

*Population and Reproductive Health  
Oral History Project*

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**Robert W. Gillespie**

Interviewed by  
Deborah McFarlane

June 25–26, 2004  
Pasadena, California

This interview was made possible with generous support  
from the William and Flora Hewlett Foundation.

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## Narrator

Robert W. Gillespie, M.P.H (b. 1938) is president of Population Communication in Pasadena, California, and the author of “Statement on Population Stabilization,” which has been signed by seventy-five world leaders. In the 1960s and 1970s, he did groundbreaking work in Taiwan, Iran, and Bangladesh. Gillespie has worked for the Pathfinder Fund, Population Crisis Committee, and Population Council, and is also a filmmaker, most recently, of *No Vacancy* (2004).

## Interviewer

Deborah R. McFarlane is professor of political science at the University of New Mexico. She is the author, with K.J. Meier, of *The Politics of Fertility Control: Family Planning and Abortion Politics in the American States* (Congressional Quarterly Press, 2001). McFarlane worked as an administrator and a consultant in reproductive health in the U.S. and internationally for more than three decades.

## Restrictions

None

## Format

Five 60-minute audiocassettes.

## Transcript

Transcribed, audited and edited at Baylor University; editing completed at Smith College. Transcript has been reviewed and approved by Robert W. Gillespie.

## Bibliography and Footnote Citation Forms

### *Audio Recording*

**Bibliography:** Gillespie, Robert W. Interview by Deborah McFarlane. Audio recording, June 25–26, 2004. Population and Reproductive Health Oral History Project, Sophia Smith Collection. **Footnote:** Robert W. Gillespie, interview by Deborah McFarlane, audio recording, June 25, 2004, Population and Reproductive Health Oral History Project, Sophia Smith Collection, tape 2.

### *Transcript*

**Bibliography:** Gillespie, Robert W. Interview by Deborah McFarlane. Transcript of audio recording, June 25–26, 2004. Population and Reproductive Health Oral History Project, Sophia Smith Collection. **Footnote:** Robert W. Gillespie, interview by Deborah McFarlane, transcript of audio recording, June 25–26, 2004, Population and Reproductive Health Oral History Project, Sophia Smith Collection, p. 23.

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**McFarlane** —Deborah McFarlane in Pasadena, California, June 25th, and I'm about to interview Robert Gillespie. (pause in tape) Why don't we get started with your time and place of birth?

**Gillespie** Okay, I was born on August 23, 1938, in Roswell, New Mexico.

**McFarlane** Why?

**Gillespie** My mom and dad were living in Artesia, New Mexico, and my sister had been born in Carlsbad. There was no doctor in this very small village, in Artesia, but there was a doctor up in Roswell. And so, my mother delivered both my older brother and myself there. A few, virtually, weeks after I was born, my father died of a brain tumor, and my mom was left with three kids out in the middle of nowhere, living above the post office in a very small [one-bedroom apartment] at that time. [Artesia was] a village in New Mexico. A large part of my [childhood I was] raised by [my grandparents and in boarding schools].

**McFarlane** Was your family from New Mexico?

**Gillespie** Both my grandfathers were pioneers in the Permian Basin. My grandfather on my mother's side was a geologist who actually lived and rented a space at my grandmother's home in Roswell, New Mexico. His name was Ronald

DeFord. My grandfather's name was Welch. I took the name Gillespie just right before I got married because it became obvious to me and my wife that I didn't have a legal name. I was never adopted by my stepfather, whose name was Gillespie. So, in order for me to be legally married, I had to have my name changed legally from Welch to Gillespie.

My grandfather on my father's side was an early wildcatter. He discovered the first oil well in New Mexico, in 1924. So, I have one grandfather who was an archconservative, Mr. Welch, Van Welch, and [Ronald DeFord, my mother's stepfather,] who was an arch-communist, card-carrying Communist, and a scholar. And it was my grandfather on my mother's side, actually the step-grandfather on my mother's side, who raised me.

**McFarlane**

In New Mexico?

**Gillespie**

Well, he went from Roswell, New Mexico, where he eventually married my grandmother, because my grandmother and my birth grandfather divorced early on. And then she went with him wherever his geology took him, and he went from Roswell, New Mexico, to Midland, Texas, because that was the center of the Permian Basin. And he loved his geology, and I loved going out with him. And so, when I was very young, I would spend my summers with my grandmother and my grandfather in Midland, Texas, which I loved, because they lived on a street called D Street, and at the end of D Street was nothing but desert. Of course, now it's nothing but houses. I went to school there in my third grade, living with my grandmother and grandfather, and as often as I could, I would go out in the fields with him to look at [geological]

formations. It was a lot of fun.

The same thing I did with my grandfather on the other side. I'd go out and look at the wells with him, but he was a different side. His side was, How do you make money? Whereas my grandfather on the other side was just, How do you do the geology so that other people could make money? And he was a great scholar. He spoke Russian, he was a Shakespearean scholar, he was very austere, and he virtually taught me how to read. He raised me.

My stepfather, who my mother married when I was five years old, lived just outside of Beverly Hills, and they lived together for about six or seven months. And then my older brother, my older sister, and I came out to California on the train. I was thrilled because [now I have a father]. But he worked extremely hard as a special-effects person working on films like *Ben-Hur* and *Wizard of Oz* and six hundred other films. He was nominated for Academy Awards twenty-four times—won four.

And all of a sudden, I realized, as much as I loved my stepfather, the person whose values I was acquiring and the person who really sat down and helped me learn how to read and cared about me, was my step-grandfather. As often as I could during the summers, I would go out and live with my grandparents. And my grandfather at this time moved from Midland, Texas, to Austin, Texas, in 1948. He moved to Austin, Texas, to teach geology there in about 1951, '52. So between 1951, '52, up to, gee whiz, 1956, when I was still in high school, I would go out, and he'd take his students into various parts of the Trans-Pecos—that's that area from El Paso to Midland and all

the way down to the border of Mexico. The Mexican government wanted him to do geology up in northern Mexico.

He wanted me to be with his students. [We hired] students in places like Marfa and Fort Davis. [These were] very remote towns. [We would go] to look at [geology formations and observe fossils. The students were doing this research for] their doctorate dissertations. Every time I meet a student who was a student of my grandfather, they said, He always put the fear of God in us. And they said, Not only was he a brilliant geologist, but he required impeccable English. He said you cannot get a doctorate under him if there were mistakes in the grammar. You had to defend your dissertation in front of your committee and the entire department of geology.

**McFarlane** Somebody to be proud of.

**Gillespie** Yeah, I loved him.

**McFarlane** Where did you go to high school?

**Gillespie** [I went to] Midland High School. My mother and stepfather wanted me to go to a private boy's high school. It's the only boys' school in the United States which was actually built by the students themselves. They [had seven] faculty and one cook. The students did all the work. They did the carpentry and the plumbing. [Electricity was introduced] three years before I got there. If you wanted to have a warm room, you built a fire. You never got a hot shower without building a fire. And I started there in the eighth grade, in 1952.

**McFarlane** And where was this?

**Gillespie** This is north of Santa Barbara, in Los Olivos, in the Santa Ynez Valley. It

was a huge, 2,400-acre square ranch. [The school] remains disciplined and self-reliant. It is now co-ed, and at the time, was sort of an Episcopal school. We did go to chapel every day, but it was very rigorous. We had the wonderful opportunity of studying Anglo-Saxon history, with three years of Latin. Everybody in my class and the classes preceding me were able to get into Stanford and Williams and Harvard. I happened to go to a school in the Midwest called Hiram, but I didn't like it very much.

**McFarlane** Where is it?

**Gillespie** The school was south of Cleveland. After a brief stint at a city college, I went to Cal Poly in Pomona to study agriculture. After hitchhiking in Mexico, I decided that a good way to spend my life was to [improve the agricultural practices of people in developing countries]. Hunger, I felt, was a major problem. [My major was soil science.]

**McFarlane** Where did this come from?

**Gillespie** When I was hitchhiking in Mexico, I saw hungry people. What an exciting thing to do with your life, [teach farmers how to improve their agricultural practices]. I studied very hard, I got good grades, and then I decided to go see some agricultural stations [in the Middle East]. There was a group called Agricultural Missions. Ira Moomaw was the director. I met him in New York, and he introduced me to agricultural sites in Turkey and in Lebanon and in Syria and in Egypt. Some of them were agricultural mission sites [under the auspices of] the Presbyterian church. [At] none of the sites that he introduced me to was [it] the intent of the people who were agriculturalists or agronomists to proselytize their Presbyterian faith. Their whole purpose

was to set up model agricultural systems so that the local farmers would learn crop rotation, [improve seeds, maintain soil fertility, etc].

Often these agricultural sites were connected with academic institutions. Some of them were connected, like in Turkey, with a mission school. In Lebanon, I was in Baalbek, because it was [affiliated with] the American University of Beirut. In Egypt they were Presbyterian schools. One was in Minya, and the other was Assiut. I was a junior in college. It was in 1959, 1960, and I loved being able to [visit the types of programs I wanted to devote my life to]. I wanted to go into northern Africa and Sudan, but my money ran out. I was hitchhiking. I was living off a dollar fifty cents a day. At the end of the trip, I was starting to live off a dollar a day.

The Aswan Dam [was being built by] the Russians. [At that time it was obvious] the population [was growing] faster than agricultural capacity. My grandfather said, "You're wasting your time. Overpopulation is the major issue." I happened to point out to him that Karl Marx wrote that he disagreed with Malthus, that population wasn't the problem. It was redistribution of income, that you cannot have a surplus of labor as long as labor is given an opportunity to control the means and surplus of their own labor. [Marx exposed that the problem was not overpopulation but] distribution of resources. Marx is very specific about that. My grandfather desperately went [to *Das Capital*] and said, "You're right." He was terribly stressed about it. [I had] punched a hole in one of Marx's principle theses. He had no idea that Karl Marx had disparaged Malthus. [My grandfather] was a Malthusian.



**McFarlane** So, this is the grandfather that tells you that you're wasting your time?

**Gillespie** Yes. And so I said, "Well, now what do I do?" And I said, "Where do you go out and learn about population policies and family planning programs?" In high school we were studying civics class in my junior [year], and we were reading *U.S. News & World Report*. And I'll never forget, I read Aldous Huxley's assessment of population. He said the population of the world is exploding. There was this little population chart. I wrote Bob Cook [at] the Population Reference Bureau [PRB]. [I have been a member for fifty years]. When I saw Bob Cook in Washington, D.C., in early 1962, he said, "I'll give you the names and addresses of all the members of the PRB in Asia."

Bob Cook gave me all their names. I don't think he wrote any introductions. I wrote them all. I said, "Well, these were given to me by Bob Cook"—which meant something to these people, because they obviously knew who he was. At the same time, there was Marilyn Ferguson, who was vice president of Planned Parenthood in New York. I got a lot of the Planned Parenthood names of the people like Jae-Mo Yang in Korea and Mrs. [Shidzue] Kato in Japan. Mrs. Kato was an early pioneer. She died about, seven years ago at about a hundred—strong member of Moral Rearmament. [I found demographers] quoted in Irene Taeuber's book on Japan [*The Population of Japan*].

**McFarlane** Now, you got these names at what period? This is post-high school.

**Gillespie** I started a self-study program.

**McFarlane** This is after your conversation with your grandfather?

**Gillespie** I started reading [Tom] Prindle and [Marston] Bates and [Fred] Osborne and

[Thomas] Malthus and [Frank] Notestein and anybody who I could find. Actually, after a while, Don Bogue started publishing, and Joe Stycos. And so I read anything I could and everything I could from family planning/population. When Kathy and I got married a little over forty years ago, we drove back East. Besides seeing Jack Lippes in Buffalo, I saw Don Bogue in Chicago, and I saw Joe Stycos.

I started reading the Japanese demographers, the Indian demographers, and some of the family planning people, Mercedes Concepcion from the Philippines. I knew who the cast of characters were in the academic, government, and non-profit worlds. In Japan, I started trying to get a hold of these top demographers in the government. Some of the people I started interviewing were impressed, like Yashio Koyo and [Minoru] Muramatsu, who was the head of the MCH [Maternal & Child Health] division in the ministry of health. And he said, "You've really been able to ask me very good questions." And I said, "Well, I haven't been able to get to this very prominent demographer in the university over here at Tokyo." So he said, "I'll call him." And then we set up the interview. I was able to talk to all the leading demographers and all the leading family planning people in 1962.

**McFarlane**

Now, are you doing this as a college student?

**Gillespie**

I had contracts to make documentary films for the American Korean Foundation in Korea and for CARE [Cooperative for Assistance and Relief Everywhere]. Those were the two that I remember. There was another group called Data International, but it came and left. What I was doing was stock footage for them. But I would go in New York and sell myself as a

documentary film producer.

**McFarlane** Let's back up a little bit. About when did you start the documentary films?  
How did this happen, I mean?

**Gillespie** Because I said, "Listen, you have new programs out there since the last time you made a film that you used for public relations purposes. You have new projects out there in Korea, in Vietnam, in the Philippines and so forth. What I'll do is I'll cover those projects visually for you. You give me my expenses while I'm in the country"—nothing—pay for the film sort of stuff. "And then I'll send you back the stuff. You can edit it, use it any way you want. I have set up with the USIS [United States Information Service] to have the film processed in Tokyo, and they were going to do this for free as a public service for CARE and for the American Korean Foundation. And I may have had one or two other contracts, but those are the ones I remember.

