

MICHIGAN STATE UNIVERSITY EAST LANSING

AUDIO-VISUAL CENTER

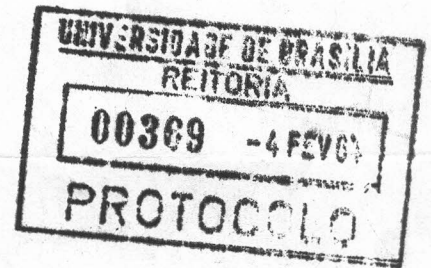
*Pericle
for
G. Schuller*

*D. Lucia
Dr. Pericle
Em 17.4.64
[Signature]*

February 21, 1964

Dr. Anisio S. Teixeira, Rector
Universidade de Brasilia
Brasilia, Brazil

Dear Dr. Anisio:



I appreciate your good letter of 31 January.

To this point, I have had no further reaction from Washington on the effect of your letter there but expect that I will have prior to my next trip to Brazil which is tentatively planned from March 25 to about April 15. In the meantime, I anticipate that you will be receiving a reply from Dr. Bell.

I am also pleased to have reports from Rio and Sao Paulo that the situation looks somewhat more hopeful. I delayed my trip from the initially planned date in January in the hope that the overall situation might have improved enough by late March or early April so that an extension of the Project might be considered at that time.

Dr. Glen Taggart, Dean of International Programs, whom you know will either accompany me or will follow sometime late in April or early in May.

I shall hope for the opportunity of seeing you while in Brazil. Mrs. Schuller joins me in best wishes to you and Mrs. Teixeira.

Cordially,

Charles F. Schuller

CFS/rm

Charles F. Schuller, Coordinator
Brazil Audiovisual Project

Director, Audiovisual Center

DEPARTMENT OF STATE
AGENCY FOR INTERNATIONAL DEVELOPMENT

Washington 25, D. C.



FEB 21 1964

Mr. Anisio S. Teixeira
Director General, National
Institute for Pedagogical Studies
Caixa Postal 1669
Rio de Janeiro - GB

Dear Mr. Teixeira:

Thank you for your recent letter to A.I.D. Administrator David E. Bell, commenting on the Brazil Audio Visual Project and the adverse effects curtailment of United States assistance would have on the program. I have carefully reviewed your comments, and want to assure you that the decision to terminate the project on July 31, 1964, was made after careful analysis of overall program requirements.

You will recall that United States efforts to assist Brazil in the communications media field began in 1956. During the ensuing years, the services of several U. S. technicians and financial support in excess of \$1 million was provided in support of this project. The overall purpose of U. S. assistance was to provide Brazilian Governmental entities and institutions with the technical training and know-how necessary to develop a competency within their staffs.

As I am sure you understand, a major premise of the A.I.D. program is that a country's own efforts will be the main determinant of successful development and that U. S. aid must be used so as to encourage greater self-help efforts. It is our hope that the positive results attained by the education institutes through the use of the acquired training and communications media techniques over the past several years will permit the project to continue without further U. S. financial assistance.

It is gratifying to learn from you of the impressive results attained to date by this Communications Media Project. Brazil will, in my judgment, continue to pose increasing demands upon those trained in the communications media field. Let us hope that the program established through this project will be lasting and have an important and accelerating effect on the developing economy.

Should you have further thoughts on this subject, please let me hear from you.

Sincerely yours,

William O. Hall
Assistant Administrator for
Administration

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