



# **Ford Foundation records, International Division, Population Program, Project Specialist in Communications, Office Files of William O. Sweeney**

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## Summary Information

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<b>Repository:</b>	Rockefeller Archive Center
<b>Creator:</b>	Ford Foundation
<b>Title:</b>	Ford Foundation records, International Division, Population Program, Project Specialist in Communications, Office Files of William O. Sweeney
<b>ID:</b>	FA571
<b>Date [inclusive]:</b>	1968-1980
<b>Physical Description:</b>	1.6 Cubic Feet
<b>Physical Description:</b>	(4 Hollinger document boxes)
<b>Language of the Material:</b>	English
<b>Abstract:</b>	<p>The Office Files of William O. Sweeney document his work as a project specialist in population communications for the Foundation from 1969 to 1981. The collection is organized into two series: Project Files (1970-1980), and Reports and Writings (1968-1977). Mr. Sweeney's Project Files detail his work on the Foundation's Population Communications Project. The Reports and Writings focus on population communications. The files hold research reports, evaluations, conference papers and other writings authored by Mr. Sweeney. The earliest Foundation grants for population research and family planning occurred under the aegis of the Divisions of International Affairs or Overseas Development. The Population Program was officially established in 1963, and became part of the International Division in 1966. Following a Foundation-wide reorganization in 1981, the Population program became an independent program area. In 1992 the Population Program was subsumed into Reproductive Health and Population. Following the Foundation-wide reorganization in 1997, Reproductive Health and Population became Human Development and Reproductive Health, a subset of the ASSETS Program. William O. Sweeney was retained by the Foundation as Project Specialist for the Population Communications Project when that project was initiated in 1969. Throughout his time with Ford, he travelled extensively assisting developing nations such as China, Egypt, Indonesia, Kenya, Korea, the Philippines, Thailand and Vietnam with the establishment of family planning programs.</p>

## Preferred Citation note

Information regarding the Rockefeller Archive Center's preferred elements and forms of citation can be found at <http://www.rockarch.org/research/citations.php>

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## Organizational History

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The earliest Foundation grants for population research and family planning occurred under the aegis of the Divisions of International Affairs or Overseas Development. The Population Program was officially established in 1963, and became part of the International Division in 1966. Following a Foundation-wide reorganization in 1981, the Population program once again was made independent. In 1992 the Population Program was subsumed into Reproductive Health and Population. Following a second Foundation-wide reorganization in 1997, Reproductive Health and Population became Human Development and Reproductive Health, a subset of the ASSETS Program.

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## Biographical Note

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William O. Sweeney received a J.D. from University of Pennsylvania. Before he joined the Foundation, he worked for *Newsweek* magazine and the Cursillo Movement of the Roman Catholic Church. The Foundation retained Mr. Sweeney as Project Specialist its Population Communications Project in 1969. Throughout his time with Ford, he helped developing nations to establish family planning programs.

He left the Foundation in 1981. Subsequently Mr. Sweeney was Executive Director of the International Institute of Communications in London and later the International Advertising Association in New York. He died on July 4, 1987 at age 55.

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## Biographical / Historical

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**Segment One: International Activities of the Ford Foundation: An Overview**

The Foundation's aspiration to become a national and international philanthropy for the advancement of human welfare was first formally expressed in the seminal 1949 report of the Gaither Study Committee, *Report of the Study for the Ford Foundation on Policy and Program* (RAC Library, call letters 361.7 GAI ), which was commissioned by the Board of Trustees to chart the Foundation's future. Foundation Trustees launched Ford's international grantmaking activities in 1950 when they approved the committee's report and its embrace of peace, democracy, and freedom. Since then, the Foundation has tackled these goals using a variety of strategies and responding to changing contexts, from the Cold War to the 1989 fall of the Berlin Wall and beyond.

Toward the Foundation's aspiration#al goal, "the establishment of peace", its international activities have comprised a wide range of conceptual approaches and focus areas. These include international affairs, international studies, international understanding, arms control and disarmament, international law, international economic concerns, and overseas development in nearly every region of the world. Three distinct periods emerge for the international grantmaking defined by external contextual changes and internal changes in Foundation leadership and structures: the expansion era of 1950-1965; the transition and restructuring years of 1966-1988; and the post-1989 shift away from Cold War dichotomies. During each of the distinct historical periods the consistent objectives were: 1) to ensure freedom and democracy in developed countries; 2) to foster education and international understanding in all countries; and 3) to contribute to the social, economic, and political development of less developed countries.