**McFarlane** How did you learn how to do this?

**Gillespie** I just went out on the street. It's just like manufacturing IUDs and inserters. I just got a camera and learned how it worked and then saw how other people did it. And I have to confess I grew up in and around the film world. And I've seen films being made, and I was always interested in documentaries and eventually put together some documentaries that they were really quite happy with—particularly in Vietnam and the Philippines, those were the two—and they were happy with the stuff I did in Korea also. But it was, fortunately, a contract basis, so that they only paid me—there was another project that I had I forgot about that paid some money. They

paid me a little bit up front, I mean nominal amounts, five hundred, maybe a thousand dollars. But then I said I would bill them for the actual time against the amount of money that they paid me. So, at any given time, I had the option of not doing something in a country. For example, I was planning to go to Iraq and parts of India and Pakistan and Sri Lanka and so forth. And when Clarence Gamble offered me the job to go back to Hong Kong, I was able to back out of those film contracts so that I could work 100 percent on family planning, beginning in the latter part of 1962.

**McFarlane** Now, let's back up a little bit. So, your beginnings in film—were you always on your way to family planning?

**Gillespie** Yes. I only used the film as a vehicle to pay my bills so that I can interview all these people. And there was another project that I had—I just reminded myself. Pfizer International had an operation outside of Morristown, New Jersey, where they brought soil samples and biological samples from all over the world. And what they wanted me to—what I did and got a contract to do—not a contract to do, I just made this a process—I would gather soil samples, because I'd already studied soil science, from around various places where I would work in Japan and Korea and Hong Kong and Philippines and Vietnam and one thing or another. And, I mean, because in the Philippines, I'm way out in the middle of nowhere when I was doing filming for the Filipinos and for CARE in the Philippines. And so, I'd collect these, so they'd pay me twenty-five cents for every soil sample. I mailed these boxes back to them—they'd pay for the mail and postage. They paid me twenty-five cents. So, if I collected four, I'd get a dollar. If I collected forty

I'd get whatever. And all of a sudden, I had another hundred dollars that I earned in maybe ten days, two weeks. That was another way I made money.

**McFarlane** So, how did you meet Clarence Gamble?

**Gillespie** Well, he was at the IPPF [International Planned Parenthood Federation] conference in Singapore in February 1963.

**McFarlane** And you made sure you were at that conference?

**Gillespie** Oh yeah.

**McFarlane** I mean, you were working in family—okay.

**Gillespie** That was one of my principal destinations, was that conference. So, on the way—in Korea, for example, I ran into a guy named Marshall Balfour with the Pop Council and ran into Chris Tietze and a guy named [Vincent H.] Whitney, who was at the University of Pennsylvania. So, while I'm interviewing Jae-Mo Yang and all these other people, these guys are standing around and are meeting me and saying, Well, gee, what are you doing? I said, "I'm interviewing this demographer, and I'm interviewing that family planning person." They said, Well, we are too. So, I met the Pathfinder person at the time. Her name was Margaret Roots, and then Margaret Roots and I would run into each other in Hong Kong. And then I would run into the Zukowskis, Charles and Harriet Zukowski, in Malaysia. Then I'd run into them in some other place. So, I knew a lot of the Pathfinders before I even showed up in Singapore. And they would all say—here I am a twenty-three-year-old, twenty-four-year-old kid—and then after a while they'd say, Did you run into the kid over here in this country or that country? And they [would say], Oh yeah, sure. He was asking all these questions to all these

people, same people that they were talking to. So it was kind of fun.

**McFarlane** So, explain to me. You went to IPPF to—

**Gillespie** Attend a conference.

**McFarlane** To attend the conference—

**Gillespie** In Singapore.

**McFarlane** And meet people?

**Gillespie** Right.

**McFarlane** And then you have a job.

**Gillespie** Yeah, and I had a very specific report that accumulated from my interviews in Japan, Korea, Hong Kong, Taiwan, the Philippines, Vietnam. And that report summarized my conversations with the demographers and the family planning people.

**McFarlane** Did you present that at IPPF?

**Gillespie** Yes, yes. I didn't actually present it—I would hand it out to people. I didn't have a lot of copies. It was those days when you had to give carbon copies to people. And so, I gave it to Alan Guttmacher, and he said, "Wow, are you going to publish this?" And then there was this guy, Cass Canfield, who was actually the editor of *Harper's [Magazine]*—strong, long-time family planning pioneer, whose name I'd recognized many times. He said, "Jeez, you shape this up, and I'll publish it in my magazine." And then Clarence Gamble said, "My God, you have a hell of a lot of experience. You do what Pathfinders do." He said, "You're just not getting paid for it." And then after a while he said, "Well, I'd like you to go to Thailand." And he introduced me to Dr. Erb Nabaxon, and Dr. Erb Nabaxon put me up at his house. And the family

planning clinic was down below, and his pharmacy was down below. And then I went off to Cambodia, and he said, “Jeez, could you set up manufacturing for IUD inserters for me in Hong Kong?” And I said, “Sure.” So, I went to Hong Kong.

**McFarlane** Gamble did?

**Gillespie** Clarence Gamble did.

**McFarlane** Why did he think you could do that?

**Gillespie** (laughs) Well, I don't know. He just showed me an inserter, he showed me an IUD, and he said, “We have some barium sulfide. Here's a blueprint, and would you interview plastic manufacturers?” He didn't say medical plastics manufacturers, just manufacturers. So, I interviewed twenty-five, thirty plastics manufacturers, and I chose Mr. Yu Un Ek because, for one thing, I've always chosen people as agents because I have a gut feeling that they're basically committed to the cause. I believe they actually—everybody I've ever worked with cares, and I've actually chosen that over a lot of competent people. But to me, at the end of the day, if you don't care about what it is you're doing, then you're not going to put yourself out on the line to make sure things continue to work.

And that was true when I chose agents to represent the Ipas MVA [manual vacuum aspiration] kits in a lot of countries, and it's good and bad. I won't go into all the details until later. But what happened with my work in Hong Kong is that they—I'd already interviewed all the people at the Hong Kong Family Planning Association. I wanted to develop a research project that took family planning out of their clinics and put it into the, at

that time, block resettlement areas. I wanted to say, Why do you have a family planning clinic when you can have people in the blocks distributing condoms themselves or, for that matter, have people who are selling condoms distributing the same contraceptives at a discount level? Why not do that? Well, I had some difference in—

**McFarlane**

Now where was this, and where did the idea come from?

**Gillespie**

I, in every country, said, Why are they having clinics to distribute these methods? I remember Lady [Avabai] Wadia and Lady [Dhanvanti] Rama Rau presenting a paper on fifty-two clinics in Bombay at this conference, Distributing Diaphragms. And Chandrashekar—or Chandraseksran, I forget—it was Chandrasekaran who was the endodemographer reporting on it. He was out there at the demographic center [Regional Demographic Research and Training Centre (DTRC)] in Chembur, and he was saying, This really isn't working very well. And I was saying—I would go up to Lady Rama Rau and say, Well, why don't you just distribute all these foam tablets and condoms out of the retail outlets? Why don't you set up those people who are already distributing the methods? Why don't you have them act as depot to distribute the methods? Why do they have to come into your clinic?

Margaret Sanger had brought the diaphragm into Bombay in the '50s, I think, 1953 or '57—I forgot which—and that's how it all started. It was a diaphragm-based method. They didn't even offer vasectomies in the program. Dr. [G. M.] Phadke, who was the early pioneer in the introduction of vasectomies in Bombay, was the one who was providing vasectomies in his vasectomy clinics or in clinics that offered vasectomy as a part of overall



health services. And then, of course, later, Datta Pai, who was the municipal health director for Bombay, he was the guy who started the vasectomy carnivals and the vasectomy clinics in the railway stations.

When I got my vasectomy in Bombay in 1975 or '74, he gave me the option of getting my vasectomy at the Pearl Clinic, which he'd just opened primarily for abortion services [or] getting a vasectomy at the governor's house. He had mobilized the 250 staff members at the governor's house, and they all lined up and got vasectomies—those that wanted it—and/or at the railway station. I could've gotten my vasectomy at the railway station. I could've also gotten my vasectomy on a vasectomy bus that roamed around the streets, and these men would get out on the street and say, Does anybody want a vasectomy? And the guy would raise his hand and say, Yes, I want a vasectomy. And they'd go on the bus, get a vasectomy on the bus, and the bus would move on to another location. I mean, it was the most marvelous, creative, fun period of time that you can possibly imagine.

Another person who was a pioneer in this process of creating festive environments for vasectomies, and then later tubectomies, was Krishna Kumar, who ultimately—he was a district collector for the district of Cochin, and he organized the first Ernakulam festival in Ernakulam in Cochin in Kerala. And later, those festivals were brought to other parts of India with varying degrees of success, but he virtually got something like 76,000 men to get a vasectomy in a week in Kerala. And the key point of all this—and this is a very, very important part of history—the key point is that there was no coercion. Nobody showed up under any duress whatsoever.

*Tape 1, side 1, ends; side 2 begins.*

—revisionist history, I can see, revisionist history is that I read all the time by people who've never been to India and refer to these vasectomy camps, which were very common in that period of time and up until the emergency [program]. They refer to these—

**McFarlane** Just give me—the period of time is roughly what?

**Gillespie** Well, these vasectomy—Dr. Phadke started working, literally, in the late '50s. And when I met Dr. Phadke in 1963, he was starting and Datta Pai and other people, not just in the state of Maharashtra but also the state of West Bengal, certainly down in the state of Kerala, certainly in Mizoram, just beginning in Andhra Pradesh—these were states that said, We can't just wait for men to come into our clinics in these urban settings. We've got to find some way to go out to villages to provide services.

**McFarlane** Now did you meet him when you were working for Pathfinder?

**Gillespie** Yes, I met Dr. Phadke when I was working for Pathfinder. But when I had the fun time of working in India starting in 1964, I was a Population Council person at that time. I joined the Population Council at the end of 1963. Actually, it was in December 1963. My wife and I got married in October, and we went back to spend our honeymoon with Clarence Gamble [at his] home in Milton, Massachusetts. And Clarence asked me—

**McFarlane** You got married in California?

**Gillespie** We got married here, and Clarence asked me to go down to New York to talk to Bud Harkavy at the Ford Foundation. Well, actually I had met him before I even went out there. I had talked to Bud because I said, "I'm going

out there. I know you fund population/family planning. I'd like to talk to the people." He said, "I'd be thrilled to have you talk to these people, because we really don't get a lot of feedback except from them and nobody independently asking them questions. This is great." And he gave me the names of all the Ford Foundation-funded people. There weren't a lot. There were very few, but they were out there, mostly in academic centers. And I knew the Pop Council people, Balfour, and some of these other people, because I'd read all their stuff—and [Bernard] Berelson.

But for some reason, I didn't get very far with them because, for one thing, they didn't have a lot of links. The only link that they had was the Taichung study, and, of course, that was mostly being organized by Ron Freedman and John Takeshita and those cast of characters who were in Taichung at the time in 1962, '63—or actually early '63. And when I talked to the people up in Taipei about going down to Taichung, they said, No, that's all right. I can tell you all about it. And talk to S. C. Hsu. He was the head of JCRR, Joint Council Rural Reccomision [Joint Commission on Rural Reconstruction] in Taiwan. And so, he told me all about the Taichung study. So, when I talked to Barney Berelson, he said, "Oh, yeah, sure. S. C. Hsu had just talked to me. He said, "This bright young guy, we'd love to have him in Taiwan.""

But the thing that happened was—so I don't get this all very confused—is that I sat down with Sol Gordon and John Wyon at the School of Public Health at Harvard. Clarence Gamble, who was a professor there—and I don't know where it was adjunct or whatever you call it; I

don't even know whether he ever taught any classes there, but he had the title, and there was actually a Gamble chair at the time—said, “I want you to build up this project so that when you”—at that time go back to Hong Kong—“so that you can work in Hong Kong but also work regionally. But set up this process by which you get basically family planning out of the clinics and to the people. And at the same time, you've already manufactured the IUDs inserters for me”—

And I'd cut the price of the IUD from sixty-five cents to a penny and a half, and I'd cut the price of the inserter from five dollars to a nickel. So, needless to say, the fifty dollars he was paying me a month was a good investment. And, of course, for me, I wasn't married, I was working seven days a week, I was working twelve, fourteen hours a day, I was either sleeping or working, I was even working while I was eating, and every single moment was exciting for me. I just loved it. And so, I told Kathy, “The guy's offering me a job. We can get married, and we're going to go to Hong Kong.” So, we're sitting in the house, and Clarence Gamble is all of a sudden saying, “Your project that you're developing at Harvard is getting really kind of big and kind of expensive, way beyond what I can afford myself. So, would you go down to talk to Bud Harkavy about it and the Pop Council?” Well, Barney Berelson had already heard about me from all these various people all over Asia, and he said, “It's amazing.” He read my thing and he looked at my research project and he said, “This'll fit perfectly with what we've been doing in Taichung.” He said, “You've got this operations research project that extends beyond the Taichung study, even a social

marketing aspect that I've always been very interested in. It has a communication aspect that I'm really interested in. You've designed a coupon that I really am interested in." He said, "This is really exciting. Will you go to Taichung and work and develop the project there? We'll pay for it. We'll pay for the research in Taichung to do this project, and you'll work with the government."

