pleased to have it entered in the Congressional Record.

With all best wishes,

Sincerely,

Carl Levin
Vice President/Senior Consultant

CL/am
Enclosure

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June 5, 1979

The Honorable Orrin G. Hatch
U.S. Senate
Washington, D.C. 20515

Dear Senator Hatch:

I have noted with interest and appreciation the leadership which you are giving to the pressing problem of youth unemployment.

In this connection, coincident with reading your remarks in the Senate on May 14, I came across a very perceptive article on the subject of youth unemployment in the industrial countries of the West and the threat which this problem poses to our political and economic systems.

The article, which I enclose for your attention, was written in Sweden by Thorsten Lindstrom, president of ASEA, Sweden's leading manufacturer of electrical equipment, and appears in the current issue of the journal, ASEA International.

ASEA is a client of ours and I am authorized to state that if you feel that this article should be called to the attention of your colleagues, the company would be pleased to have it entered in the Congressional Record.

The company would also be pleased to host you and any of your colleagues who might visit Sweden to see how a company there is addressing the problem of youth training and employment.

With all best wishes,

Sincerely,

Carl Levin
Vice President/Senior Consultant

CL/am
Enclosure

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CONGRESS OF THE UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, D.C. 20515

November 7, 1979

Honorable Robert McClory
U.S. House of Representatives
Washington, D.C. 20515

Dear Bob:

Thank you for your kind note. I am most pleased that you felt Thorsten Lindstrom's remarks could be of interest to your colleagues. Your introductory remarks were most gracious and much appreciated.

I am, of course, sending tearsheets to Sweden and I am sure you will hear directly from Mr. Lindstrom.

Your friendship and interest in ASEA are greatly valued and always appreciated.

Sincerely,

Carl Levin
Vice President/Senior Consultant

CL/am

cc: A. Liljefors
T. Lindstrom
A. Mark

ROBERT McCLORY
13TH DISTRICT, ILLINOIS

ROOM 2489
RAYBURN HOUSE OFFICE BUILDING
(202) 225-3221

RANKING REPUBLICAN
JUDICIARY COMMITTEE

PERMANENT SELECT COMMITTEE
ON INTELLIGENCE

U.S. INTERPARLIAMENTARY
UNION DELEGATION

Congress of the United States
House of Representatives
Washington, D.C. 20515

November 6, 1979

DISTRICT OFFICES:
KANE COUNTY
MUNICIPAL BUILDING
180 DEWEY COURT
ELGIN, ILLINOIS 60120
(312) 697-5005
LAKE COUNTY
COUNTY BUILDING
18 N. COUNTY STREET
WAUKEGAN, ILLINOIS 60085
(312) 336-4554
MCHENRY COUNTY
56 N. WILLIAMS STREET
CRYSTAL LAKE, ILLINOIS 60014
(815) 458-3399

Mr. Carl Levin
Vice President/Senior Consultant
Burson-Marsteller
1800 M Street, N. W.
Washington, D. C. 20036

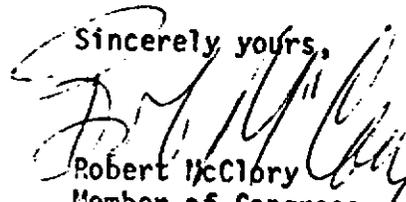
Dear Mr. ^vLevin:

I realize that your letter enclosing a copy of ASEA International magazine was sent to me many months ago. However, it has remained on my desk and I have just re-read Mr. Lindstrom's article and felt, indeed, that it should be called to the attention of my Colleagues in the Congress.

Accordingly, I made a Congressional Record insert and am pleased to attach several tearsheets which I hope you will find of interest.

Will you, in turn, please forward one of these tearsheets to Mr. Lindstrom for his information and as a further expression of appreciation for his company's sponsorship of the great gala concert just about two years ago.

Sincerely yours,


Robert McClory
Member of Congress

RMcC:lr

Enclosures

fact, largely approved by government regulators.

And, even in the 1979 investigation, DOE sources stress that in most cases it would be virtually impossible to prove deliberate violation of the highly complex rules by companies.

CITIES SERVICE ACCEPTS \$200 MILLION IN PENALTIES

(By Edward Roby)

Cities Service Co. has agreed to accept \$220 million in penalties, including rollbacks in heating oil prices, as part of a settlement of alleged price control violations, the Energy Department said yesterday.

