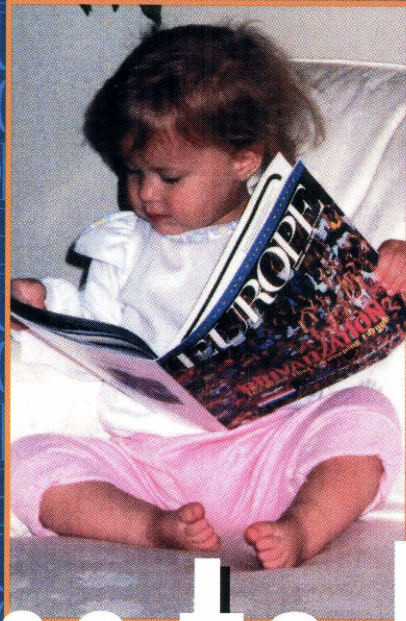
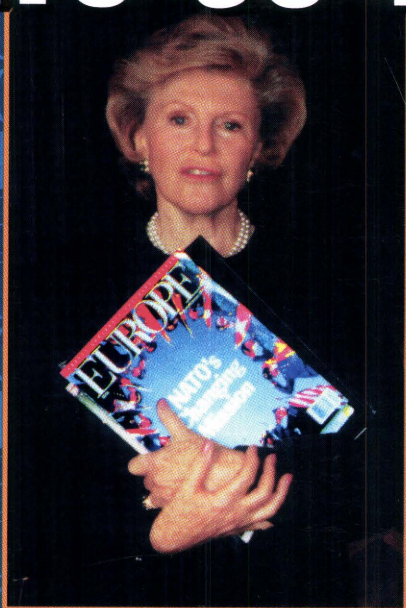


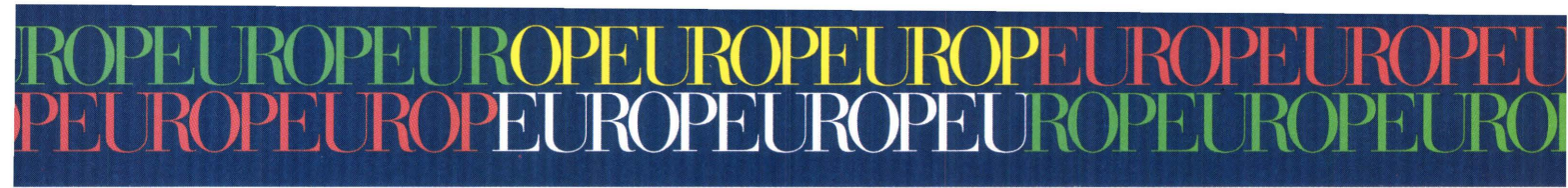
BUILDING EUROPEAN TIES IN WASHINGTON

EUROPE



Welcome to Europe





WELCOME TO EUROPE

BY LUCY HOOD

“**E**verything old is new again,” says the song, and so it seems when reading through the pages of the newsletter, *The Bulletin from the European Community for Coal and Steel*, which eventually developed into what today is *EUROPE* magazine.

The man who founded the newsletter in October 1954, Leonard Tennyson, demonstrated that many of the issues of yesteryear have come full circle in an article he wrote in July 1973. He was referring to the end of the post-war era following World War II, but his words could have applied to today’s post-cold war world.

“Today, a conventional label has not yet been found to describe the ambiguous, complex, and changing multi-power world of the 1970s,” he wrote. “New conceptual frameworks are being sought by nations to contain policies for the new era. Among these is the search by the United States and old allies for a proper place...in the shaping of a new global policy.”

The Bulletin started out as an eight-page newsletter, and it was designed to let Americans know that the effort to integrate Western Europe had not lost momentum despite a series of setbacks, particularly a vote by the French National Assembly to oppose the creation of a European Defense Community.

The Bulletin was a one-man operation for 12 years. Tennyson changed its name to *European Community* in the Spring of 1963, and he hired a managing editor, Kathleen Lynch, in 1966, the same year the format started to change. A single color, red, was added to the black and white standard. By the early part of 1968, a few more colors started appearing, a different one in each issue, and the layout developed into more of a magazine-like format.