Well, it was a lot of decisions as to whether I was a junior person or a senior person. Well, I was the first person to arrive in Taichung. The Population Council had no overseas field staff. I was the first person to arrive, in early 1964. Then Sam Keeny arrived, then Paul Hartman arrived in Korea, and then later Nick Wright and Allan Rosenfield and all the other Pop Council people, Jerry Zatuchni. We're all good friends. We all were excited by the opportunity to actually sit there and advise a government. This is Rockefeller's mandate. You're not out there working with the NGOs, all that sort of stuff. You're advising the government that's going to develop the national program under whatever auspices you can.

The way in which the family planning program evolved in Taiwan is sort of like an elaborate Chinese opera. It was government, but it was money that was interest on payments for money that originally was organized by the JCRR, which was a recipient of all the **point-four money**. That was—American aid money went into this autonomous organization called the JCRR. The ministry of health didn't have a nickel in the program, but the commissioner of health, who happened to also be a very good friend of Sam Keeny's—because Sam Keeny was the head of UNICEF in

Asia for thirteen years—said, “We allow the county health officers to cooperate in the program,” to actually supervise the program, but all the services were on a fee-for-service contract basis with private OB/GYNs, and then later, private doctors. So, something like 250 private doctors were given seventy-five cents for the IUD, and then they charged the patient seventy-five cents, getting a total of a dollar fifty for each insertion for the IUD. This is the first national program to use the IUD. And John Takeshita will give you a little bit different angle on the Taichung study, because that was his baby, and its actual use within the context of the national program.

I think I sent you the annual reports I wrote—the green one and the red one? Well, those were the first annual reports ever written on a national family planning program and certainly the first to document the introduction of the IUD and the introduction of the oral pill. Neither of those two methods were used within the context of national programs. So, everything we did—it’s just hard to believe how exciting it was. The Chinese used to say to me, Bob, you never take Chinese holidays. I said, “Because I’m an American. I don’t take Chinese holidays.” But you don’t take American holidays. I said, “I’m in Taiwan. I mean, you don’t take American holidays in Taiwan.” I said, “I cannot imagine not getting up at four o’clock in the morning or five o’clock in the morning and not working six to twelve hours a day.” My wife, she was tolerant of all this stuff, and she was part of it. She learned Chinese, that lovely lady that you met there, and it was fun.

**McFarlane**

So, you were in Taiwan how long?

**Gillespie** My wife and I arrived in early 1964, and we left in mid-1966. And every single day I worked with brilliant people: Tessie Huang, who was head of the fieldworkers, Dr. C.H. Lee, who was head of the training, Jack Chang, Tom Sun. There wasn't a person I worked with who wasn't brilliant. I mean, they were just all unbelievably competent, hardworking, dedicated people. Sam Keeny, when he came in, he said, "I'm not giving you a desk." He said, "You're out in the village. You're to tell me what happens out in the village." He said, "You're a field person. That's what you're to do. You're to go out there and find out what—talk to fieldworkers, talk to women, talk to children, talk to the village leaders."

**McFarlane** Did you have the language?

**Gillespie** Well, I'd study Chinese every night for a long time, and I could speak Chinese. But my wife would go out in the village, and I'd speak Chinese, and they couldn't understand a word I said, I don't think. And then she'd say exactly what I said in Chinese, and they all understood what she was saying. So, she kind of interpreted my Chinese into a Chinese they understood, and her Chinese was quite good. But I also had interpreters, and, of course, all these people I worked with spoke English.

**McFarlane** Let's back up a little about—you got married in '63?

**Gillespie** October 1963.

**McFarlane** To whom?

**Gillespie** Kathy, the person you met. You want to know about Kathy?

**McFarlane** Yeah.

**Gillespie** She's my pal, and she's my—

**McFarlane** And did you meet her—where?

**Gillespie** Met her next door. She was the daughter of Pat and John Deuel, and their next-door neighbor was Charles Webb. And Dick Webb was a doctor in town, and—

**McFarlane** In where?

**Gillespie** Right here in town. Dick Webb was—

**McFarlane** In Pasadena?

**Gillespie** Here in Pasadena. And Dick Webb was the kindest, sweetest, most wonderful gentleman. And when I moved into their house for a weekend, I brought seven shirts and two or three pair of shoes and lots of pants. He said, “You’ll be here a weekend. How many times can you change your clothes?” I said, “Well, in case I come back,” and I came back and I came back. I never spent any time over in Beverly Hills. This was the cool place. This is about—we’re at the Valley Hunt Club right now. Everybody belonged here. I mean, it was a kids’ place, and so they didn’t have anything like this over in Beverly Hills. So, I could come over here and walk around, and all my Midland friends would be here. And all the other private school kids would be here, and public school kids would be here, and we’d all hang out here and have fun.

**McFarlane** And this is where you met your wife?

**Gillespie** This is where I met—well, I met my wife next door. And—

**McFarlane** How old were you?

**Gillespie** I was fifteen, she was thirteen, and we were all just good friends. And at the end of the day, I thought, Well, what a great thing to do is marry your best



friend. And she's bright, extremely bright, and wherever we've gone she's always learned the language. And every time we study language—it always happens—we'll start off with the same teacher, and the teacher will always say, "I'm sorry, we've got two students here. We've got your wife, who's speaking Farsi or Turkish or Chinese"—or whatever the language is—"and we've got you." And I can't pronounce—I can't get the tones, although I have a huge vocabulary, and I can actually understand it. When we go to a Chinese movie today and when I'm in China, when I go back to China, I can understand about—like off the street I can understand maybe 15, 20 percent. When I go to a movie, I can actually understand about 30 percent. But then my wife is absolutely fluent in Spanish. She's been studying Spanish for fifteen years—Spanish literature, that's her passion. Her passion is languages. And her capacity to speak Spanish and to study Spanish and understand Spanish writers, both [from] Latin American and Spain, has been what she loves. And that's what she does.

**McFarlane** So, you married her in 1963 after knowing her for a long time?

**Gillespie** Right.

**McFarlane** And she had finished at Smith?

**Gillespie** Right.

**McFarlane** She wanted to go overseas, too. I mean, she had the same passion.

**Gillespie** Well, she had already traveled to Vietnam and Thailand and Japan, and she had been in India. She'd traveled all over the world. She was not unaccustomed to travel, and so she is a good travel companion. She is in and out of a country without making a big deal of the very process of being in a

country—a good book, and you can be anywhere in the world. And she's interested in language, and she's very good when I—we had frequent dinners for all my Chinese colleagues at our house, and we just cherish every single moment we had with our Chinese friends. And we did, to a large degree, with our Persian friends, but Persian husbands keep their wives much more confined than the Chinese do. So, we had closer relationships with our Turkish friends when we lived in Turkey, because the Turkish wives could be a part of our social milieu. Whereas in Iran, many of our friends were very traditional, and their wives, who were all in chador, weren't allowed to come out of the kitchen, even though we would go there frequently to many houses. It was just—whatever, you know.

**McFarlane** And you were in Taiwan for how long?

**Gillespie** From early 1964, January 1964, to mid-1966, or about that—mid-1966. Then from 1966 we went to Turkey, and that was a lot of fun.

**McFarlane** What do you think your biggest accomplishments were in Taiwan?

**Gillespie** Well, I mean, we did a lot of operations research projects, because L.P. Chow, who I designed the projects with, he also had four hats. He was basically head of the national family planning program, he was the head of the population center, he was the head of the demographic studies that were related to all these activities, and he was a medical doctor who was responsible for overseeing the clinical trials that [were fed into] the program. So, it was like a one-stop system. You go to L.P. Chow, and he's not only responsible for the research, he's responsible for implementing the actions in the research. So, I used to say to L.P. Chow, I can't imagine anything more

wonderful than having someone who's responsible for taking his own advice, from learning from his own studies. Never in the world—I mean, Haryono Suyono in Indonesia was so far separated from the research arm, in terms of his own actions related to that, that he would then look at the research and see how it's going to be used, as well as the other people within the context of the BKKBN [National Family Planning Coordinating Board]. But Taiwan was the only country where I've ever worked where the guy who's responsible for the research is also responsible for taking the actions that evolve from the knowledge of the research. It was just like, Hello!

**McFarlane** It was pretty efficient.

**Gillespie** Yeah, and then, of course, here's this twenty-five-year-old kid who's been out in the villages and talked to the PPH [pre-pregnancy health] workers, the fieldworkers, talked to the VHENS [village health education nurses], talked to the physicians, and he would take seriously every single memorandum I wrote. And I would come back and say, This is what I learned down in Taichung. This is what I learned in Taichung, and so forth. And so, everything I did—field evaluation, operations research—it all fed into the national program. And, as you know, the history of research in the national implications has its own long and arduous history.

**McFarlane** What do you consider operations research?

**Gillespie** Well, in those reports, you'll see that we wanted to find out what the best way, for example, to standardize the oral pills within the program. We wanted to find out what the best way of distributing condoms was in a program. We wanted to find out which physicians were most efficient, which

contractual arrangements were most efficient, what it took to improve the quality of program so we got a faster feedback on anything that distressed either the health providers or the women accepting and/or the man accepting the services, how fast and how efficient could you be in introducing a surgical contraception such as vasectomy and female sterilization. And, literally, we would do the research—and I'll show you all the research studies—and as soon as we got the findings we used them in the program.

Some of them were just really weird. For example, one of the things I did is do a lot of gimmicky stuff—like, Let's do a free offer for a limited time only. Let's set a time and date for the person to go for an appointment and then make sure the person committed themselves to that time and date, rather than just giving them a coupon, as opposed to just giving them a coupon with, You're going to take the coupon in. And the idea was to see how much of these marketing techniques—Okay, sign your name right here that you're going to commit to this goal, age at marriage and so forth. And then the person would walk away, and we would say to ourselves, Well, did that work? Did those gimmicks work?

Well, it turns out the free offer for a limited time, seventy-five cents for an IUD—seventy-five cents is nothing, I mean, even for the women. But we'd say, You're only going to get it for one month free. So, it turns out that at the end of the year we would give them December free, and then IUDs just shot up. I mean, we were going to seven thousand, then up to ten thousand—got an extra three thousand people. So, whatever works.

**McFarlane** And why did you leave Taiwan?

**Gillespie** Well, I'm an asthmatic. My wife was constantly rushing me off to the hospitals to get Aminophyllin. I take these sprays, they hype me up. I take tedrals, they hype me up. And so, it was exhausting. I couldn't sleep past three o'clock in the morning because I couldn't breathe. I'd go (mimics gasping noise) and then I'd have to take these sprays. You take the sprays, they hype you up, you can't go to sleep, so that's when I started writing the annual reports. I'd write those between three o'clock in the morning until whenever work would start, and—or four o'clock, whatever time I got up. And after two and a half years of asthma—and it would be seasonal, sometimes it'd be worse, sometimes it'd be better—and being rushed off to hospitals around Taichung, I just said, "I just can't do this anymore." And I feel like I'd done—there was this guy George Cernada that came and replaced me. I felt like I was in heaven. Everything we did was exciting. I, of course, wanted a whole bunch of things to happen. Some happened. Some didn't happen. But I got on that train, and everybody came out to the train station and said goodbye to me. It was just exciting.

**McFarlane** And the Pop Council then sent you to Turkey?

**Gillespie** Mm-hm. Yeah. All the time, though, I was off in India and Pakistan and other places, Thailand, for the Pop Council, oftentimes lecturing at the Ford Foundation in India, that sort of stuff, because I—for example, there was the Geneva Conference, and I would go back and forth and stop off in Pakistan. I helped set up manufacturing IUD inserters in Pakistan for a short time. I set up the coupon system in India.

We had lots and lots of visitors. And I met this guy, Mr. [Nusret H.] Fişek, at this conference in Geneva, and he asked Barney Berelson if I would come and work in eastern Turkey with Kurds, because he said, “I started my social security system, and I started nationalizing health services needed for the Kurds.” He said, “The reason I do is it’s like the Wild West. I mean, they’re out there. We don’t even call them Kurds. We call them Mountain Turks. A lot of them still are tribal. They migrate. They’re marginally subsistent. It’s a desert. They don’t have a very big infrastructure of health or education services out there. If we can accomplish anything out there, we can do it for the rest of Turkey. And so, I start all my controversial programs out there.” So, Barney Berelson asked me if I’d go to eastern Turkey, and I jumped at the chance. I thought this was exciting.

**McFarlane**

Now, where did you live?

**Gillespie**

We lived in a whorehouse. It was the only place we could find in town. We lived up above this place where this brothel was down below and a bar, and we lived upstairs. And in order to get water, you had to yell down, “*Su jak su esteroum lutfin*,” which is, “Please get me the hot water.” So, they’d turn on some kind of hot water system down below, and out of the faucet would come some hot water—very primitive.

**McFarlane**

What town was this?

**Gillespie**

This is Diyarbakir. In those days, 90 percent of the transportation in Diyarbakir was horse and buggy. And so, most of my transportation around town was in the horse and buggies, and there was a lot of complicated issues about the Jeeps that were to be funded by AID [United States Agency for

International Development] and were funded by AID. But at the end of the day, those Jeeps weren't—I used one of them when I got outside of Diyarbakir to go around to do my work, and I developed all kinds of stuff. Developed a stack of stuff like this—coupons, training manuals for fieldworkers, radio programs, literacy stuff. I had a stack of stuff like that. And so, John Ross was to replace me, but not in Diyarbakir. He was to replace me in Ankara to work with the ministry people.