The agency said the consent order signed by the Tulsa firm is the first comprehensive settlement its enforcement officials have obtained from any of the top 15 refiners.

On the basis of continuing department audits, the special counsel has issued 135 citations totalling about \$5.2 billion against the major oil companies for alleged price violations that occurred between August 1978 and October 1979.

The Cities Service settlement raised the amount of cash refunds wrested from the majors to \$370 million. Most of the alleged violations or discrepancies resulted from selling petroleum products above price control ceilings imposed in 1978.

Under the consent order, the firm agreed to roll back its wholesale heating oil and diesel fuel price by as much as 3 cents a gallon—a \$20 million cost reduction this heating season.

The company also agreed to set aside \$10 million to cover valid claims made by those who purchased its products during the period.

The settlement also requires the company to deduct \$132.4 million from deferred or "banked" gasoline charges that could have been applied to future sales, deduct \$16 million from banked propane costs and cancel banked costs on certain exempted products.

In a letter to Energy Secretary Charles Duncan, the company promised to boost its exploration and production budget by \$150 million in the next two years.

Paul Bloom, the agency's special counsel, said the settlement "stemmed from a desire by both parties to develop a remedy responsive to the national concern that sufficient supplies of heating oil be available this winter at reasonable prices."

The consent order, which included no admission that violations occurred, settled all disputes between the agency and the company except on the proper allocation category of oil from certain marginal wells. ☐

TORSTEN LINDSTROM'S SAGE ADVICE

HON. ROBERT McCLORY

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Friday, November 2, 1979

● **Mr. McCLORY.** Mr. Speaker, in connection with a gala concert at the Kennedy Center in September 1977, where the guest conductor was Ulf Bjorin of Sweden, I had occasion to meet an outstanding Swedish industrial leader and philanthropist, Torsten Lindstrom, who is president of ASEA, a Swedish multinational corporation.

Mr. Speaker, Torsten Lindstrom is a most thoughtful individual whose vision extends beyond the scope of his indus-

trial empire to include cultural and social concerns with which our Nation and our world are faced.

Mr. Speaker, in an issue of ASEA International magazine earlier this year, Mr. Lindstrom wrote a most perceptive article entitled, "Technology, Youth and Unemployment."

In this article, Mr. Lindstrom pointed out the opportunity for business leaders to reach out to the young people of today both in this country and in Western Europe, as well as throughout the world to encourage their involvement in our market enterprise system in which they may learn and benefit.

Mr. Speaker, in addition to Torsten Lindstrom's position as president and member of the board of directors of ASEA, he is a distinguished engineer, being a fellow of the Royal Swedish Academy of Engineering Sciences and member of the Swedish National Committee for World Energy Conference and many other technical and scientific societies.

Mr. Speaker, I am proud, indeed, to attach to these remarks Mr. Lindstrom's illuminating and thought-provoking article:

SAGE ADVICE

(By Torsten Lindstrom)

There are serious new dimensions to the continuing problem of unemployment in the industrialized countries of the world which should be receiving urgent attention from all corporate and social planners.

More threatening to existing political and market institutions than general unemployment, these new problems relate to growing unemployment among the youth, particularly in the West where they constitute a disproportionate percentage of the unemployed in many countries.

A U.S. Department of Labor report reveals that youth unemployment in 1978 was in the 13 to 16 percent range in the United States, France, Great Britain and probably Italy. Worse, teenage unemployment rates in these countries were in the 17 to 33 percent range. In the past Sweden has had, by far, the lowest jobless rate for persons under 25, 4.4 percent. But this is now changing and in 1977 unemployment increases were greater for youth in Sweden than for adults.

In human terms this translates into a growing army of disaffected youth, increasing social welfare costs and a labor force which is not being prepared to provide the work force of the future. More important, it is an army increasingly bent on jeopardizing existing public and private institutions. It is therefore a problem and a challenge which should be receiving thoughtful attention from politicians, educators and industrialists. For the effect may well be more serious than the cause.

Certainly many of these young people lack the elementary skills and knowledge that would enable them to enter the labor market at any but the most menial levels. To us in industry it is however more alarming that many of the unemployed young do not want to work in a market economy. They reject technology as a threat to society. They make common cause with social and political activists to fight technology on many fronts—in campaigns against the use of nuclear energy, in well-meaning but not always well-thought-out battles in the field of environmental protection, and in bitter attacks on the policies and practices of large industrial organizations.