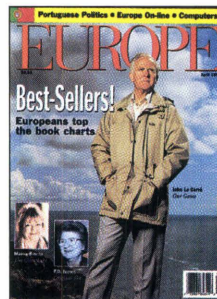
Lynch said working on the publication during the earlier days “was really great....I had contact with all these people who had been there when history was being made, people who had been working with Jean Monnet.”

Lynch put out *European Community* until 1972 when Mary Locke joined the staff for a short-lived stay. Walter Nicklin succeeded Locke in 1973. During this time, Tennyson continued to supervise the publication of *European Community* as director of the office of public affairs. He worked for the European Commission for a total of 20 years, until November 1974, when Andrew Mulligan took over his job as director of communications for the European Community’s Washington Delegation.

At this point, the format became drastically different, Lynch said, but the substance of the magazine stayed basically the same, and it acquired a degree of autonomy that it had never had before. “At that time, because we had an Irish head of information, we got a lot less fine tooth combing of the articles from abroad,” she said.

As Americans speaking for the Community, the scrutiny was more intense, Lynch said, and the thought seemed to trigger the memory of a mistake she made on her first issue. Lynch told of the time when she noticed a speck of dust on the publication’s logo and she had it removed from the negative before the issue went to press. “It was West Berlin that I removed,” she said, adding that the missing dust speck caused quite an uproar in Europe.

By the time Tennyson left, the Delegation itself had grown from his one-man operation in the early days to an entity with full diplomatic representation. Tennyson’s trademark as the editor of the European Community’s primary publication in the United States was a clear and concise writing style; his legacy, however, is of great historical value.



As Time Goes By

A look at some of the memorable events that occurred in Europe and the U.S. during the last 43 years.

- 1952**
- Gene Kelly stars in *Singin' in the Rain*. Hemingway publishes *The Old Man and the Sea*.
- 7/25 European Coal and Steel Community Inaugurated
- 11/4 Eisenhower elected president
- 1955**
- 4/18 Albert Einstein dies
- 5/14 The Warsaw Pact is signed
- 11/30 James Dean is killed in car crash
- 1957**
- 3/25 France, Italy, Germany, Benelux sign Treaty of Rome which forms the European Economic Community
- 5/15 Britain explodes its first atom bomb
- 1958**
- 1/1 EEC begins
- 1/1 West German forces join NATO
- 7/6 Alaska becomes the 49th state
- 1962**
- Lawrence of Arabia* wins Academy Award for best picture; Edward Albee’s play *Who’s Afraid of Virginia Woolf* is a hit on stage
- Jan. John Glenn becomes first American in space
- 1/14 EEC agrees on Common Agricultural Policy
- 3/2 UK applies to join European Coal and Steel Community
- 1963**
- 1/14 Britain’s entry into the EEC blocked by De Gaulle
- 8/28 200,000 black and white civil rights supporters march in Washington



Daimas/Sipa

and listen to Martin Luther King give his "I have a dream" speech

11/22 President John F. Kennedy is assassinated

1968

The American rock musical *Hair* opens on Broadway. Jean-Claude Killy wins three gold medals in downhill skiing competition at the winter Olympics.

1/5 Alexander Dubcek becomes Czech leader

5/10 Vietnam peace talks begin in Paris

6/5 Robert Kennedy assassinated



Proutiere/Sygma

8/21 Soviets invade Czechoslovakia

1970

Butch Cassidy and the Sundance Kid is a box office hit.

5/4 Four US students killed at Kent State University in Ohio

11/9 De Gaulle dies

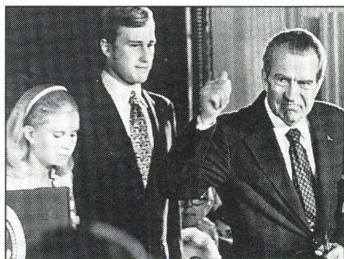
1972

1/22 Britain joins the EEC, in what British Prime Minister describes as "another great step forward toward the removal of divisions in Western Europe." Ireland and Denmark join at the same time.