**McFarlane** How long were you in Turkey?

**Gillespie** Well, I think the longest I was in Diyarbakir—it couldn't have been more than four months, and my wife was not excited about it. Well, first of all, they thought I was a CIA agent. And—

**McFarlane** What year was this?

**Gillespie** Because I was working with the Kurds, they thought what I was doing was negotiating the process of shipping arms down to Iraq. And the general in charge of the province, his name was Guenturk, came in, brought me in, and said, "You're a CIA agent." And I said no. They'd already interviewed my interpreter there and all the doctors. They'd already talked to them, and they said, No, he's not doing anything we can see. He said, "Well, I think he's a CIA agent."

**McFarlane** What year was this?

**Gillespie** This was 1966, mid-1966. So, at any rate, I said, "Call Mr. Fişek. He's the undersecretary. He'll tell you." And Mr. Fişek said, "Don't worry about it. There's a Dr. Umer coming out on the plane tomorrow." So, the general put me in the car with Kathy and the guys I was working with, and we all drove

out to the airport to meet Dr. Umer. Dr. Umer came off the airplane, and Dr. Umer looked at me, looked at the general, and he said, “Well, if he’s a CIA agent, it’s not my problem.” (laughter) I said, “Dr. Umer, did you talk to Mr. Fişek?” He said no. I said, “Well, he was supposed to tell you that I’m not a CIA agent.” So, then we go back on the phone because the guy’s undersecretary of health, Mr. Fişek. He was a wonderful guy—loved him. And he said, “Sorry, I forgot to tell Dr. Umer that he’s not a CIA agent.”

The general said to me very clearly, he said, “I was in Turkey, and here’s what we did in Turkey. First of all, if a Turk captured and/or killed the Kurds—actually, we never captured them, we just killed them—they could cut off their ears and then hang them on a belt. And when they had fourteen ears, they could go home.” And [I said,] “Wow, that’s wild.” [And he said,] “It’s true.”

**McFarlane**

Fourteen?

**Gillespie**

Fourteen ears, they could go home, and they kept them on a belt. And he said, “But if in Korea—it was during the winter—I didn’t like the discipline of that particular soldier, I said, “Take off your boots. You’re walking in the snow.” And this guy, he said, “The only way you’re going to deal with Cyprus is to just simply bury [all the Greeks]. You’re just going to bury them. The next time we have a war, we’re just going to bury them.” And I said, “Well, now what does that have to do with you thinking I’m a CIA agent?” “Because you and your wife could be buried, and nobody would know. These guys who’ve been working with you would never tell a soul. You’d just disappear.” Okay, now, let’s see—



**McFarlane** Is that when you decided to leave?

**Gillespie** No, there was a lot of factors that resulted in me deciding to leave. The major factor that I was concerned about was is that under Dr. Fişek there was three or four people in the ministry of health that I would've had to go the next step at in Ankara to really use what it is that we had learned, which was—

**McFarlane** And what had you learned?

**Gillespie** We'd learned that you distribute contraceptives through the commercial marketing system. We learned that you could hire fieldworkers and recruit new acceptors. We learned that men would accept vasectomy if you promoted it properly. We knew that in the postpartum settings within the hospitals there, you could provide a limited access to tubal ligation. We learned that all the physicians there would eventually be amenable in their private practice to provide IUDs on a fee-for-service contract basis. We learned that people listen to the radio, and sufficiently to make it useful in recruiting new acceptors. We learned that we could get posters up all over the cities and nobody would—Islamic clerics would not protest. We learned that schoolteachers would be willing to accept a certain amount of population education within their school curriculum. We learned that the mimeograph machine—you had to get a special permit to get the ink to put in the mimeograph machine, those Gestetner things. We learned all the standard, sort of basic, rudimentary kinds of things.

**McFarlane** But within the cultural context, what do you mean by doing vasectomies properly or marketing—

**Gillespie**

Well, the thing that they never thought would happen—see, there was three major health outlets. There was one for the military, which was predominant, and I knew all the doctors there. The other was rudimentary public health services, and then there was the private health practitioners. No one had ever bothered to ask. See, the doctors in most countries of the world, literally, have their public practice in their mornings and their private practice in the evenings. This is true in Taiwan, this is true in Iran, and many of the public health people who are providing public services in public clinics will then open a totally separate clinic in their private practice. In the public service, they aren't particularly keen on doing a lot of IUDs unless it's a routine part of the responsibility and it's organized within a framework which holds them accountable for doing it. They'd rather get the person out of the door with an oral pill or a condom if they have to and certainly won't provide vasectomies and tubectomies.

So, what I said was, "Listen, let's just contract them in the private sector. They'll do it." And then they did, and they said, "Sure, you train them up to that capacity. We'll not only do the IUDs, we'll do surgical contraception, and whatever else we have the skill for." And, of course, they're OBs. They can do it, no problem. And it didn't take a lot to find out who could do what and where. It's the sort of classic family planning stuff. There was nothing innovative about it—I mean, nothing innovative in terms of beyond family planning.

But it was the exact stuff that I gave to John Ross when we met in Marseilles, France. So, John went, and, of course, he had this frustration

with these cast of characters under Fişek and became very frustrated. There was one wonderful doctor, the Dr. Umer, who was an OB/GYN. He was dedicated, but the guy at the head of the program at the national level in the MCH [maternal and child health] division, his name was Uranus. And you would say, “Mr. Uranus.” And he’d say, “No, it’s Uranus.” (laughter) So, okay. And then there was a woman who was in charge of communications. She wasn’t so bad. She was willing to—I mean, because at the end of the day, you can only do so much.

One of the things that I developed my career reputation on, particularly in Iran, is going out to the provinces all the time. And the reason I did that was because even if I might have obstacles in the center, I’d always find somebody at the counties or the provinces or the district levels who were interested. So, if I ever had any problems at the central level, I’d say, “Oh, forget it. I’ll just go out there [in the provinces].” And so, I built a lot of my reputation on being able to expand things in a decentralized level because nobody from the center ever goes out there anyway.

**McFarlane** So, you took advantage of that?

**Gillespie** I took advantage of it, and I said, “Well, this is what we’re going to do.” And they said, Well, they’re not getting instruction from anybody else. As long as it fits in the budget, we’ll do it.

*Tape 1 ends; tape 2, side 1 begins.*

**McFarlane** From 1966 to ’68, you returned to academe. Why?

**Gillespie** (laughs) Well, I hadn’t graduated college. So, I looked through the curriculum at Cal Poly. They had two campuses: one up in San Louis

Obispo, where I studied agriculture, and one in Pomona, where it was a liberal arts college—same school, just two campuses—and found out that all my agricultural work could go towards a degree in the social sciences, which I was encouraged to study both by Clarence Gamble and Barney Berelson. And so, I did my freshman, sophomore, junior, and senior year all in one year, taking units both during the day at Cal Poly and at night at a junior college or on extension—ended up taking, I think, about a hundred units in a year's period. Got my bachelor's of science in the social sciences.

The courses that I enjoyed the most were economics, but it also included anthropology and sociology and social psychology and all this other stuff, stuff that made people like Frank Notestein happy. Then after that, my friend Harry Levin in the Pop Council New York office had hoped that I would go directly to New York and work with him on international communications. And I said, "No, it's best for me to finish up a master's in public health." And having worked with some of the people at the School of Public Health such as Les Corsa and also in the demography center [Taiwan Population Studies Center] such as Ron Freedman and one thing or another, I decided to go to the University of Michigan. It's a little bit strange because when I had been working with Clarence Gamble, the dean of the School of Public Health at Harvard—his name was Dean [John C.] Snyder—and he said that between Sol Gordon, John Wyon, and himself, that he would accept me directly without even graduating from [college], into the graduate program at Harvard. And I thought, Well, that's fine.

They hired this guy, [Roger Revell]. And actually my grandfather knew

him because they were both geologists, and he was a hydrologist and all this other stuff. But we didn't particularly hit it off when we first met at Geneva Conference in 1975. So I decided not to go to Harvard. I decided to go to the University of Michigan. And so, that's where I got my master's in public health.

And then when I started thinking about my doctorate, Harry Levin said, "Well I've already given—I hoped you'd come to New York and work with me." And Barney Berelson said, "Well, what do you need a doctorate for?" And I said, "Well, I really don't need a doctorate, but it'd be nice to be called doctor," one thing or another. And I was given full salary while I was at Michigan. I was paid more than a lot of the teachers there. I was one of the first mid-career. I was paid, actually, more than when I was on the staff. So, needless to say, my wife and I lived a very nice life in Ann Arbor for a year, and I got the MPH [master of public health] and wrote my thesis on incentives and disincentives.

**McFarlane**

Going back to school, how did you find it after all those years in the field?

**Gillespie**

Well, I found it kind of interesting to study the social sciences, because I was always a hard-science type person. I love chemistry, I love agriculture, and I like the way in which you could actually learn something and apply it. The social sciences were not as hard as the other sciences, so I never really felt as comfortable. Public health was actually more specific.

I had the privilege, in the early '60s, while working with the Taiwan government and knowing some of the early pioneers of public health who controlled malaria, smallpox, and typhus and cholera, yellow fever—there

are diseases that were prominent in the '30s, '40s, and up into the '50s that were like yaws, diseases that a modern-day clinician would never even recognize. But I was very interested in the way in which the transition from early-day concepts of quarantine with tuberculosis have evolved, particularly as it relates to modern-day philosophy pertaining to AIDS and HIV positive. The whole context of having a card that you had to have stamped with your cholera shots or yellow fever shots was something that was prevalent in those days.

Today, if a person is HIV-positive in Cuba and has a right to come to the country being HIV-positive, to me, is a total violation of traditional health beliefs that are, in fact, bad. They're just not right, because that person can go across borders and transmit the disease, and that's a complete difference of philosophical views that has evolved over a period of time because of the large number of people who believe that a person should never have to be responsible for reporting if they're HIV-positive or not. And that, to me, is quite unusual.

And so, my background, dating back to the early '60s, is in total contrast to a large part of what goes on in public health today, because the kinds of people that grew up in those worlds wouldn't think anything of quarantining the HIV-positive. They would say, Well, of course, you're going to quarantine and you're going to have mandatory testing and you're going to have either condoms there or going to jail. (pause in recording)

**McFarlane**

Was school relatively easy?

**Gillespie**

Oh, well, academics at that stage were very easy for me. I'm dyslexic. I'm

terribly dyslexic. I also have a bit of attention deficit syndrome, probably a lot of attention deficit syndrome. And so, when I was young in grade school, in kindergarten—I repeated kindergarten twice. And then in first grade, second grade, third grade it was hard for me to read. My grandfather was the person who actually taught me how to read. But when I was starting to go through college, everything seemed to be effortless. I mean, I had to work, obviously, but there was no problems in taking twenty-five units at a time and getting straight A's or getting whatever grades I got, which were very high. And so at Michigan, going through the academic side of it was easy. There was nothing to that, the core courses. And I had written the annual reports on the Taiwan program, which were a part of the instruction materials that the students had to read. It was kind of cool to sit there and have everybody read my stuff as a part of their course curriculum, because the Taiwan annual reports were the only annual reports available on what was happening in family planning, and it was, of course, in population policy. So it was kind of cool to have people say, Oh, my goodness! You wrote the stuff that we're reading to fulfill our requirements for our degrees. It was kind of cool.

**McFarlane** Was it germane to your experience? Did you find a—

**Gillespie** Well, I benefited a great deal by more depth in biostatistics. The kind of statistical analysis that I did in Taiwan improved as I got to Iran. As a scientist, my skills in formulating hypotheses and that sort of thing probably improved a bit. I certainly knew more about sampling frames, the mechanical parts of doing that work. I'd already done a lot of operations

research stuff in Taiwan. And if my work in Iran was advantaged by more sophisticated tools, then that was valuable.

**McFarlane** So, you were at Michigan for a year?

**Gillespie** Yes.

**McFarlane** And then you went to New York?

**Gillespie** New York, yeah.

**McFarlane** Tell me about your job there.

**Gillespie** Well, my dear friend Harry Levin, who came from the marketing world, we always hit it off because we just were good friends. And Barney Berelson was the guy who got me into the Pop Council. He was president, but our relationship was kind of personal before this because, after all, he hired me. But he always wanted me to go through fifteen channels before I talked to him because he was president, and I was the new hire as far as the New York office goes. So, there was Dick Anderson, who was the head of the technical assistance division. See, all of these people were hired after I was. I was the first person hired before they even had a technical assistance division. Then they had a technical assistance division. I was the first person hired in it overseas. I was the first person hired ever to work with a government. Actually, the only other person hired to work with the government at that time was Moye Freyman. He was at the Ford Foundation in India. Then after me, and as I mentioned, Allan Rosenfield and all these cast of characters went overseas and provided advice—there was Gordon Perkins—mostly Ford Foundation.

And there was enormous camaraderie, and each of us had different



experiences primarily based on how amenable the governments were to wanting to have family planning services. Allan found himself in the absolutely ideal situation because he was in the early stages of the [Thailand] family planning program, and, like Taiwan, everything worked. They were Thais, and they were ready for this to happen. He was also a very skilled guy, and everybody was just actually having a lot of fun. It's hard to think of it in any other way. We're all scientists, we all did a lot of research, we all published a lot of stuff in family planning studies and with other journals, we all had consulting assignments with WHO [World Health Organization] and UNFPA [United Nations Population Fund] and World Bank, and it was all very collaborative and everything was working. I mean, women wanted services, oral pills were acceptable, the IUD was acceptable, the surgical contraceptive systems developed within the program based on their acceptability, both male and female—and that actually, early days, 85 percent of all the sterilizations were male sterilizations between 1975 up until the Emergency Program. And then it switched all over when female sterilization started to be offered through fiber optics and mini-laparotomies and so forth. And the male sterilizations dropped, well, almost eight million a year in India to close to two million a year, in part because of the Emergency Program, and male sterilizations have never recovered in India. But everything else was going along quite wonderfully on a country-by-country basis, depending in part on the policy of the country.

