

A Picture is Worth a Thousand Words

BY EARL J. MONIZ



Psywar artist Dick Zayac (right) at his workstation in the Propaganda Platoon of the 1st L&L in Korea.

In our recent research on the Korean War, we uncovered a few pencil drawings. One of the drawings included a faded identification: "Zayac 53 Korea." Through modern technology and some amateur sleuthing, we were able to identify and locate the artist.

Born and raised in Detroit, Michigan, Richard (Dick) Zayac was attracted to art at a young age. As a teenager, he studied at the Detroit Institute of Arts and the Society of Arts and Crafts. While majoring in commercial art at Cass Technical High School, he received scholarships to the Art Students League of New York and the Pratt Institute in New York City.

In 1950, war broke out on the other side of the world. World events overtook educational plans. Zayac was drafted and assigned to the 1st Loudspeaker and Leaflet Company (1st L&L) in Korea.

The 1st L&L consisted of artists, photographers, scriptwriters, loudspeaker teams, and linguists. They worked together to conduct psychological warfare designed to shorten the conflict, assure the civilian



This pictograph Psywar surrender leaflet was a simple roadmap to freedom for many soldiers.

population that help was on the way, and that the end of the war was just around the corner.

All of the images displayed in conjunction with this article are products of psychological warfare pioneer Dick Zayac. The Psywar leaflet depicting a map and routes through the lines was actually reconnoitered by Zayac himself. He wanted to assure himself that the map depicted everything in its proper perspective. Considering today's Psychological Operations (PSYOP) "reach back"

support, Zayac's recon remains one of those daring feats upon which legends are built.

The 1st L&L was so successful at upsetting enemy plans and encouraging loyal support that on 18 May 1952, in Taegu, the unit was awarded the Korean Presidential Unit Citation. It read, in part: "Over one billion leaflets have also been prepared and dropped over enemy troops and civilians in North Korea contributing greatly to the weakening of morale of enemy soldiers and to the improvement of morale of loyal citizens of the Republic of Korea."

Dick Zayac returned home to begin a commercial artist career that continues to flourish today. From his studio in Michigan's North Woods, Zayac continues to paint in the plein air style he has perfected. Zayac's work is included in private collections from Chicago to Tokyo. ♣

"Psychological warfare channels the abilities of the artist toward the goal of winning, and thus terminating, war. While he is helping to bring an end to the war, the Psywar artist may perform the added function of recording it to keep its bitter memory alive, so that others may know what it is like."

Earl J. Moniz has been a digital information specialist in the USASOC History Office since 2001. After retiring as a Special Forces communications specialist in 1990, he earned his undergraduate degree in teaching from Fayetteville State University in 1994 and his Master of Library Science from NC Central University in 1998. Current projects include the organization of the History Office reference and research facility; the installation and implementation of the History Office digital asset management solution; and the collection, organization, and preservation of History Office electronic documents, files, and data.

Note:

"First RB&L News Special Supplement," 10 April 1955. The artwork used in the 1955 special supplement was borrowed and never returned. If anyone knows the whereabouts of the original artwork, please contact the USASOC History Office so that it can be returned to Dick Zayac.



Working from the trenches, Zayac starkly rendered the realities of war. The box with carrying straps is a portable loudspeaker.



In contrast to the dark, harsh sketches of his war years, Zayac's current work consists of peaceful, light-filled watercolor street scenes.



A Loudspeaker Team races back to the relative safety of the Main Line of Resistance (MLR) after a night broadcast mission.

1st L&L EQUIPMENT AND WRITERS



1st L&L Motor Pool with camera trailers.