The common denominator of this antagonism is a fear and distrust of modern tech-

nology and its impact on society, reinforced by an increasing dependence on governmental theorists who sometimes claim to have simple solutions to an extremely complex problem. One result is that industry is being penalized by governmental policies and edicts that restrict productivity and actually contribute to the unemployment and disaffection of young people.

We now have, in most of the industrialized countries, a vast subculture of youth—employed as well as unemployed—whose attitude toward working and organized industry is distinctly negative and whose members have been led to believe that technological progress is a threat to their hopes of enjoying a rewarding life.

It would be a mistake for industrial leaders to assume that resentment of the disciplines and practices of industry is limited to the so-called underprivileged or to minorities. Many young people who have been educated in leading colleges, universities and technical institutes—and who are gainfully employed in progressive companies—have questioned the industrial ethic.

The dimension of the problem cannot be minimized. The problem will not diminish. Instead, it is likely to become greater as industry demonstrates increasing capacity to produce more and more goods with fewer and fewer workers. The skeptical and disenchanting young person who confronts us today is likely to become an increasingly frustrated voter tomorrow, receptive to extremist proposals that threaten the always fragile stability of the modern social order.

News reports carrying figures on jobless youth competed with grim headlines announcing the displacement of more workers by robots, the closing of plants and the liquidation of entire companies, and new "social legislation" whose practical effect is to make it difficult for industry to expand its payrolls at a time when there is an urgent need for productive workers.

Technology has always been a handy scapegoat for those who are unwilling or unable to accept change and progress. In England, and in the early days of the Industrial Revolution, the Luddite workers wantonly destroyed new textile machines which they perceived as threats to their personal livelihood. When automatic telephone exchanges were first developed, it was widely feared that they would threaten the employment opportunities of unnumbered thousands of telephone operators. Ford's introduction of assembly line techniques for the mass production of automobiles—the forerunner of similar applications in virtually all of the modern industrial world—was accepted with reservations and widely criticized as inhumane.

We may, indeed, well imagine that our unknown ancestor who invented the wheel was stoned out of his tribe for unforgivable sin of developing a new technology.

In the light of our relatively brief experience—scarcely two centuries—since the Industrial Revolution became a major concern of human society, it would be difficult to argue that technology has been responsible for reducing the percentage of the human population for whom meaningful, productive work has been available.

Even today, in a period when unemployment is probably close to record highs in many countries, the "help wanted" advertisements of our daily newspapers bear silent witness to many new avenues of employment opened up by modern technology. Speak to the industrial personnel manager who is having problems filling his quota of jobs at all levels of skills and training. Speak to the householder who cannot locate a reliable craftsman to paint his living room, install new plumbing, or repair his automobile, television set or high-fidelity sound system. Both can testify that there is work to be done, and

plenty of employers willing to pay well to have that work performed.

UNDERSTANDING THE MARKET ENTERPRISE SYSTEM

The robot on the factory floor or the automated conveyor in a modern port terminal may eliminate youth's opportunities to obtain monotonous, back-breaking employment, but they have by no means reduced the amount of work that remains to be done in the world. Whatever the sins that may legitimately be attributed to it, modern technology cannot be blamed exclusively for making it more difficult for young people to obtain meaningful employment in some sectors of our complex industrial society.

Youth's distrust of technology is based in part on a lack of understanding of the choices involved in the operation of a "market enterprise" system. It is often accompanied by excessive idealization of alternative systems that are not responsive to market forces.

I deliberately avoid use of the conventional term, "free enterprise," because it wrongly implies that industrialists (or, if you will, capitalists) have unlimited freedom to operate without powerful external restraints.

Technology is an integral element of "market enterprise" because it provides the means of satisfying market demands for goods and services at prices the market is willing to pay. A company or country that disassociates itself from the pursuit of technological progress does so at considerable risk. It will lose its place in the market and, inevitably, its ability to create jobs for its youth.

No system of human organization can function effectively in the absence of incentives and rewards for participating in the system. Yet social policy in many countries, including Sweden, has tended to keep young people from becoming effective participants in a system based on modern technology. Legislation designed to promote job security and safety at work in Sweden is so restrictive that it prevents many people from becoming wage earners. The so-called "Aman Laws" make it so difficult to detach an employee from a payroll that many companies—notably small and medium size ones—are extremely hesitant about hiring new personnel.