Indonesia—Suharto had deep commitment to population control through a whole bunch of reasons with very good people advising him, like

Marshall Green, who was then ambassador. And that commitment from literally the early '70s or late '60s—that commitment was year in and year out in Thailand through the government apparatus, oftentimes with an autonomous board like the BKKBN in Indonesia but oftentimes within the context of the ministry of health.

The countries that were compromised were the Philippines, because of Cardinal Sin and the Catholic Church. It's one of the only Catholic countries in the world where the viability of the program and what you knew how to do was compromised to a large degree by the politics that were going on although [Ferdinand] Marcos himself was very keen on population/family planning, as was Mrs. Marcos. There was kind of a lot of money disappearing out the door that was earmarked for family planning and not used for those services. And then it became a political football, and then, of course, on top of that the Catholic Church actually did have an opposition to anything other than the rhythm method. And there was times—and you can talk to Steve Sinding and all the other people who've been around that part of the world and lived in the Philippines—Philippines was one of the few countries that underutilized the potential of what we knew how to do because of either the political realities or the lack of leadership within the structures and/or the religious opposition.

But Indonesia—firm commitment from day one until today. Thailand, firm commitment, day one to today. Malaysia's a little bit more complex. There was so much development there and then the large Chinese population. And the services were there, and they responded to it, even to a

large degree in their Muslim populations. But they went from a desired family size of five down to about two and a half or three in a very short period of time. It was quite unusual.

Of course, Hong Kong, Singapore, Taiwan are all Chinese populations—highly disciplined, highly industrialized. Education becomes an instant part of the cultural milieu in which decisions are made. The wonderful part of being in Taiwan is that you couldn't do anything that failed because there's a salience for whatever it is you were doing was out there. Whether it was abortion services or female education, the demand was there.

That's why going to eastern Turkey was such a wonderful contrast, because then you had a lot of reality about tribal populations, marginally dispersed populations, very poor populations, lack of infrastructure, schools, and health systems. So the challenge was exciting. That's one of the reasons why I was excited about going back to Iran. I went there as reconnaissance [at the] end of 1968 to look-see, and I met a lot of really great people I knew I could work with and have a lot of fun doing it. And so, went to Isfahan, spent three years there, three years in Tehran. But the New York experience, there was these layers of people who, in their offices, have the paper on the left-hand side. So, that means they're responsible for Latin America, like Cliff Pease. He's sort of like an army sergeant kind of guy. He has his papers here, he does his stuff here, and the papers go over there.

Well, I can't work in those environments. Women in Latin America are

having children they don't want—I operate from that premise. Now, how do we work back from the experience we have to satisfying their demand? Well, there's a guy in Latin America, in Columbia, [who] is also passing paper around. I mean, in other words, it was not a happy experience. I developed a manual for how to use radio in family planning. I designed a whole bunch of prototype projects on introducing everything from new ways of communication and setting up mass media programs to how do you use puppets and entertainment. I had stuff flying out of my office all the time—long letters to Allan Rosenfield, mostly on such things as clinical services.

And I can remember John Ross coming in—it was another one of those total coincidences: John, as I mentioned earlier, replaced me in Turkey. In other words, he took all my stack of stuff and went up to Ankara when I was leaving Turkey. And it turns out, just by total coincidence, he was leaving Korea—coming to New York just as I was leaving. And he said, “Well, Bob, I'm going to take a whole big box of stuff that you gave me in Korea, and I'm going to ship it off to you in Iran,” because there was ten times more stuff I was getting out to the field on things that they could do than they could ever possibly do.

But that was what it is that I did in New York. And to be honest with you, I would go out to the fields, I'd do some operations research stuff on pamphlets in the Dominican Republic, or I'd go out and help design a UNESCO [United Nations Educational, Scientific and Cultural Organization] operations research project on multimedia campaigns in

some place like—oh, God. Where did I go—jeez, Pakistan. And I do that kind of stuff, but it was never gratifying for me. It wasn't where I could draw a picture or visualize huge differences in the way what it is I knew how to do could be accomplished within a specific socioeconomic culture, geographical setting. And so, when I arrived in Isfahan, I was the happiest person in the world. I mean, I had a two-week-old baby, my daughter.

**McFarlane**

Two weeks?

**Gillespie**

Yeah, she was very young. My son was two years old. We lived in Isfahan. My counterpart was a guy named Mehdi Loghmani, who was basically the municipal health director for an *ostan*, province, with two million population. We set up multimedia campaigns with radio, newspapers, banners, posters, flipcharts. We started increasing contraceptive acceptances. We had lots and lots of—we doubled and tripled the number of people coming in for everything—an IUD, oral pill. We brought in surgical contraceptive systems. We even provided a very low-profile abortion program. It was just—and a lot of people, of course, started hearing. It was a full *Family Planning Studies* [*Studies in Family Planning*] issue devoted to the Isfahan communication projects.

And then I said, “Okay, I’ve done that. Now I’m happy, and now I want to do a model project.” So, we went back into these areas, and I said, “Okay, now let’s see. Through social marketing, through depot distribution of contraceptives, through fee-for-service reimbursement of physicians, through finders fees, through all the stuff that we knew how to do at the time, where can we create a contraceptive prevalence that optimizes the

potential of what we know how to do?” And so, I designed four weeks of functional literacy text for the school curriculum that was done for adults, and I designed stuff for agricultural extension agents, village leaders, granny midwives, Islamic religious leaders. Everybody who was in the structure of a community, I designed the program for them to specifically integrate within their program something that was related to population/family planning and/or actually recruit acceptors of family planning, et cetera. I have all that stuff over here in the other part of my office.

And so, needless to say, there’s a lot of people coming over because they want to see about the functional literacy program. Or they want to see about the fee-for-service reimbursement program, or they want to see about the operations research projects that deal with communications. And, of course, this is where I got involved with UNESCO. And WHO said, Well, this is good stuff for just looking at the acceptability of methods. How do you work with—and they had an acceptability [data] set. Jack Caldwell, in fact, was director of that and asked me to go to Geneva and advise WHO on when contraceptives are coming online, how do you do acceptability studies to determine whether they’re going to be applicable within the health community and, ultimately, with the audience at risk. And so, UNFPA—and I was getting job offers all the time, because this is when now AID is starting to get a lot of money. This is 1969, you see. And so, East-West Center would send me a job—Bob Worrell was over there. If he had a research job, he offered it me. If they had a training job, he’d offer it to me. So, I’d get these letters—Oh, that’s very flattering. I’d get all these

job offers from all these places. (laughs)

One time in Isfahan, I got hepatitis, and I was really sick. I was all yellow and all the rest of it, and I lost a lot of weight and all this stuff. My wife's really ready to get out of Isfahan. The children weren't particularly healthy. They both had amoebic dysentery, and my daughter had worms and everything else. And she had her own health problems, and I was having my own situation. My wife said, "My husband is in bed. He's too sick to answer your letter. But I'm going to answer the letter, and my answer is yes. (laughs) We'll be in Hawaii the next day," because I used to lecture in Hawaii and have fun doing that. But I never took any of the jobs because I was just having too much fun doing what I did.

So then the Pop Council said, Well, listen, this is all fine, but what we want you to do is go up to Tehran so that you work directly with the replication of these programs. And so, I went up to Tehran, and Jerry Zatuschni, a very prominent OB/GYN who I admired a great deal because he was responsible for the postpartum program of the Pop Council, was the—the two of us were there. And there were several people in the ministry of health who I would go [with] out to the *ostans* in the north—Gilan, Mazandaran, East Azarbaijan, West Azarbaijan—and replicate the mass media program. Then the UNFPA asked me, Well, we want you to go down to the south and replicate the model project. So, I would go down to Khuzestan and down to—oh, God. What are some of those southern *ostans*? Khuzestan and Baluchistan, and those were really even rougher, tougher areas than I was in because they were more like Turkey because it

was on the Turkish border.

And there would be tribal populations, mostly tribal Baluchi populations, but the Baluchis hadn't been migrating for a long period of time. So, they were marginally subsistent farmers in a desert area for which there was no water, or there was almost no water. And so, I really enjoyed that. The UNFPA was happy. All the executing agency was happy. And as long as I was out there in the province of Fars or the province of Mazandaran or the province of Tabriz or the province—particularly in Khuzestan, where the oil revenues come from. Everything was going great.

But at the center, the undersecretary of health, a guy named Sattar and his director general, a guy name Zahadie, they were getting word back from the Shah, Well, we're getting a lot of oil revenue. The population really isn't quite the problem that it used to be. It's almost like Suharto telling Haryono Suyono in Indonesia, "Well, maybe we could do with a few more Indonesians," because the one thing about population policy and its implementation as it relates to services, is it takes money and it takes commitment and it takes people willing to spend that money in a way that provides services. Once you break down these systems and they become inefficient, they're very hard to start up again, and that was my experience in Bangladesh [which I'll tell you about] when we get to that in a minute. But it started influencing my work.

In fact, some of these projects—I'd get down to Khuzestan where I'd just programmed a whole bunch of money from the UN to work on these model project areas, which were totally comprehensive and could bring



contraceptive prevalence rates from like 6 percent up to 33 percent within like eighteen months, which is really quite remarkable. And ultimately, in our own model project areas, we headed up to 44 percent, and then I wanted to go into the area of beyond family planning to get it up to replacement-level fertility. And I was designing projects called the demographic and actual methodologies of birth-averted incentive systems.

And the theory behind my research was to create an environment—basically, you dealt with the issue of infant mortality, you dealt with the issue of—you don't have adolescent pregnancies in the Muslim world, but you do have early age at marriage. Increase age at marriage, you're not going to have unwanted pregnancies. You just don't, not in Iran. You do in some other countries, but not in Iran. And then, if I could get the age of marriage up to twenty for girls and twenty-three for boys and then get birth spacing—birth spacing was my principal interval. I gave birth intervals as high as between—well, between marriage and birth by two or three years and then from birth to second birth by three to four years. And particularly if I could get it up to six years, then I knew that the third child was almost an improbable event for all kinds of reasons.

And so, the Pop Council thought that that was too much incentive and disincentives. The government was getting too much money so that they said, Well, why would we give the government money anyway because they've got all this billions of dollars in oil revenue? And so I went to the ministry of planning and I tried to work with them on budgeting for this very elaborate kind of research. And it was extremely elaborate research,

could only be done in very sophisticated, controlled environments, because it was very complex math. One of the problems was the math got so complex that a lot of people at the Pop Council couldn't understand it. We were working with IBM 360s to try to work out how the payments would work. And they'd look at all these computer printout charts and say, Well, how the hell is anybody going to understand that? I said, "Well, it's like Social Security. You don't have to understand it. You give so much to your Social Security—contribute to that, and then you get so much at a certain point in your life. Now, you don't know the math, you just know those are the relationships and those are the parameters for the relationships—same thing with what I'm doing. Eventually, the parameters for what it is I'm doing will be very simple to the people, be like food stamps.

So I started this stamp program of birth-averted incentive systems, so that for every month a woman stayed non-pregnant, she got a stamp in her little book, and that stamp had a value. And so, then they started understanding what I was doing, although the math to come out with the value was very complex. And I've got stacks of stuff around here on that stuff. So, at any rate, it was like abortion. Once I really wanted to get to really active abortion program, people said, Well, that's all very fine and good. I mean, we know women are dying from botched abortions, but we can't really be an abortion operation. And so, I introduced the manual vacuum aspiration stuff in Iran, and it was successful.

But what they called incentive and disincentive, I called social marketing. It just—well, first of all, it has to be fairly long range. It takes six

years to get these things, these stamp systems, working so that the reinforcement of the value of the stamp is created at a level where you can take your stamp book in and get various benefits from it. And I had it all pre-tested, but it was only pre-tested in terms of the commitment of the person to fulfill the terms of the contract. It wasn't pre-tested in terms of its actual fertility benefits, because it takes four or five years to have the reality kick in, in terms of what eventually it takes to achieve replacement-size families.

And, of course, my research design areas had to get smaller and smaller, simply because the control I needed was greater and greater and greater. Because when I'm working in an *ostan*, I'm working with two million, so a mass media program is no big deal for a two million population. And even on a model project for two million, there's no really big deal. Only it just takes much more money because you're dealing with a large part of the services which are outside of the government framework, particularly a fee-for-service reimbursement with private physicians.

So, to make a long story short, I was getting fed up with the government people at the high-up level. And I was getting fed up with the Pop Council people, because there was one particular donor to the Pop Council, Cordelia Scaife May, who gave them a lot of money, two million dollars a year—she was interested in this stuff. She was interested in abortion, but they were telling her one thing and telling me another. They were telling her that they've never got any proposals on abortion, they never got any proposals on incentives or disincentives or what it was called back

then—I call it social marketing beyond family planning. And in the meantime, they're telling me that I can't do that work anymore. They finally just told me I can't do that. And so, I'm off in India and doing my stuff in India, and I'm off in Bangladesh—all of these consulting assignments that were offered, and I finally start taking them—and Bangladesh is a new country. I'd worked there when it was East Pakistan.