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## Biographical / Historical

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### Segment 3. Period Sketch - Transition and Restructuring 1966-1988

In the 1960s, the Ford Foundation Trustees began to rethink the role of the Foundation in the context of the era's dramatic political and cultural changes. For instance, the passage of the 1964 Civil Rights Act created a domestic policy context in which the Foundation could more deeply engage with issues of rights and social justice. Events overseas starting in the late 1960s would extend the rights agenda to international affairs and development operations at the Foundation -- all advanced by the leadership of McGeorge Bundy (president, 1966-1979).

McGeorge Bundy was appointed president in 1966, following a significant career in national security and academic administration. During World War II, he worked with the Army's intelligence division, and in the early post-war years was a political analyst at the Council on Foreign Relations. Even without a postgraduate degree, at the age of thirty -four he became dean of the Faculty of Arts and Science at Harvard University. In 1961, President Kennedy appointed Bundy to be Special Assistant to the President for National Security - a position he held for five years under both Kennedy and Johnson. Those significant years saw the Bay of Pigs invasion, the Cuban Missile Crisis, and the beginnings of the Vietnam War.

When Bundy arrived at the Foundation, he initiated a restructuring that modeled government departments rather than the academic ones President Henry Heald had established in the 1950s. At the same time, he

had to contend with serious financial constraints due to Ford's overspending in the prior periods and to economic downturns in the global economy. The Board of Trustees mandated an annual spending of over \$100 million.

These economic constraints meant that Foundation programs had to be more selective across the range of its programs. Nonetheless, international activities remained prominent with the new president and trustees. President Bundy and key trustees such Eugene Black (1960-1968, former head of the World Bank) and Robert S. McNamara (1968-1986, former U.S. Secretary of Defense and then head of the World Bank, 1968-1981) reflected a commitment to the international activities. Bundy also added to the board in 1972 the first trustee from a developing country, the Indonesian activist and scholar, Dr. Soedjakmoto, the former Ambassador to the United States from his country and then Special Adviser on Social and Cultural Affairs to the Chairman of Indonesia's National Development Planning Agency.

To create economies of scale, Bundy unified US-based international and overseas activities under one division: the International Division (using the name for the first time). That division comprised Resources for Development (area studies, languages, and exchanges), Population, International Relations, Planning and Evaluation, and the country programs. David Bell, an economist and the first administrator of the US Agency for International Development (1962-1966), was named vice president and served in that capacity until the end of Bundy presidency.

In 1966, Bundy terminated the long-standing internationally oriented but domestically based International Training and Research Program. Several large domestic programs -- including support of centers of international studies - were phased out in the 1970s. Instead, Ford launched under its international affairs efforts a focused but robust program in security and arms control. Over Bundy's tenure, the overseas offices were reduced from twenty in 1966 to twelve in 1979, when he retired.

The Foundation increasingly turned its attention to different set of international issues including human rights and working in repressive societies, such as South Africa. The military coups in Latin America during the late 1960s and early 1970s led the Foundation to initiate in 1976 a human rights program housed in Vice President Bell's office.

In 1979, Franklin Thomas was named president of the Ford Foundation (1979-1996). In contrast to Bundy's international and defense policy background, Franklin Thomas brought to the Ford Foundation his experience in law, housing, and community development. Prior to joining the Foundation, Thomas, a lawyer, was a Foundation trustee. He chaired the Rockefeller Foundation-funded Study Commission on U.S. Policy towards South Africa and led the Ford-funded Bedford-Stuyvesant Restoration Corporation in New York from its beginning in 1966 until he left in 1979. Earlier, he had been deputy police commissioner of NYC.