2/17 President Nixon visits China and USSR

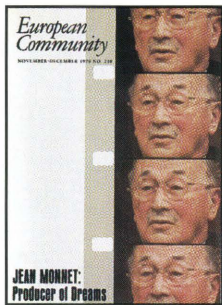
6/17 Watergate break-in takes place

8/26 20th Olympic Games open in Munich. Arab terrorists kill 11 Israeli athletes



Sipa

FORTY YEARS OF EUROPEAN NEWS & ANALYSIS



In addition to marking the pace of European integration, Tennyson's publications also marked the pace of history worldwide. "Europe Pays Tribute to Late President Kennedy," read the headline on the front of the November-December 1963 issue of *The Bulletin*.

The oil crisis of the early 1970s was treated, in part, with humor. Thoughtful stories on the oil crisis were accompanied by cartoons. One that was picked up from the Indian Express in New Delhi depicted two Arabs sitting and talking. One is saying to the other, "What a responsibility, having to develop the developing nations and underdevelop the developed ones!"

Future issues would contain, for example, a cover story on wine, entitled "Wrath of Grapes." Another on the status of telecommunications in the Summer of 1976 says, "For Whom Ma Bell Tolls." In the story, writer Christopher Lorenz of the *Financial Times* compares the European phone system to the more developed and efficient one in the United States.

By 1976, when Lorenz's "Ma Bell" story was published, the *European Community* had entered a new era. Over the years it had gradually emerged from its newsletter format to that of a magazine, and in 1976, the final touch was added. It went glossy, taking on much the same appearance that it maintains today as *EUROPE*.

The January/February 1979 issue of the magazine was the first one called *EUROPE*. The cover featured President Jimmy Carter and EC Commission President Roy Jenkins.

As Walter Nicklin, *EUROPE's* editor at that time, said, "changing the name from *European Community* to *EUROPE* not only demonstrated our independence but also allowed us to reach out to a broader audience. As the editorial product improved, circulation grew, particularly in the business audience. As evidenced by direct mail tests, my hunch that there was indeed a demand for a quality European magazine proved correct."

Nicklin left to start his own magazine in 1981, and Jurek Martin, presently the Washington bureau chief for the *Financial Times*, took over the editor-in-chief position for a brief period. Webster Martin, who had been the magazine's advertising director, became the new editor-in-chief in the early 1980s. As Roy Denman, the former head of the delegation in Washington, stated, "Webster did a magnificent job with the magazine. He was a man of wit and wisdom who sensed the sort of issue which would interest an American audience about an emerging Europe. And he had an uncanny sense of knowing the kind of journalist to go to write an article on these lines. With a charm that could lure birds from trees, he knew how to persuade them to deliver their copy on time."

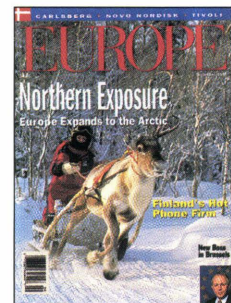
Robert Guttman, the present editor-in-chief of *EUROPE*, came on board on November 15, 1989. Guttman, who had started and run his own successful publishing firm for more than 10 years, has geared the magazine more to a business audience. "We began to include lengthier articles on successful European businesses with profiles and interviews with their CEOs. We also changed the format of the magazine adding more color and more features to appeal to people across the United States."

Guttman also points out that "*EUROPE* began to focus on Central Europe, Russia, and the former Soviet republics as interest grew in these areas after the collapse of communism."

The magazine continues to focus on European-American relations, the European Union, business, economics and politics. Lately, the magazine has been adding more articles on travel and culture in response to a recent reader survey.

As the first issue of *EUROPE* stated in 1979, "Editorially, the magazine will remain essentially the same—as a forum for discussion of European and Atlantic issues."

Today, *EUROPE* magazine continues to uphold that standard as a highly regarded "forum for discussion" on the important, timely and timeless issues facing the United States and Europe.



Lucy Hood is a freelance writer in Washington, DC.