**McFarlane** Let me back up a little bit. Did you experience any religious opposition in Iran?

**Gillespie** No. Never. Not once. I'd go out to the mullahs—they're just village people. They're just—like the school teachers and the others—they just had their little—

*Tape 2, side 1, ends; side 2 begins.*

—is when they had a little problem with vasectomy, for example. And there's times when they have a little problem with abortion, but they had sixteen weeks. That's fine, but after that you have to question a whole bunch of theological things they're concerned about. Never had any opposition. Always—first thing I ever do in any country is go to the status quo religious leaders and say, This is what we're going to do, and how can we participate and work together? I love the scene in this *No Vacancy* documentary on Iran where the Islamic clerics are recruiting men for vasectomies. The Islamic cleric takes the men in. Guy gets a vasectomy, gets off the table. These are Islamic clerics in Iran.

Oh, no, it's a very—I've never had actually—nor in working in Catholic countries have I ever had any problem, because the nuns and the monks at

the village level, they see the deaths of the women coming in from botched abortions, so they want family planning. There's never any question about that. There never has been any question, although the original history behind contraception in Latin America has come from the medical fraternity who had to see the botched abortions. But there's never really been—they do oftentimes have a problem with abortion, but they kind of look the other way. I mean, they're not condemning. They don't, for example, say, You can't give communion to someone because she had an abortion. This is mostly a Western kind of a thing. And I always remind everybody that the lowest birth rates in the world are Catholic countries, and I also remind every[body] that it's this hierarchy of men that are giving us a pain in the neck, not the rank and file of the people who have to live and work in environments where they see the consequences of unwanted fertility.

**McFarlane** So, you went from Iran to Bangladesh.

**Gillespie** Yes.

**McFarlane** But you left the Pop Council?

**Gillespie** No, I was seconded to the Ford Foundation. Ford Pop Council had an arrangement in Pakistan and then later in Bangladesh and in India. Whenever you're in the country, Ford Foundation reimburses the Population Council for your time. It was an important mechanism at the time, because they didn't want Ford and Pop Council to be in competition with each other. So, when Moye Freyman was assigned by the Pop Council in Pakistan and then Gordon Perkins was assigned by the Ford Foundation

in Pakistan, they had to come out with a working relation of who's going to do what, and that wasn't always easy. Pop Council and Ford didn't want to have any conflict on this issue, just overlapping. (telephone rings)

**McFarlane** So, tell me about Bangladesh.

**Gillespie** Well, my first trip to when it was actually Bangladesh was 1975. And Mohammad Sattar, who was commissioner in charge of population/family planning in the ministry of health, wanted me, and under the [auspices of the] Ford Foundation, to mobilize these workers, family planning fieldworkers. They had a number of different names over the years. They were called FWVs and FWAs—family welfare assistants and family welfare volunteers. I think the V stands for volunteers. But at any rate—I was trying to look it up the other day—and he wanted twelve thousand of them. And I had already worked earlier on [training field workers in East Pakistan. Bangladesh was East Pakistan before 1973].

Alauddin was there. He only had one name then. He added Mohammad because people kept on saying, What's your first name? He said, "Well, I don't have a first name. My first name and my last name are the same name." So he added Mohammad so that people would stop asking the question, but he was basically responsible for the Swedish production of training manuals and so forth. And they provided a lot of wonderful training manuals on mobilizing family health visitors to provide services and, my goodness, mobile IUD clinics and training materials. It was very extensive.

They also—the Swedes had hired me to set up in Japan a contractual

arrangement to purchase condoms on the market. We had Carl Wahren, who was at SIDA [Swedish International Development Agency] in Geneva. And I'd worked a lot with the Swedes, because the Swedes were early on in this field, beginning in Sri Lanka with a guy named Arnie Kink in 1959. And it was all very collaborative—Ford Foundation, Swedes, even when AID started in, even when UNFPA started in, we all knew each other, virtually.

So, there I was at the Ford Foundation, and Adrienne Germain was there working at the Ford Foundation at the time. She was working on women's programs and working with a lot of wonderful people. I was assigned there to mobilize these twelve thousand field workers and their supervisors, and my counterpart guy was named Jahangir Hyder—great guy, very tenacious, very competent, very hardworking. And we had about thirty-two people within the ministry and outside of the ministry who were involved in everything from selection, training, preparing working materials, job descriptions, hierarchical management systems that ultimately fielded these people, these fieldworkers.

So I worked both in Dhaka and outside of Dhaka, seeing these masses of people mobilized for this purpose of going door to door and setting up home visits and group meetings and community-based distribution of contraceptives. And then—I'm trying to think. There's just a whole host of people coming through at that time. Joan Dunlop came through, and she was at Ford. Penny Satterthwaite was there, and if I'm not mistaken—I can't remember whether Penny—oh, Penny was Pop Council then, and Penny and I worked together. So she was also seconded to the Ford

Foundation for training purposes. That was her role. And then later, Penny became the UNFPA director, and I remember Penny—and then later, the head of the Ford Foundation office, George Zeidenstein, became president of the Pop Council. My counterpart at the Ford Foundation was Lincoln Chen, who was a very good research methodologist and a physician, and we got along just great. He was the person I directly reported to at the Ford Foundation. And then, of course, I'd tell George Zeidenstein what I was doing. He was a lawyer, George was. George Zeidenstein was a lawyer. Lincoln Chen, being a physician, was interested in the medical side of things. I mean, he was also a very good research methodologist, and then Penny and we all lived at the Ford Foundation flat except for those people who had families there.

My wife never lived in Bangladesh. The whole time I was in Bangladesh, she was either in Iran or she'd flown back and lived here. My second trip to Bangladesh in early 1976, she lived with my mother-in-law here in Pasadena, and I lived there in Bangladesh. And I was just enjoying the work so much because this guy Mohammad Sattar, he would say, "I'd like you to represent the Bengalis on the World Bank loan." And I said, "Well, gee, wow. That's really—" And I'd come in a room, and there'd be fifteen Bengalis, and I'd be the only American or only foreigner. I thought Wow, this is high cotton. Jeez, this is pretty cool. And then he said, "Now I want you to represent me when I deal with the Swedes." "Oh sure, they're all my friends." And so, I'd sit down with my Swedish friends, and they'd kind of like say, Well, Bob, what're you doing at the meeting? I said, "I don't know. He's asked me to



be here. I'm thrilled," (laughs) because it was giving me an opportunity to leverage in all the kind of stuff I wanted to do into the way in which the program—and that's why actually he had me there. He also knew I knew all the cast of characters.

And so, one time he said, "Well, we've pretty much got the fieldworkers off and running." It took about a year, and he said, "I'd like you to host a committee to restructure the surgical contraceptive services." I said, "Wow! Where are we going to get vasectomy and tubectomy into the program? It was primarily sterilization. The head of the Bangladesh Association of Surgical Contraception was a guy named Atiqur Rahman Khan. And anyway, he was a very dynamic guy. We did a lot of work together, and it was fun. And we had on our committee all the private-sector people within the hospitals, all the university people, then, of course, all the government people and then all the NGO people. And I'd sit there with my colleagues and chair the committee on a collaborative process, a national process by which vasectomy and tubectomy could be regenerated within the program, and it spawned a lot of activities that ultimately provided access to abortion services and all kinds of stuff.

So I started sending, for example, information out to physicians on menstruation regulation, because they were already familiar with it because Malcolm Potts and all these people had been there using primarily menstruation regulation to provide abortion services for those women raped during the war. And so, Pathfinder had a clinic there that was providing abortion services. This is, of course, forgetting whether the

regulation came down about using AID funds in the Mexico City policy. That was Reagan. That was later. This was earlier.

So, we were able to do everything, and Sallie Craig Huber was there with her husband, Doug. And she and Peggy Curlin were there working very much with the women's groups, [Mufaweza] Mustari Khan. And, oh, I can list lots of names of fellow advisors, such as Penny Satterthwaite and Malcolm Potts. The social marketing people were there, PSI [Population Services International] with Bob Ciszewski, and it was just a lot of exciting, wonderful things going on. And so, when I left Bangladesh, they hosted this dinner for me and told George Zeidenstein that I'd been the most effective foreign consultant that they'd ever had and all these people remain, as long as they're there, still my friends today. I still keep up with Mustari Khan and Atiqur Rahman Khan and whoever else. Most of them, of course, have all died. But every day I thought to myself, This is fantastic! (laughs) I just love this stuff, in spite of the fact that I—Malcolm Potts was my roommate once or several times. And he'd wake up and say, "God, Bob! You sound like you're dying." I said, "Well, I may be dying." (laughs) And at any rate, I used to take shots all the time, because I was trying to build up immunization, and they never did anything. These other new medications they have now are much better, but—

**McFarlane** This is for asthma, right?

**Gillespie** Yeah, for my asthma. And so, when I left Bangladesh, that was the year that—I told George Zeidenstein while I was in Bangladesh that he was going to [have to] take on the Pop Council job. I said, "I'm retiring. I want to do

my own thing. I just have to have—I don't like big systems. I don't do good with passing paper around. I love this kind of work here. I want to go back and live in the United States but work overseas in areas that nobody else will do. I want to get menstruation regulation out into these countries. I want to do social marketing beyond family planning. I want to show the gap between what a lot of these people are claiming and what's actually happening, et cetera, et cetera, et cetera. And so, that's when I was going to go to Stanford—that's when I did go to Stanford.

**McFarlane**

For a year?

**Gillespie**

Yeah, well, part of that year was when I was in Bangladesh. So, I met Ev Rogers. Ev and I had been working together, and he wanted to form our organization—corporation, and I wanted to form a corporation. So, I think Ev was going to be the president, I was going to be vice president, his wife was going to be a vice president—something like that. We went into a lawyer's office. And Ev and his then wife, who was from India—her father was a very prominent economist, Argawalla—and they'd argue. And so, I'd sit back and say, "Okay, I'll let the arguments go on," and so forth. And Ev was always doing ten thousand things. He's just one of those people who's always busy.

And so, I was finding it—I was interested in going back to the earth. I was interested in finding a farm and doing French intensive agriculture and just living off the food that grew in my backyard. And like I told you, at high school where I lived—I have a picture of the high school where I lived. This is the post office where I lived and this high school. So, we had a

little boiler back here where we heated up the water. There was no heating, of course, in any of the rooms, and you used kerosene lamps to read at night. So, I wanted to have that, and then I wanted to have a little farm so that I could grow food and work and have a bicycle and that's so simple that I made the Bengalis look like colleagues in a world that just got away from consumption.

My wife said to me, "Oh, that's all very fine and good, but the kids need to get to school. Where are they going to go to school? You know, the school's way off, gone, so you're transferred. And how are you going to get to Bangladesh? Well, you've got to get down the hill. You can't get up and bicycle in La Honda." Any rate, my farm life didn't last very long, back to the earth, that sort of stuff.

**McFarlane** Oh, you started it?

**Gillespie** Oh, yeah, sure. I had a plot down—there's a sort of a hippie community called La Honda halfway between Palo Alto and the ocean there—Pacific Beach. And I had a little—it was virtually like a trailer kind of a thing, and I started farming in the back. And I hardly ever saw Ev because I'm up there, and if you have to get down, you have to take a car down. Well, that was part violation, and he obviously wasn't going take a car up and see me. It just wasn't working. (laughs) I could go through all the details. So, I came back, and then it dawned on me: I'm going to finance my work in my field by businesses that I run. So, I wrote a screenplay called *Whacko*. I thought, I'll start making motion picture films. Then I wrote—

**McFarlane** You had the confidence to do this?

**Gillespie**

Oh ,yeah, sure. I've got the scripts in there. I wrote, in fact, five screenplays, motion picture screenplays, whole, 120-page shooting scripts. And then after *Whacko* I wrote a screenplay, *Fixed*, about condoms and vasectomy and promotion and so forth, based on my work in India. Then I thought, Oh, wow! This is fun. Then I wrote a screenplay called *President of the World*. Then I wrote another screenplay called *Crisis on Spaceship Earth*. And then, my goodness, I'm having the best time of my life. I'm writing these screenplays. Of course, I'd also write lots of poetry. Now, I don't claim I'm a good poet, but I write a lot. It's just fun. It's a catharsis. My daughter writes poems. My stepfather wrote poems. That's what we do on occasions. You have a birthday, we write a poem. And at times like, for example, the PAA [Population Association of America] meeting, I'll read a poem rather than give a paper. And I've done it at the ICAMP meetings, the International Committee of Applied Management of Population. So, rather than give a paper, I'll read a poem. I'll read a poem that's directed to people in the audience, and people love it, actually. It's lousy poems—they're all in iambic pentameter—but it's a fun thing for me to do, and it's a fun way and a different way to communicate.

And I wrote a lot of screenplays, but I haven't ever really taken any of the time to actually go out and market them or sell them. It's sort of like, Well, I've done it, and that's the fun. I was having culture shock when I came back from Bangladesh and Iran. I'd been there for—out of the country for a long time. I was living in marginally dispersed areas, and I'm coming back to the United States. I'm having culture shock, so that was

*Whacko*. That was the screenplay *Whacko*. And then when my friend Murray died, who hung himself out and out, then I wrote that screenplay because he basically wrote the script.