In the first decade of Thomas' tenure, the international work was still framed using the post-war East-West dichotomy. Several trustees brought to the board active engagement in international issues: Donald F. McHenry (trustee over the period 1981-1993) had served as ambassador to the U.N. and was active in the anti-apartheid movement; and General Olusegun Obasanjo (trustee over the period 1987-1999) had been Nigerian head of state from 1976-1979, and was then president of the African leadership Forum. Along with McNamara and Soedjakmoto, Rodrigo Botero, an internationally renowned economist from Colombia and former Colombian Minister of Finance and Credit from 1974 to 1976, remained on the board over the period 1978-1989.

During the early years of the Thomas presidency, the scope and strategies of the Foundation's activities were also influenced by economic and global pressures, leading to reduced assets and further financial stringencies. Thomas' board-mandated reductions resulted, for example, the firing of twenty senior staff at the same time. To achieve more effective and efficient programs, Thomas had a vision of Ford as one foundation, linking the domestic and overseas activities under new program themes: Urban Poverty, Rural Poverty and Resources, Human Rights and Social Justice, Governance and Public Policy, Education and Culture, and International Affairs.

The restructured Foundation comprised two programmatic divisions led by vice presidents: U.S. and International Affairs Programs (USIAP) headed by Susan Berresford; and Developing Countries Program (DCP), headed by William Carmichael. Berresford had been at the Foundation since 1970, coming from the U.S. Manpower Career Development Agency. She served in the National Affairs area, first as program assistant and then program officer (1972-1980), becoming head of women's programs in 1980. The main international efforts under USIAP were housed in Rural Poverty and Resources, Human Rights and Governance, and International Affairs. The other programs - Urban Poverty, Education and Culture, and Program-Related Investments - also addressed a scattering of international issues related to their main themes.

Carmichael had joined the Foundation in 1968 as Representative in Brazil. In July 1971, he was named Head of the Office of Latin America and the Caribbean, and in September of 1977, he became Head of the Middle East and Africa Office. The DCP program was responsible for all the Field Offices: Andean and the Southern Cone, Brazil, Mexico and Central America, Bangladesh, India, Southeast Asia, West Africa, Eastern and Southern Africa, and Middle East and North Africa.

When the Foundation initiated a Human Rights and Governance program (HR&G) in 1981, it was the first instance of a Ford program explicitly entitled "human rights," despite the fact that human rights grantmaking that had started officially in 1976. International Affairs remained separate from HR&G. In 1987, however, the Board conceptually linked three programs, creating a Trustee committee called Human Rights, Governance, and International Affairs, which existed until 1992. Operationally, however, the programs relating to these fields did not often work together.

International governance remained a commitment under Thomas. The Foundation, for example, had a long-established relationship with the United Nations: from 1951 until 1988, the United Nations received ninety grants from the Foundation (it received another 198 over the period 1989-2009).

In these early years of the Thomas presidency, dramatic changes were occurring in the Soviet Union and Eastern Europe. Under President Mikhail Gorbachev's leadership since 1985, the USSR was opening up to the international community, the rule of law in society was taking prominence there, and press freedoms were spreading. The foundation developed new programs in the region, drawing on the \$60 million already spent to promote human rights and free expression and increase Western understanding of developments there.

Given the continuing economic constraints facing the Foundation and rising debt in developing countries, the Foundation shifted support under DCP to smaller scale community-based initiatives in the field offices. Thomas was also charged by the Board to increase the diversity of grantees, especially to favor populations "most affected" by the problems of concern to the Ford Foundation. The Foundation built

on earlier efforts and sharpened its focus on women's issues throughout the world, including shifting the focus of the population program to women's reproductive health and child survival.

In the 1980s, Carmichael and others, with strong support from Thomas and the board, continued the 1970s' support of South African grantees for training large numbers of black lawyers and litigating sensitive cases in the South African legal system. Recognizing the multifaceted nature of discrimination in South Africa, the Foundation not only advanced the rule of law, but also strengthened civic organizations, women's groups, and educational institutions. Further, it supported a number of activist organizations in the United States that were energetically advocating US governmental sanctions against South Africa and for private disinvestment. The Foundation also played a role in shaping US policy on apartheid through the role Thomas played from 1985 to 1987 chairing the US Secretary of State's Advisory Committee on South Africa.