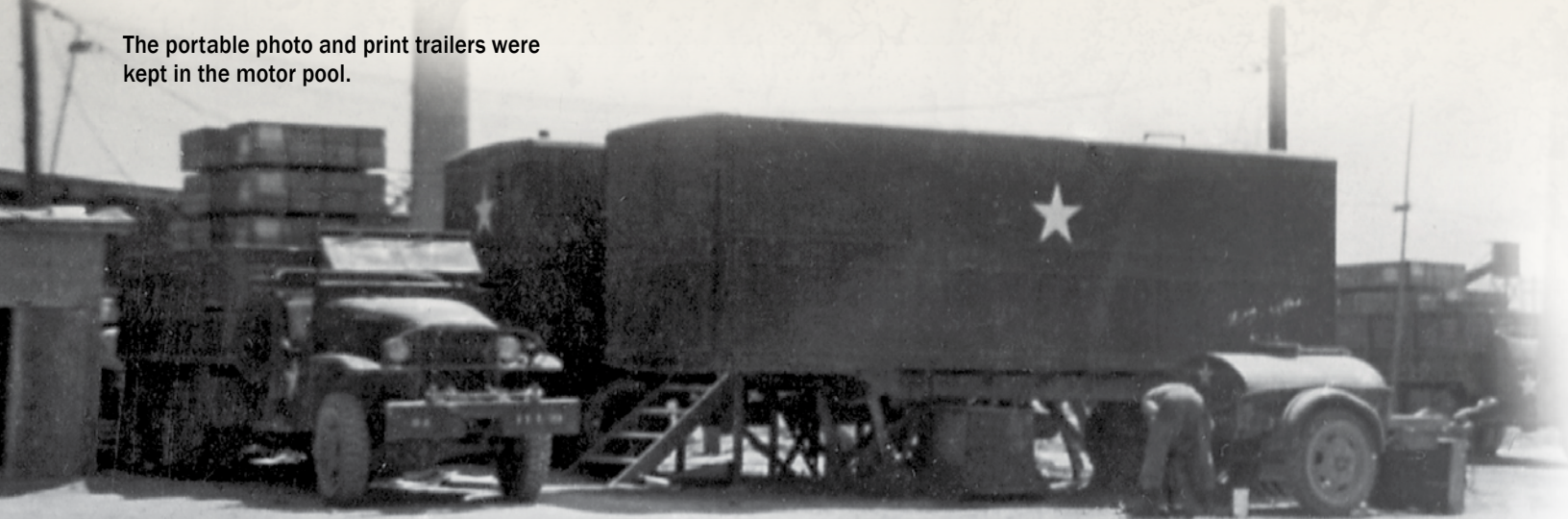


The 1st L&L soldiers that worked at EUSA G3 Psywar Division.

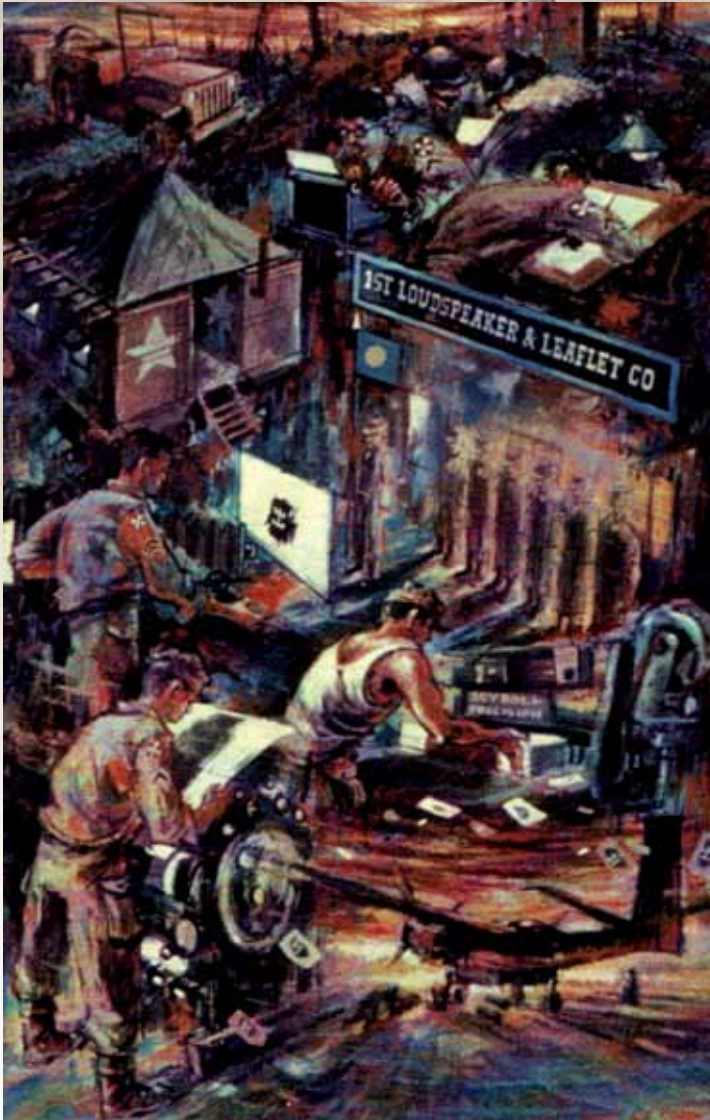


Loading and unloading equipment was a constant for the Loudspeaker Teams.

The portable photo and print trailers were kept in the motor pool.



WORKING AREAS



The Psywar leaflet cycle from start to finish was accomplished at the L&L Company.



Broadcasting in comfort from a front line bunker was not typical for Loudspeaker Teams.



Entrance to the L&L Compound.

AERIAL DELIVERY

Loading Leaflet Bombs.



1st L&L soldier with a leaflet bomb used as an office symbol.



There were so many Psywar leaflets dropped over Communist lines, much of it simply hand-tossed out the open windows or doors of low-flying aircraft, the enemy soldiers always had a choice of colors for toilet paper.



Delivering 1st L&L Company Psywar leaflets to K-16 Airfield in Korea.