So, I'm sitting over here with eight or nine different screenplays I've written, none of which I've ever taken the time to go out and produce. One of the reasons why this film intrigued me is I thought, Jeez, I know a little bit about documentary film production. I certainly know a lot about population, and it'd certainly be fun to go out and take, say, eleven countries and say, Here's where we are in those countries. And each of them, particularly Iran, where I'd lived for six years, are fascinating stories. And Brazil is a fascinating story, and Mexico's a fascinating story, and Indonesia's a fascinating story, and southern India's a fascinating story, and then how challenging northern Ghana is or Nigeria is a fascinating story. So, I decide, Well, let's just go out and film: go from where the fieldworkers are, where the action is, do what I do, which is live and work in villages and ask a lot of questions to a lot of people.

And what Elizabeth has done here is sort of summarized the institutions, and she will print out for you, if you want—she's already started it—all the transcripts, which are right there in those two boxes. So, those are yours if you want them. She didn't finish Mexico or the U.S. and San Francisco ones, but she finished India, Indonesia, Nigeria, Ghana, China, Brazil, Mexico—not all of Mexico, but most of Mexico. So, you'll be seeing the documentary, I hope. And so, you can say to me, Oh, give me the Fred Sai interview, if you want more than what you've already got from

Fred Sai. Or you can—we have lots on Malcolm Potts, and we have these wonderful interviews with Lester Brown and lots of cast of characters who were on the environment side.

And I've actually did some good interviews with—Michael Teitelbaum was at Sloan Foundation because of his immigration work and with Shirley Hufstедler because of her immigration work. And then Carmen Barroso talked about Brazil, and then I have a Brazilian demographer who's at UCLA who I talked to who has a feminist perspective on the Brazilian story which was very good. And I worked a bit in Brazil, and it's always, to me, an absolutely fascinating country that you have virtually the second—well, in fact the highest female surgical contraceptive—it goes way back to the early Puerto Rico days—Puerto Rico? Puerto Rico, and Brazil is the second, has 48 percent of the women of reproductive age group with surgical contraceptive and in a Catholic country. I mean, that's an incredible story.

So, at any rate, that's what the film's all about, is to take these stories and pull them together in a way so that you have an hour-and-a-half documentary.

**McFarlane** Now, you came back—let's see, you were back here. You'd founded Population Communication in 1976?

**Gillespie** Yeah, well—yeah, end of 1976, early 1977. Nineteen seventy-seven was, Okay, Bob, are you going to make your films? Oh, gee, I don't know. It takes a lot of money to make a film, and my stepfather didn't think I was the best scriptwriter in the world. And I reread some of my own scripts, and I said, "Well, I'm not really sure that they're good enough to produce, and I'm

not sure I want to go into production myself.” And so, I entered—oh, so I met this doctor, Dr. Murray Buxbaum, who had a clinic down in east Los Angeles. And I sat down with him, because—and he had all kinds of problems, management problems—staff were quitting on him and so forth. And he spoke Spanish, and all his clientele were Spanish. In fact, there are signs around that area where it says, “English Spoken Here.”

And so, he looked at me, and I told him about the story, *Whacko*, about me coming back from Bangladesh and having culture shock and then wanting to go back to Bangladesh. “Oh,” he said, “That’s brilliant. I’ll give you twenty-five thousand dollars for the script.” I said, “Well, that’s nice.” We went on talking. I kept on telling him about the story. “Oh, fifty thousand.” I said, “Well, that’s very nice. I’m not trying to sell you the story. I just want to tell you the story.” “Seventy-five thousand, that’s it.” And we’re at dinner. We’re having dessert. He says, “A hundred thousand dollars (pounding on table) I’m giving, and that’s my final!” I haven’t said a word. I’m just sitting there, and he’s going up. He’s going from twenty-five thousand—he’s so bipolar. This is what bipolars do, and I hadn’t said a word. There’s another guy sitting across the table. “Hundred thousand dollars. Boy, he’s going to give you a hundred thousand dollars for a script he hasn’t even read.”

I said, “Well, listen. I’ll drop the script by your apartment tomorrow, and you can read it. And then you can decide whether you really want to pay a hundred thousand dollars for it.” I mean, a hundred thousand dollars was a lot of money then in 1977, a lot of money. It was more than my



house. So, he read it. He said, “I don’t like it.” He said, “But I want you to come down and work in my clinic and help me because my staff are quitting.” So, I went down to his clinic. It was great. Six hundred people they’d see on a day—way overworked staff, no management standards. You wonder how the health department didn’t close it down.

**McFarlane**

Now, how did you meet this guy?

**Gillespie**

Well, he was introduced to me by a guy named Norman Fleishman, who was the Population Institute person on the West Coast who brought entertainers together to look at entertainment and give awards to people who did great soap operas in family planning. Norman Lear was a classic example, and so Norman Fleishman introduced me to this guy because he had tons and tons of money. He just did. And Norman said, “Well, listen. You want to get a business going, start making money. This guy makes money. Maybe you can help him because he’s always telling me about his problems.

And so, I go down to the clinic, and I said, “Well, Murray, listen. If you want me to help you out, I’ll come in on a Saturday and help you out. But I have one rule: you can’t talk to your staff anymore.” Because he just insults everybody. He fires everybody, he was abusive. He was a maniac. And this is his picture. This is Murray Buxbaum. So, Murray does his clinical work, one thing or another, and I start getting his standards up to some kind of practice so he wouldn’t close down or whatever. His brother buys the clinic out from under him, buys the lease out from him, and fires him, fires this guy, fires his brother.

And then I said, “Don’t worry about it, Murray. We’ll just go down to

that next block and set up a clinic down there. What difference does it make whether they come here or go there? They're going to go over there because"—anyway, so we set up a clinic down there. And then I said, "Well Murray, you've got a good system here for dealing with nutrition education"—we'll call it nutrition education—"because a lot of these people are overweight and need guidance. Hispanic diets are terrible," and one thing or another. And so, I started franchising his clinic, and we go from one clinic that we moved into to twenty-two clinics. And we start making lots of money, so he's happy. Murray's happy.

**McFarlane** And that's over a couple years?

**Gillespie** Yeah, but then what was happening is that it was distracting from my work. Then Malcolm Potts comes down to the clinic, and Malcolm says, "Jeez, you've got these communication systems to communicate to national leaders in these countries," which is what I was doing at the time.

**McFarlane** Built on the side of the business?

**Gillespie** Yeah, that was my Population Communication work, and I used direct-mail firms and one thing or another. He says, "Why don't you use them to communicate to physicians about the menstruation regulation?" And I said, "Sure, no problem. I'm happy to do that," because the contract could easily be worked in that direction. So, under Malcolm Potts' signature, we sent letters to physicians in Sri Lanka, in Thailand, in Bangladesh, in Nigeria, and Sri—I said Sri Lanka—there's another country. And we were getting incredible demand for the MVA kits, particularly in places like Sri Lanka, like 22 percent of the physicians. In Thailand we got 186 physicians and so forth.

We got a lot in these other countries, including Mexico. So, then I needed to follow up now with Ipas. How do we get the kits in there?

So, in Mexico, I worked with this group called FEMAP [Federación Mexicana de Asociaciones Privadas de Salud]. The woman was Lupe De La Vega I mentioned to you earlier. Her husband's a business person. We shipped them to El Paso. He got them from El Paso into Juarez. Then we shipped them from Juarez down to Mexico City, and then we started getting them out of the MexFam operation. The Family Planning Association was actually sending out abortion equipment in Mexico. Nobody thought you could ever get anything like this done, and it was going smoothly, no problem at all. And we were doing the same thing in Sri Lanka.

Then when I went to Bangladesh, my friend Atiqur Rahman Khan, who was then director of training for the national family planning program, said, "My goodness! You have 186 doctors. It's not technically legal to do this." But if they're going to be doing it, we want them to do it with very acceptable standards. (phone rings; pause in recording) Where were we?

**McFarlane** In Bangladesh, with the menstrual regulation.

**Gillespie** Yeah, so Atiqur said, "Well, I will sign a letter—co-sign with the chairman of the department of OB/GYN at Dhaka Medical University, and we will send a letter to all the physicians and notify them where training is available at all the ministry of health university hospitals. There are twenty-two of them. They're either directly controlled under the ministry of health, and/or they're academic-based universities in all the provinces." And then we got 360 doctors involved in the program—no changing of law, nothing, just

menstruation regulation. These are all doctors trained to do menstruation regulation up to nine weeks, or sometimes ten. [When the double-valve syringe was introduced, the procedure could be extended to twelve weeks].

I mean, it was just how menstruation regulation, early-term vacuum aspiration, took place in most of the countries, including Thailand, including Sri Lanka, and ultimately Nigeria, Mexico. You don't change the law. You just introduce endometrial biopsy, menstruation regulation, and you have the system going. And interestingly enough, in Nigeria, they're not—and I eventually set up this program in about fifteen countries. I have never ever, to my knowledge (knocks on hard surface)—there may have been problems—I never, in Indonesia for example, where I've been working for at least twenty-five years—I've never had a problem, never ever. When I think about it (knocks on hard surface), there's not a law in any of these countries that allows abortion. Isn't that amazing? You go out and say, Okay, we want to do abortions. They say, Of course not. But if you wanted to do post-abortion care, yeah, you can do that. If you want to do menstruation regulation, you can do that. So, you do menstruation regulation on the early term, do post-abortion care on the late term, and that's all perfectly legal outside of what's so-called the abortion world.

And so, I hear these people say, like in India for example, Oh, we're going to put a law in effect that will certify physicians to do abortions. Well, they started certifying the physicians for abortions, and they set the whole menstruation regulation program back. And I'd been working in India with a guy named Soonawalla, out of Bombay, for years. I've helped set up

marketing systems for Jan Mangal Sanstha, for a group called Chimco, and a group called Janani. All three of them manufacture menstruation regulation kits in India, and we haven't had one problem anywhere in India until they started certifying the physicians. And the reason was is because there's nothing wrong with doing menstruation regulation. Anybody can do that. They can even do post-abortion care, but once they're certified to do abortion then it becomes a whole different framework, very unfortunate.

Adrienne Germain is very aware of these situations. There's the whole group of people who say, Well, we need to fight this. We're going to mandate that the law be changed. I said, "Well, be careful what— regulations may restrict the access to the services if you mandate it."

**McFarlane**

Interesting. So, this was a way of using business to support—

*Tape 2 ends; tape 3, side 1, begins.*

**Gillespie**

—working on that communicating population messages to national leaders. The Association of Surgical Contraception asked me to work on designing information education programs for surgical contraception, and I did that. Ira Lubell and Marilyn Schima were then directors of that, and I worked in Tunisia and several other countries with them. UNESCO had asked me to publish a manual on evaluating Population Communication programs, and I did that. I had about, oh, eight or nine different kinds of projects where our services were being used for everything from promoting menstruation regulation to setting up mass media programs: radio, direct mail, whatever, and it was going on very, very successfully.

As a matter of fact, the reason Bob Wallace called me and said, "Listen,

I'm hearing about all this wonderful work you're doing all over the world"—this was after I already left the Pop Council. [Bob] wasn't particularly keen on menstruation regulation. He said, "I'd like you to come back here, and I'll give you a [budget of a] million dollars a year, no strings attached, and I'll give you a big salary." And so, I thought, Well, this beats anything else I've ever been offered.

And I also got a contract from the Environment Fund to write a book on energy and population, which had fascinated me, and its relationship between energy, population, hunger, and other things. And they were interested in two aspects of that. One, they were interested in the book contract. They sent me twenty thousand dollars. They were interested in the gap between what people were claiming family planning could accomplish and what they believed was a lot of public relations but without a lot of substantive data to back it up. At this stage in the mid-'70s, everybody's saying, Oh, family planning's going solve everything. There was a lot of that going on. And then there was a lot of other people saying, Well, you know, the methods aren't quite working as effectively as we'd hope. There's still people who want large families for all kinds of reasons.

And there's also a lot of hype that's going on at the time, even before the Mexico City conference—actually, Bucharest conference—a big debate between development versus family planning. John D. Rockefeller gave a talk, and it sort of put a schism between development per se, or, for that matter, women's issues per se and family planning. And then when George Zeidenstein took over as president of the Pop Council, it was, Well, we're

not going to have a technical assistance division anymore—Rockefeller now is only interested in women's issues.

At any rate, everybody will tell you about that period of time a little bit differently, because people like Allan Rosenfield, who, at that time, was offered the deanship at Columbia, he was already out. But my Lord, he must have hired at least eight people, including John Ross—all people who were at the Council at one point who found a home over at Columbia. They just went from Pop Council office downtown up to Columbia and were basically doing the same things.

But there was a lot of really bad feelings from some of the people who just simply got fired, and so they lost a lot of talent. They lost all their family planning talent. So, when they started hiring back, a lot of people said, I'm not going back to the Pop Council. You guys, you're a feminist organization now. Come on, give me a break. How can you even practice family planning in a very strident environment?

And now I'm being a little more personal that I probably should, but my attitude was, Listen, there's still a lot of people—George Brown sort of survived it all, and he was the first person to come back. And then they hired the good person, John Townsend, and then they started again. They started up the research. Then they offered me a lot of jobs, and I kept on turning them down saying, "No, I'm having too much fun doing what I'm doing." And they offered me the jobs before I went to Washington, D.C., and then they stopped. I mean, after a while people stop offering you jobs because you keep on turning them down.