The Foundation's overseas staff also sought to improve the economic situation in poor, marginalized communities through targeted loan programs particularly to women head of households, beginning with the innovative work in Bangladesh of Professor Mohammed Yunus, the founder of the Grameen Bank. The results led the way to establish the field of microfinance with the aim of empowering women living in poverty conditions, such as through a microfinance network in Latin America starting 1980 and a global lending program for women starting in 1987.

Thomas encouraged staff to share results at worldwide meetings. During those meetings, Ford staff in the country offices and in New York tried to follow the mandate to work as "one foundation." The persistent challenge toward meeting that goal, however, was that initiatives emerging from the New York-based programs, or indeed any program developed in one country, were not always adaptable, relevant or acceptable in other countries or regions. It remained a challenge to develop a unified program, despite the commitment at the highest level of foundation leadership.

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## Biographical / Historical

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### Segment 3. Period Summary - Transition and Restructuring 1966-1988

During this era, the Foundation's earlier interest in business and the economy evolved into a commitment to improving conditions for people living on the margins of society. The Ford Foundation promoted advancements in women's rights around the globe and introduced micro-lending into grantmaking. At the same time, the economic issues that were shaping program strategies also affected the Foundation's assets. Severe cuts resulted in a significant restructuring of country programs and reduced budgets across all programs.

Even with the cuts in country offices, in the 1970s Ford grantees in developing countries received approximately 80% of the International Division budget. The remaining fifth went to Population, Development Studies, and International Affairs. Although representing a much smaller piece, the International Security and Arms Control program from 1973 was the Foundation's most concerted effort to make meaningful inroads in disarmament and nuclear issues - those challenges most directly linked



to the Foundation's historic concern for peace. By 1979, the Ford Foundation was the biggest funder of arms control as a field, both in the U.S. and overseas.

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## Scope and Content

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The Office Files of William O. Sweeney document his work as a project specialist for the Foundation over a span of twenty years. His records document his work in population communications as an advisor to governments in China, Egypt, Indonesia, Kenya, Korea, the Philippines, Thailand, Vietnam and elsewhere. Available in this collection are research reports that Mr. Sweeney prepared throughout his tenure at the Foundation.

One project file of note concerns the proposed establishment of Cycle Communications Associates (CCA), a non-profit agency (1978-1980). Its purpose was to advise non-profits and governments about population communications. Because of concerns that it was not needed, CCA did not receive sustaining Foundation support.

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## Arrangement note

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Collection is arranged in two series.

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## Administrative Information

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### Publication Statement

Rockefeller Archive Center

15 Dayton Avenue

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URL: <http://www.rockarch.org>

## **Immediate Source of Acquisition note**

Ford Foundation archive was deposited at RAC in 2011. Ford Foundation records, correspondence, reports, program files and officers papers were transferred to, and accessioned by, RAC beginning in 2011. Accessions continue as necessary.

## **Conditions Governing Use note**

Completion of a use agreement is required prior to providing scholarly access. See RAC Head of Reference (or applicable designee) for details. Ford Foundation holds title, copyright and literary rights in the collection, in so far as it holds them. The Rockefeller Archive Center has authority to grant permission to cite and publish material from the collection for scholarly purposes. Permission to publish extensive excerpts, or material in its entirety, will be referred to the Ford Foundation.

## **Processing Information Note**

Mr. Sweeney's files had been part of the artificially created collection of National Affairs Division Staff Files. The latter collection was accessioned into the Archives in 2004. During review 3 cubic feet of Mr. Sweeney's files were separated and re-categorized as the International Affairs Division/Population Program. Mr. Sweeney's papers were reduced to 1.3 cubic feet during processing. Duplicates, reference files, grant proposals, and files that addressed purely financial matters were not retained.

## **Conditions Governing Access**

Records more than 10 years old are open for research with select materials restricted as noted. Brittle or damaged items are available at the discretion of RAC.

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## **Related Materials**

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### **Separated Materials Note**

Appendix A: Reports – Unpublished reports written by Ford Foundation staff and consultants were removed from their original folders, scanned and transferred to the Archives' collection of staff and consultant reports. See Appendix A for a list of these reports and their specific assigned number. The reports are listed in alphabetical order by author. The assigned number may be used to access reports in the online catalog.