BUILDING EUROPEAN TIES IN WASHINGTON

Europe's US Delegation BY MICHAEL D. MOSSETIG

For those who regard history as a sometimes circular process, the story of the European Delegation's Washington office does offer some timely justification.

The office, recently moved into its fourth set of quarters, was originally established in 1954, when the Republicans last controlled both houses of Congress. And its first serious trade dispute with the United States government put it up against the political clout of Arkansas chicken farmers.

But the fortieth anniversary of the office, coinciding with yet another move, is also a reminder of how much has changed. When the office was opened, Dwight D. Eisenhower was president of the United States and Richard M. Nixon his vice president. John F. Kennedy was a junior senator from Massachusetts and Lyndon B. Johnson the Democratic leader of the Senate. Winston Churchill was serving his last months as prime minister of Britain. Charles de Gaulle was in political exile at Colombey-les-deux-Eglises, and the French were extricating themselves from a place called Vietnam. The US Supreme Court had just handed down its revolutionary desegregation decision, *Brown v. Board of Education*. Jimmy Carter was a navy officer; Ronald Reagan was in Hollywood; George Bush was in the oil business in west Texas; and Bill Clinton was in grade school. The Dodgers were still playing baseball in Brooklyn, and a team called the Washington Senators was playing the same game with far less talent at Griffith Stadium at 7th St. and Florida Avenue.

The Washington office opened with two Americans occupying two rooms. It operates now as an established diplomatic mission (minus such functions as consular or military affairs that attach to a standard embassy) with a mostly European staff of more than 80. But over the 40 years it has performed the same two basic tasks: representational in official Washington and informational in Washington and the rest of the United States. (A New York office was established in 1964, and is now representational also at the United Nations.)

The creation of the Washington office owes much to two men who are now historical figures, Jean Monnet, considered the founder of modern federal Europe and the first president of the High Authority of the European Coal and Steel Community, and George Ball, who became a top-ranking State Department official in the Kennedy and Johnson administrations.

According to Leonard Tennyson, the man who actually established the office in 1954 and ran its information services for the next 20 years, Monnet hit upon the idea of a Washington representation in response to a political setback in Europe. The European Defense Community was being killed off by the French Parliament, Tennyson said in an interview, and Monnet grew concerned that official Washington would think Europe was losing its ardor for integration, which was then in institutional form in the European Coal and Steel Community. The result was that Monnet called on the Coal and Steel Community's American lawyer, George Ball, to set up an office in Washington to remind the Eisenhower administration and Congress that the one Community was going strong even if the Defense Community idea had run aground.

Ball, who worked out of the offices of Cleary and Gottlieb, at the old Southern Building on Fifteenth Street, NW, recruited Tennyson, a former newspaperman and Marshall Plan official. Like any other American working on behalf of a foreign govern-



1973

Woodward and Bernstein win Pulitzer Prize for Watergate investigation.

1/1 United Kingdom, Denmark, and Ireland now full members of EEC

1/27 Vietnam peace treaty signed in Paris

1976

Alex Haley's novel *Roots*. Martin Scorsese's film *Taxi Driver*.

5/6 Concorde makes first commercial transatlantic flight

11/2 Jimmy Carter is elected president, becoming the first southern president since before the Civil War

1979

5/4 Margaret Thatcher elected prime minister of Britain

6/2 First direct elections for the European Parliament

11/4 Khomeini supporters occupy US embassy, taking the staff hostage and threaten to kill them unless the Shah is extradited from the United States to Iran

12/27 Soviet troops invade Afghanistan to support new pro-Soviet regime

1980

11/4 Ronald Reagan elected president

12/8 John Lennon is fatally shot in New York

1981

Steven Spielberg's *Raiders of the Lost Ark*. Andrew Lloyd Webber's musical *Cats*.

1/1 Greece joins the EEC

1/20 US hostages are released from Iran after 444 days in captivity

3/30 President Reagan is shot

5/10 François Mitterrand elected French president

5/13 Pope John Paul II is shot

7/29 Prince Charles and Lady Diana marry

10/6 Egyptian President Sadat is assassinated in Cairo

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M A G A Z I N E

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