Once a young person has landed a new job, high rates of taxation discourage him from overtime work or the assumption of additional responsibility that could contribute to the strength of the enterprise. If the employee elects to "accumulate overtime" and take payment in the form of holidays (beyond the minimum of five weeks prescribed by law for all employees), the effective performance of his work is seriously delayed or disrupted. Because it no longer offers adequate incentives or rewards, work is no longer regarded as a challenge to personal growth and development, regardless of whether it is made available in a high-technology company or a small retail shop.

The total social and economic costs of policies that discourage the employment of young people are probably beyond measure. In addition to the tragic waste of manpower that is involved, there are the direct costs of social welfare payments and the equally substantial indirect costs of lost wages and taxes.

Industrialists cannot escape criticism when market factors force the closing of a plant, or when new processes or technologies dictate the retraining or relocation of employees. But we can do a much better job of interpreting the requirements of the market enterprise system and of encouraging new attitudes toward work itself.

As long as there is work to be done in the world, there will be a place for young people in modern technological society. It is up to

all of us to do more than we have done in the past to help them find it. If we do not face this task squarely, we will all suffer.

Clearly, politicians, educators and industrialists must create new approaches to solution of this problem. Politicians must reexamine government policies which inhibit employment of young people. Educators must direct attention to developing greater understanding of what I have called the "market enterprise" system and respect for the work ethic.

They must also reevaluate educational curricula to ensure that all are educationally prepared for gainful employment so that they will not emerge well-educated culturally but prepared for nothing but unemployment insurance.

Finally, industrialists must look for innovative ways to improve their performance to integrate more youth into their work forces and must reexamine their business ethics to win understanding and respect for the market economy. They must also cooperate with an encourage both politicians and educators to join with them in an aggressive, determined effort to address these threatening new dimensions in the problems of unemployment. Time is running out.

SOMOZA: U.S. PUT GUN TO MY HEAD

HON. RON PAUL

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Friday, November 2, 1979

Mr. PAUL. Mr. Speaker, I would like to call the attention of my colleagues to a column by Jack Cox that appeared in the *Houston Chronicle* on October 14. Mr. Cox was granted an exclusive interview with former President Anastasio Somoza of Nicaragua at his home in Paraguay. Mr. Cox quotes President Somoza as saying that "Never in my wildest dreams did I think the United States would be part of a plot to place their strongest ally and supporter in the hands of the Communists." Challenged by Cox to name individuals within the U.S. Government who were most responsible for the delivery of Nicaragua to the Communists, Somoza named Bob Pastor of the National Security Council, Mark Snyder of the State Department, Warren Christopher, Deputy Secretary of State, Patricia Derian, Assistant Secretary of State for Human Rights and wife of Hodding Carter III. These people were singled out by Somoza as Communists, that is, people who act, speak, and think like Communists. These charges are very serious, and they deserve investigation by this Congress. Unfortunately they are not likely to receive the attention they deserve, for this body sees no enemy to the left, and apparently feels that the greatest danger to the Nation comes from the right. I ask that the entire interview with President Somoza be published so that the Members of Congress will at least be aware of what they should be investigating.

The article follows:

SOMOZA: U.S. PUT GUN TO MY HEAD
(By Jack Cox)

ASUNCION, PARAGUAY.—Avenida Mariscal Lopez, the principal avenue in Asuncion, is lined on both sides with embassies from around the world. In one of these homes, a

one-story green stucco with white trim, lives Anastasio Somoza, who had been president of Nicaragua 12 years when he resigned July 17.

As I approached the home, security was evident. At an outer black, iron-gated fence stood three of Somoza's aides. Our paths had crossed many times before in Managua, Nicaragua.

The aides greeted me with smiles, and advised that the president was not in but that he was expecting me and would return shortly. They beckoned me to enter and we started toward the door. However, I was stopped short of the entrance by two Paraguayan soldiers. Even though the aides knew me and stated that I was expected, the two sentries inspected my passport and wrote down my name and passport number. At that point I was permitted to enter the newly acquired residence of Anastasio Somoza.

These precautions are necessary. Some segments in Latin America, including communists, see Somoza as the enemy and, therefore, he must live a protected life.