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## Collection Inventory

### Project Files, 1970-1980

#### Scope and Contents

This series contains the files Mr. Sweeney kept of his work on the Foundation's Population Communications Project and Cycle Communications Associates. The files contain proposals, research, memoranda and correspondence.

#### Arrangement

Arranged alphabetically.

Title/Description	Instances	
China -- Memoranda Re: UNFPA Communications and Family Planning Project, Project Agreement, 1980	box 1	folder 1
Cycle Communications Associates (CCA) -- Memoranda and Correspondence Re: Incorporation of CCA, Research on Incorporation Process, 1978-1980	box 1	folder 2
Cycle Communications Associates (CCA) -- Memoranda Re: Closing Out DAP in Population and Proposal for Establishing CCA, 1980	box 1	folder 3
Cycle Communications Associates (CCA) -- Proposal to Establish CCA, Jun 1980	box 1	folder 4
DAP Grant Recommendations to Extend Consultancy in Family Planning and Population Communications, 1977-1980	box 1	folder 5
East-West Communication Institute International Conference on Making Population/Family Planning Research Useful, Honolulu, HI -- Agenda, Discussion Summaries, Papers, Dec 3-7, 1973	box 1	folder 6
Egypt -- Memoranda Re: UNFPA and AID-Sponsored Family Planning Missions, Assessment of AID/Cairo Project, 1978-1980	box 1	folder 7
Ford Foundation Population Communications Project -- Evaluation Outline and Comments on Report, 1979-1980	box 1	folder 8
Ford Foundation Population Communications Project -- Evaluation Report, May 1980	box 1	folder 9
Indonesia -- Memoranda Re: Ford Jakarta Field Office Support for National Family Planning Education, 1977-1980	box 1	folder 10
International Workshop on Communications in Family Planning Programs, Tehran, Iran -- Preliminary Report to the Ford Foundation (1 of 3), Jun 6-18, 1970	box 2	folder 1

International Workshop on Communications in Family Planning Programs, Tehran, Iran -- Preliminary Report to the Ford Foundation (2 of 3), Jun 6-18, 1970	box 2	folder 2
International Workshop on Communications in Family Planning Programs, Tehran, Iran -- Preliminary Report to the Ford Foundation (3 of 3), Jun 6-18, 1970	box 2	folder 3
Kenya -- Consulting Report on Developing a Family Planning Communications Plan, Proposal to Train Population Communications Personnel, 1970-1972	box 2	folder 4
Korea -- Memoranda, Correspondence, Background on Planned Parenthood Federation of Korea Mothers' Clubs, etc., 1979-1980	box 2	folder 5
Memoranda -- From Sweeney to Population Office Colleagues Re: Journey from Dacca, Bangladesh to Lomé, Togo, May 19, 1977	box 2	folder 6
Philippines -- Correspondence Re: Workshop to Draft Communications Strategy for Philippine Population Program, Jun 20, 1978	box 2	folder 7
Resources on Development -- Reports, Papers on U.S. Private Voluntary Organizations (PVOs) and Development Education, Videotape as a Development Tool, etc., 1980	box 2	folder 8
Resources on Population Communications -- Papers on Computer and Videotape Communications Technology, Population Education in Developing Countries (1 of 2), 1974-1978	box 2	folder 9
Resources on Population Communications -- Papers on Computer and Videotape Communications Technology, Population Education in Developing Countries (2 of 2), 1980	box 2	folder 10
Thailand -- Memoranda and Correspondence Re: Consulting Work with UNFPA and DTCP (Development Training and Communication Planning) (1 of 2), 1979-1980	box 3	folder 1
Thailand -- Memoranda and Correspondence Re: Consulting Work with UNFPA and DTCP, Report, Terms of Agreement (2 of 2), 1980	box 3	folder 2
Thailand -- Memoranda Re: Orientation Program for Indochinese Refugees, Background, 1979-1980	box 3	folder 3
USAID -- Memoranda Re: Grants to Private Voluntary Organizations and Matching Grants Policy, 1979-1980	box 3	folder 4
Vietnam -- Memoranda Re: Meeting with Audiovisual Center for Family Planning, Jun 9, 1980	box 3	folder 5

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## Reports & Writings, 1968-1977

## Scope and Contents

This series holds Mr. Sweeney's reports and writings on the subject of population communications. It includes two foreign language reports, one concerning Costa Rica (Spanish language) and the about North Africa (French language).

