

# United Press International

GENERAL OFFICES  
NEWS BUILDING, 220 EAST 42ND STREET  
NEW YORK 17, N. Y.

EARNEST HOBERECHT  
VICE PRESIDENT AND  
GENERAL MANAGER FOR ASIA

Tokyo, Japan  
June 17, 1963

Personal & Confidential

Dear Neil:

Enclosed is a letter from Frank Tremaine. See what a beating we took in your area because the AP news man there kept his head, remained cool, took pictures and got them out.

This is a helluva costly mistake that we made.

I hope you fellows down there at least have learned a lesson from it.

--- Remain calm and cool.

--- Keep your wits, think of all the things that must be done and do them. News. Still pix. Television.

--- Check and double-check. Get names and ages correct. Don't fly off the handle, send incorrect information or file in a hundred different ways.

--- Be a professional.

--- When a big story is pending, stick close to base and be ready for it.

Sincerely,

  
EARNEST HOBERECHT

Mr. Neil Sheehan  
Saigon

cc: Ray Herndon  
Saigon/Laos

Sheehan in Saigon

New York Pictures  
June 13, 1963

Mr. Earnest Hobericht  
Tokyo

Dear Ernie:

It seems to me to be completely incredible that Herndon did not take a camera with him when he went to cover the burning monk. I hope he remembered to take a pencil-- or is like Bob Casey who always said he didn't need to take notes?

I suppose this picture has hurt us more worldwide than any other single picture has hurt either service in recent months. Coming on the heels of our triumph of the Pope's death it unfortunately takes the gloss off the wonderful performance we put on for that story.

Even when we did get a picture--which apparently was quite inferior to AP's because the reception here was so bad we couldn't even use it--we apparently were badly beaten on communications. One credit I saw on AP's picture said that it was radioed from Manila. This would indicate that AP in Saigon either checked their air schedules quickly or they are so thoroughly familiar with them that they knew the first flight out to a potential transmitting point was to Manila. Ours went to Tokyo, or was it transmitted from our Saigon transmitter to Tokyo and is that the explanation for bad quality? If Saigon did transmit, why didn't they try London or some other European point if circuits were bad to Tokyo? This is not a story on which it would have helped us to have more photo staff in Asia. The AP's picture was made by an AP newsman.

One unfortunate repercussion we have had on this already is that our very important client in Bogota, El Espectador, has demanded an explanation and threatens to sign with AP because of this picture. I hope this is simply said in the heat of disappointment, but they ran the AP's picture today, three days late, "through the courtesy of AP and El Occidente", an AP client in the nearby city of Cali.

Best regards,

  
Frank Tremaine

FT:mf

cc: GFS LJS BLU CJM HWB

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# United Press International

GENERAL OFFICES  
NEWS BUILDING NEW YORK CITY

EARNEST HOBERECHT  
VICE PRESIDENT AND  
GENERAL MANAGER FOR ASIA

Tokyo, Japan  
June 21, 1963

Confidential

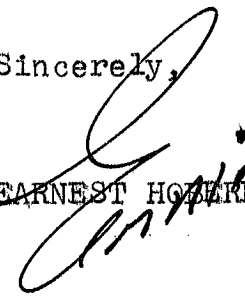
Dear Neil:

Our big Paris client, L'Aurore, has informed us that they are suspending payments because we missed the picture of the Buddhist monk burning himself to death in Saigon.

Every Unipresser is responsible for news, pix and TV coverage and I hope the above paragraph impresses on you people there what it means to UPI when you fail to get the job done right.

Sincerely,

Mr. Neil Sheehan  
Saigon

  
EARNEST HOBERECHT

cc: Herndon  
Saigon/Laos

DJB ALH GFS REU TNH

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GENERAL OFFICES  
NEWS BUILDING, 220 EAST 42ND STREET  
NEW YORK 17, N. Y.

EARNEST HOBERECHT  
VICE PRESIDENT AND  
GENERAL MANAGER FOR ASIA

Tokyo, Japan  
June 26, 1963

Dear Neil:

I am sending you herewith Leo Stoecker's June 20th note to me along with a tearsheet of the front page of "The Sun" published in Sydney, Australia.

This shows how the AP picture of the burning monk was splashed all over the entire front page.

Stoecker quotes George McCadden as saying the picture of the burning monk in Saigon was worth "5,000 extra street sales" for his opposition, the Sydney Sun.

As you know we've already had clients in Europe refusing to pay their bills because we didn't have this picture. Now another good client is in with another complaint. And we've had plenty more.

Saigon's failure on this picture has really, really hurt us.

After you have read this note from Stoecker and studied this front page, please send this note and tearsheet on to Ray Herndon in Laos so he can study it.

Sincerely yours,

EARNEST HOBERECHT

Mr. Neil Sheehan  
Saigon

cc: RH DJB GFS REU