Upon entering, I was met by Gen. Israfael Porras and Gen. Jose Somoza, the older brother of Anastasio. I had known both men in the past, but I had known Porras much better. I first met him in December 1972, on the day after the devastating earthquake in Managua. At that time he was a captain, did not wear glasses, and had no gray hair.

Porras is the kind of man any president would want for an aide and confidant. A graduate of the Military Academy in Nicaragua, he reflects dignity and compassion. He is low key in all things, but efficiency is his trademark. Also, he is totally dedicated to Somoza and, if there is such a thing, he is Somoza's strong right arm.

Seeing this fraction of Somoza's old staff gave me an eerie feeling. Transported thousands of miles were the remnants of what once was a sizeable staff. But these people with him now had served long and faithfully, and they would continue to serve so long as the "chief" desired.

It should have come as no surprise, but I have never seen so many huge packed boxes. There were boxes and then there were more boxes stacked upon boxes. The cars were parked in the driveway and the garage was filled with packed boxes.

These boxes house the selected contents of an administration which was in power many years. (The Somoza family governed Nicaragua 42 years.) These contents could reveal the coming and going of presidents, generals, ambassadors and politicians from all levels of the political spectrum. As I gazed at the boxes, I thought, therein lie intimate and secret details which involve governments and people.

Gens. Somoza and Porras and I drank strong but tasty Paraguayan coffee while we waited for "Tacho," as he is known to his friends. The three of us had one thing in common: We had all been in Managua the day Somoza's government fell to the Sandinistas, a group of nationalists strongly influenced by Marxists and including modern communists.

I was there as part of a television team to film a documentary on Nicaragua and the other countries of Central America. They were there as part of the army and the administration of Anastasio Somoza.

In approximately 15 minutes, Somoza returned. The greeting was warm and friendly. I thought he looked extremely well and made the comment to him. Many deposed leaders with the recent experience of Somoza would have appeared haggard and weary. As I looked at him, I felt that this man still carried the pride of West Point, where he received military training. As usual, he was immaculate in his starched white guayabera. He stands about 6 feet, 2 inches and carries about 210 pounds on a solid frame. He ad-

ASEA INC.

Activities Report

October 16 to November 15, 1979

ASEA News

- Researched and wrote story on Marathon-LeTourneau log loader utilizing pressductor load indicator. Story included several customer interviews
- Researched and wrote expanded story on Yonkers relay facility.
- Compiled materials for and wrote other stories and features.
- Collected photographs for issue from ASEA and customers.

Other Activities

- Completed, issued and distributed press release on relay facility together with pictures of the ASEA working group.
- Edited and distributed release on ASEA contract for substation equipment from the Soviet Union.
- Continued search for in-house public relations coordinator.

ASEA INC.

Activities Report

November 16 to December 15, 1979

ASEA News

- Completed all stories, pictures and captions and sent to White Plains for review.
- Completed layout and sent for approval.
- Made changes and corrections as requested by ASEA.

Other Activities

- Wrote and issued release on management changes at ASEA AB.
- Continued search for in-house public relations coordinator.
- Continued efforts to develop background and customer interviews for pressductor feature stories for placement in iron and steel trade press.
- Discussed possible expanded release on frequency converters for AC motors with Sweden. Advised by Roland Rehnbaeck, YFB, that marketing activity is concentrated in Europe and release would not be appropriate at this time..

ASEA INC.

Activities Report

December 16, 1979, through January 15, 1980

- Editing of ASEA News articles and captions as requested by ASEA departmental personnel. Wrote new Quintus press story to replace the story on ASEA's earnings in the first half of 1979.
- Discussed timing and content of proposed story on Hagglunds new offices and takeover of industrial motor marketing.
- Continued work on pressductor applications story for trade publications.
- Continued search for in-house public relations coordinator.

ASEA INC.

Activities Report

January 16 to February 15, 1980

- Trip to Westport, Connecticut, for meeting with ASEA News printer; review of ASEA News proofs with Mr. Mark.
- Review of possible pressductor and Quintus stories with R. Sarnelli, A. Philips and J. Pfeffer.
- Meeting with Claes Spens to discuss release on Hagglunds new offices and marketing of industrial motors; preparation of draft release; editing of release; final release preparation, distribution of release and photographs targeted to specific trade publications.
- Identification of story ideas for next issue of ASEA News.
- Screening of resumes obtained through New York Times advertisement soliciting inquiries about in-house public relations position.
- Recommendations for further publicity of the Yonkers relay facility sent to John O'Hara.
- Response to an inquiry from Brian Ford on the use of a slogan in marketing robots; included consultation with attorneys.