## Arrangement

Arranged chronologically.

Title/Description	Instances	
"Predictions of Attitude Change for U.S. Roman Catholics", Aug 19, 1968	box 3	folder 6
"Family Planning Communications in Nigeria" (consulting report), Mar 1969	box 3	folder 7
"Suggestions for an Education and Public Information Program for Nutrition, Maternal and Child Health, and Population in Costa Rica" (consulting report), Sep 1969	box 3	folder 8
"El Salvador: A Survey of Communications, Information and Education Programs in Family Planning", May 1970	box 3	folder 9
"Guatemala: A Survey of Communications, Information and Education Programs in Family Planning", Jun 1970	box 3	folder 10
"Kenya: Developing a Family Planning Communications Plan for 1970-1971" (consulting report), Aug 1970	box 3	folder 11
"Central America and Some Caribbean Countries: A Report on Population and Family Planning Information, Education and Communications Programs", Nov 1970	box 3	folder 12
"Jamaica: A Survey of Communications, Information and Education Programs in Family Planning", Nov 1970	box 3	folder 13
"Ghana: Family Planning Communications: A Program Status Report", May 1971	box 3	folder 14
"Planning Suggestions for Communications Programs", May 1971	box 3	folder 15
"Role of Communications in Family Planning and Population Programs," 1st International Planned Parenthood Federation Workshop on Information and Education, Kuala Lumpur, Malaysia, Nov 27-Dec 1, 1971	box 3	folder 16
"A Blueprint for Program Planning for Population Communication," Work-Planning Conference, University of Chicago Community and Family Study Center, Dec 16-17, 1971	box 3	folder 17
"Communications Program Planning Needs Which Can Be Fulfilled by Library and Information Services," 5th National Conference on Population/Family Planning Library and Information Services, Chapel Hill, NC, May 1972	box 3	folder 18
"The Role of Communications in Population and Family Planning Programs", May 1972	box 3	folder 19

"Population and Family Planning: An Approach to Communications as a Program Component", 1972-1973	box 4	folder 1
"Using Commercial Resources in Population Communications Programs", Dec 1972	box 4	folder 2
"Papel Que Desempeñan las Comunicaciones en los Programas de Población y Planificación Familiar," Universidad de Costa Rica Centro de Estudios Sociales y de Población [in Spanish], 1973	box 4	folder 3
"A Report on a Visit to Nigeria to Consult on Communications Activities of the Family Planning Council of Nigeria", Mar 1973	box 4	folder 4
"Communications and the Population Program of Pakistan", Aug 1973	box 4	folder 5
"Communications and Population in the Philippines: Report of a Visit", Sep 1973	box 4	folder 6
"Evaluation of the East-West Communications Institute", Sep 1973	box 4	folder 7
"A Communication en Afrique," Seminaire sur les Problemes de Population et les Mass Media en Afrique du Nord et au Moyen-Orient, Tunis, Tunisia [in French], Sep 24-29, 1973	box 4	folder 8
"Methodology to Support Research Utilization Practitioners," Conference on Making Population/Family Planning Research Useful, East-West Center, Honolulu, HI, Dec 3-7, 1973	box 4	folder 9
"Audiencias para Programas de Información y Educación en Planificación Familiar," Asociación Demográfica Costarricense [in Spanish], 1974	box 4	folder 10
"Population Communications in the Philippines: Report of a Consultant Visit", Jul 1974	box 4	folder 11
"The Scope of Communications in the Development of Human Resources in the Less Industrialized Countries," <i>Teachers College Record</i> , Dec 1974	box 4	folder 12
"Exchange of Information Between Nations: Help in Solving Population Problems," <i>Bulletin of the American Society for Information Science</i> Vol. 1, No. 8, Mar 1975	box 4	folder 13
"Population/Family Planning Media Communications in 25 Countries" (monograph), Jun 1977	box 4	folder 14

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