ASEA, Inc.
Activities Report
February 16 to March 15, 1980

- Initial screening of approximately 300 resumes obtained as a result of The New York Times advertisement for a public relations coordinator.
- Interview of Robert McCluskey.
- Detailed briefing of McCluskey after his arrival at ASEA, Inc.
- Preparation of draft press release on ore-truck weighing system.
- Initial work on stories for spring issue of ASEA News.

Activities Report

ASEA Inc.

March 16 to April 15, 1980

and

April 16 to May 15, 1980

- Completed copy and layout for spring issue of ASEA News and sent complete package of articles, photos and layout to Bob McCluskey for review and printing.
- Requested, by letter, transfer of all current ASEA magazine subscriptions to Bob McCluskey; prepared list of transferred subscriptions for McCluskey. Also transferred subscriptions to Bacon's Clipping Service to McCluskey.
- Coordinated with Amtrak on preparations for inaugural trip of ASEA/EMD locomotive; attended inaugural to assist with media contacts and interviews; identified photographs taken for ASEA and sent complete package of photos and slides to Bob McCluskey.
- Miscellaneous discussions of future public relations needs and projects.

Burson-Marsteller

ASEA INC.

ACTIVITIES REPORT

June 16 through July 15, 1981

- Continuing surveillance of national press, magazines and industry publications for matters of possible interest to ASEA.
- Search for suitable candidate to fill ASEA personnel spot, involving contact with likely sources and screening possible applicants.
- Tracking down tape on CBS Segment - Robot Report, ordering video cassette and delivering same.
- Alerting John O'Hara to G.E. official's statement at Public Power convention singling out Sweden as unfair to U.S. producers; counseled response (Electrical Week, July 27, 1981).
- Media contacts re robot feature stories, particularly as to training centers for industry.
- Continuing contact with Walter Cronkite's Universe program regarding robots.

STOP

Burson-Marsteller

ASEA

Activities Report

September 16 - October 15, 1981

ASEA Corporate:

- Preparations and arrangements to introduce Mr. Henriksson to a broad range of media editors and writers in New York and Washington.

New York luncheon, held at Lotos Club, provided opportunity to tell ASEA story to:

Joseph Jablonowsky, associate editor
American Machinist

Robert Lawrie, associate editor
Electrical Construction & Maintenance

Keith Kelly, associate editor
Electrical Wholesaling

Lane White, managing editor
Engineering and Mining Journal

Arthur Fox, Jr., editor
Engineering News-Record

Alexandra Holubowich, associate editor
SynFuels

Washington luncheon, at International Club, attended by:

Sven Sundling, Vice President, Administration and Information, Granges, of Sweden, and Mrs. Sundling.

Bjorn Akerblom, Director of Public Affairs and Communications, Alfa-Laval, and Mrs. Akerblom.

Lars Arno, Press Counselor, Swedish Embassy.

Lars Joran Hanson, former public relations director of Skandinaviska Enskilda Bank and now a PR Consultant in Sweden.

A. N. Weckslar, correspondent for Cahner's trade magazines, including Appliance Manufacturer, Modern Materials Handling.

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Tom Lippman, Washington Post writer

Walter Wingo, U.S. News & World Report

Carl Goldstein, Assistant Vice President, Public Affairs and Information, Atomic Industrial Forum.

JoAnn Dyer, correspondent with Energy Daily.

- Conference with Messrs. Bugli and Henriksson to plan and budget 1982 U.S. PR and advertising.
- Continuing contacts with media.
- Continuing surveillance of national and trade press and newsletters for matter impacting ASEA or its competitors.
- Miscellaneous correspondence and secretarial support.

ASEA Marketing:

- Research and assembling material on robots preparatory to media contacts for training facility media tour.
- Contacting media, sending background material.
- Arrangements for media tour, travel for media, etc.
- Participation in presentation at White Plains and Yonkers.
- Follow-up with media visitors.
(Clippings to be available shortly from mostly monthlies. Washington Post front-page business feature already sent).
- Discussions and referrals of candidates for PR director.
- Continuing surveillance of all sources of information of possible interest.
- Miscellaneous correspondence and secretarial support.