But now they have Peter Donaldson back, very competent, highly professional person who's a part of the early group of people who were there, and they have some good people. And, of course, it's always fun to see people like Saroj Pachauri, who was moved from the Ford Foundation over to the Pop Council. She's very competent, very committed. She has some writing issues that she has to deal with, but that's okay. And they have huge budgets, operations research budgets and one thing or another.

But Pop Communication, what you see here, was really most exciting for me between when I came back—I had to leave Washington for health reasons [asthma]. So, in 1981 to 1986, I would go to Egypt and then Pakistan and then India, then Bangladesh and then Indonesia, then Philippines, and Thailand—actually not quite in that order but Thailand then Philippines. And in those, I think, seven countries, I would work towards getting the head of government to sign a declaration in support of population stabilization. I wanted to follow up on the Rockefeller legacy of getting world leaders directly committed to population stabilization. And since I could do that, I worked on that.

**McFarlane** You were doing this yourself?

**Gillespie** I was doing it myself. So, I would go after those—I learned all this from Bill Draper, by the way. Bill Draper would come by in Iran and visit me in all these places and Rockefeller the same way. Rockefeller could walk into any head of government's office. His name was John Rockefeller—wonderful stories to tell about John Rockefeller.

In fact, I actually suggested to John Rockefeller that he work towards



getting heads of governments to make a commitment to this when he visited us in Taiwan in 1966. And he said, “That’s very good.” I said, “You need to come up with a statement that these people can sign.” That was all I said. Now whether he actually wrote the statement because of anything I said—I was just a young staff person out there in Taiwan—but he did. He wrote a statement, and, actually, he passed it by Lyndon Johnson. Lyndon Johnson said, “This isn’t tough enough! I want a tougher statement than this. I want a population statement that really says we’re going to”—you know. So, people said, Well, then you may sign it, but nobody else will.

So, at any rate, he got twenty-two heads of governments to sign it. And he got Sweden and he got [Gamal Abdel-] Nasser in Egypt to sign it and he got Lee Kwan Yu [prime minister of Singapore] and he got Korea and he got an interesting smorgasbord of twenty-two heads of governments, and it was presented at the United Nations by U Thant. By this time, Barney Berelson said, “Well, gee, can we get any publicity out of this?” And I looked at the situation, and I said, “I don’t know. I don’t know whether I can do—I can’t do anything in the States, but if you want me to help out overseas I will.” And I did.

So, I acted sort of as a consultant on promoting it overseas, and we did and got a little publicity but not a lot, which surprised a lot of people because, at that stage, here’s these heads of government saying they’re interested in population. You would’ve thought it would be front page in the *New York Times*, and it wasn’t, which, by the way, reminds me. Okay, I promised to give—(pause in recording)

So, when Rockefeller finished this thing, Barney Berelson, who was then the president of the Pop Council, or vice president of the Pop Council, and Rockefeller and President Johnson were all—everybody was kind of flabbergasted. Why isn't this thing flying in the media? And actually, it did get some press overseas because you have Nasser signing it. So, in Egypt, it's quite a surprising thing for an Arab leader to sign an American document because, at that time, a non-allying nation was a very important part of the whole process of thinking about policies. And to be done within the context of the United Nations was even surprising because it was done before the UNFPA, but it was major document.

It always, to me, is one of the most exciting things you could do is actually have a head of government sign on the dotted line, I want population stabilization for my country and for the world. Well, it's very strong. So, I've gotten seventy-five heads of governments to sign my statement, and some of them I've gotten to sign twice, like [Hosni] Mubarak, because he's been around for so long.

**McFarlane** Since when?

**Gillespie** I started this whole thing prior to 1984 Mexico Conference. So, I sent it off to all the heads of governments. I said, "Would you sign it and send it back," which is the only way you can start. And I got eighteen heads of governments, and I arranged with—the [person] who actually [signed] it was the ranking person of the signature countries. [Daniel Arap] Moi signed it in Kenya. The ranking foreign minister was [Emilio Mwai] Kibaki, who later became prime minister. I think he may, in fact, be prime minister today. And

he presented it to Rafael Salas, who was the ranking UN official. And there was a lot of the countries of the eighteen countries that showed up, and a lot of people just said, Well, pooh-pooh, because not any one of the countries had a population over fifteen, twenty million people. I said, “That’s fine. I didn’t expect a lot.”

I got a lot of the NGOs involved in this. I got—well, Bill Draper thought it was a great idea, and I forgot where he was on that—whether he even attended the Mexico Conference. I don’t remember him. It was the Mexico conference that a lot of people feel that Fred Sai kind of saved because of the people from—[James] Buckley and all these people coming in were trying to implement these very far-right kind of agendas against abortion, against family planning, and this whole bunch of stuff.

**McFarlane** Were you there?

**Gillespie** Oh, yeah, sure. I’ve been to all four of the last conferences. I was at Cairo, I was at Bucharest, I was at—no, I was at—Belgrade was the first one I attended, in 1965, I guess it was. Then I went to Bucharest. Belgrade, Bucharest, Mexico, Cairo. So, at any rate, I was going to all of them. The one in Belgrade was connected with a conference in Geneva that the Pop Council put on, so the two were one right after the next.

And so—before I interrupt myself—what happened at Mexico was the start. I knew it wasn’t going to be a big show. And then I went to this guy named Akio Matsumura, and I said, “If we could deliver Rajiv Gandhi at the fortieth anniversary of the founding of the UN, then”—by this time, I had about twenty heads of governments—I said, “we could get a lot more.

We could double it—forty, more, probably more than that.” And so, we arranged for Rajiv Gandhi to present the statement on population stabilization to Perez de Cuellar, the then secretary of the UN on October 24, 1985. This was that statement, and these are all the heads of governments: China, India, Indonesia, Japan—Akio knew the prime minister of Japan—Bangladesh, Nigeria, the Philippines, Thailand—these are all the big countries—Egypt and so forth, and then there’s the forty heads of governments.

And so, by this time, I’m really happy. Of course, we’ve—Ronald Reagan—actually George Bush, who was vice president of the United States at that time, ran into our meeting with Rajiv Gandhi presenting the statement to Perez de Cuellar, and he said, “What’s happening here?” And I told him what’s happening, and he said, “Oh, well, when I’m president, we’re going to change things.”

**McFarlane**

He said that?

**Gillespie**

He said that. Barbara Bush was sitting there. I have it on film. And, in fact, it might even be a part of *No Vacancy* because the producer thinks that’s a really great scene. So, there’s Barbara Bush, there’s George Bush, here’s Rajiv Gandhi, and here’s the secretary general of the United Nations. Plus, I also invited Mrs. Rockefeller, because I said to Mrs. Rockefeller, I said, “Your husband was the pioneer in this. Would you please join us?” So, she joined us, and it was really kind of exciting. We had lots of dignitaries there, and we had a wonderful presentation. We had a full-page advertisement in the *New York Times*. Akio and I had a lot of fun doing this.

So, then I thought to myself, Wow, this is really exciting. Let's go for getting—this is when Bill Clinton was in—let's get Bill Clinton to sign it.

**McFarlane**

Well, if he signs—

**Gillespie**

Let's get Bill Clinton to sign it. If we can get Bill Clinton to sign it, then I can go from forty to 125. That's no contest because all you need is the United States, you get Europe. That's easy to get all the Swedes and the Norwegians. Those will be easy. And so, I went to Haryono Suyono, the head of the BKKBN, and I said, "Can you get a meeting with Suharto, President Suharto," because he worked with him on a direct basis. I said, "If he writes a letter to all the members of the nonaligned nations and asked them to sign, and then I get Carter [Clinton] to sign, then we'll get 120 heads of governments. So, I wrote a letter that president Suharto sent to all the members of the nonaligned nations and asked them to sign, and he got these signatures. He got [Yasser] Arafat signing on behalf of Palestine. He got [Muammar] Qaddafi signing in Libya. He got the North Koreans signing. They had no idea this was an American thing at all because the letter I had written was totally generic: Sign on behalf of nonaligned nations. So, we had seventy-five heads of governments. So, they're all waiting for me to get Clinton. And I'd already talked to Jay Rockefeller's office about Jay Rockefeller, in memory of his father, presenting the document to Clinton. And I'd already talked to Clinton about it earlier, and he said staff it because it was out of context because it all has to be signed off by the national security advisors, Tony Lake, and all this sort of stuff.

So, I thought, Well, there'd be no problem, no problem at all. All my

colleagues, I figured everybody was going to be very excited about this. And actually, if Jay Rockefeller presented it to Clinton within this context, [Clinton] would sign it. That was never an issue. Al Gore was obviously very enthusiastic. His ambassador in charge of population, Phyllis Oakley, [did not know about the project at that point].

Then all of a sudden, there was a group of women who said, This is an evil thing to coerce women into birth control. [Population] is coercion. Population is evil. And they went after Jay Rockefeller, they went after everybody, and then everybody just backed away and said, I'm sorry. We can't fight this battle. We have too many of these people on the Clinton delegation to the Cairo conference. They don't want it. It's anti-feminist.

And I just got—I could've gotten Robin [Chandler] Duke and Phyllis Piotrow and a whole five hundred to a thousand women to sign a declaration saying they were supportive. But by this time, I was dead. I was absolutely dead in the water. Jay Rockefeller said, "I'm sorry. I've gotten too many letters here. I've gotten too many phone calls. There's just too much controversy surrounding this thing. I cannot do it." His own father was the pioneer behind this project, and he backed off. And when Jay Rockefeller backed off, nobody was willing to go to bat. Nobody was willing to go step up to the mat and say, I'm willing to confront—I'll tell you who the principal feminist was that was against it. Bella Osburg or Bella—

**McFarlane**

Abzug?

**Gillespie**

Abzug, yeah. She said, "No, I am not allowing this. I'm heading this mission. Tim Wirth has asked me to represent the United States, and this is an evil

thing.” She said, “You’re not going to coerce women with population control.” And I said, “Did you talk to any these people around here? This is not coercing women. This is all government.” She says, “No, we are not having it. I’m not having it, and I’m talking to Jay Rockefeller tomorrow.” And she slammed her fist on her hand and called him up and said, “I was in the House, and I represented women, and this is anti-women.” Oh, just off the wall. Caught me by surprise. I was just dumbfounded. I had to walk away.

I didn’t have the avenues to go to Tim Wirth at the time, I didn’t have the avenues to go to Al Gore at the time, and I had a time frame of only about ten days to recover from this thing. And by the time she called up Jay Rockefeller, there was just no way I could get back on track on the thing. Just devastated me—just devastating. Funny, it’s the first time I’ve told this story to anybody. (laughs)

So, the United States didn’t sign. Haryono was a little embarrassed because we were going to make a big, huge thing. It was going to be presented. So, we presented it at Cairo. It went from Haryono Suyono representing the head of the Indonesian mission, i.e., Suharto, the president, was presented to Nafis Sadik. We had a nice little presentation, but by this time I’m just bleeding all over the place psychologically. And I just wanted to get the presentation out of the way, and Nafis was very gracious to me.

Haryono’s always been a close and very dear friend of mine, and he just said, “Listen, it’s embarrassing for me, but the president is happy that we’ve gotten all these seventy-five heads of governments to sign, and it is exciting

because we're now able to go back to these countries and start looking at population stabilization seriously within the context of the nonaligned nations." So, that was good.

I was in deep depression for a long time after that. I mean, I couldn't believe this was happening to me, and I couldn't believe it was happening sort of outside and that one person or one or two people could really be that vicious. And it was a devastating part of my—I'm going to eventually—if Kerry's in the White House, I'm going to start all over again.

**McFarlane**

Do you think they were vicious or ignorant?

**Gillespie**

Somehow population, in the mind of someone like Joan Dunlop, is coercion. If you say population, she looks at it as population control, therefore forcing people to have family planning. Now Adrienne is not that way. Peggy Curlin is not that way. I don't know any of the people who actually work in the field who think that way. But there are people who do, and don't ask me why. It's just been what I've had to deal with and what a lot of people had to deal with. And it's a sad, sad, sad commentary on the politics of what's happened in this profession.

And I just totally blindsided because I could've outmaneuvered them. I could have easily outmaneuvered them. I wasn't even living in Washington D.C. I'm living out here, and so if I'd been in Washington or New York I could've gotten five hundred signatures to support the statement from everybody you're interviewing here. But there's just people out there who have that attitude and have those feelings and [there was] nothing I could do about it. I was sitting there with my mouth dropping open. She says,



“Well I’m calling Jay Rockefeller tomorrow and tell him this is an evil thing, this is really bad.”

**McFarlane** She said that to you?

**Gillespie** Yes. Okay, so there’s that story. (pause in recording)

But now the demographic realities have changed dramatically in the last ten or twelve years. Why would a European government—I mean, because they’re all at less than replacement [levels] anyway—do it other than in the international context, you see. And then within the international context, all the underdeveloped countries that are relevant to the picture, they’ve already signed it. So, if the United States reverses the Mexico City Policy, which Kerry will do the first day he’s in the office, and he’ll re-fund the UNFPA, that’s fine. But will signing a statement in support of population stabilization add to that in the current political environment relevant to funding and support for global population stabilization? Well, I think my currency—although I use it every year prior to July 11th—I sent it out just last week to all the members of all the UNFPAs when things signed. I do that annually. I just don’t think the currency is there for something that’s important. They really had a strong currency in the early days because it changed the dynamics. I remember a lot of my friends would say—they’d be sitting in Nigeria, and the Nigerian minister of health and/or undersecretary or MCH director would say, Well, we can integrate family planning within the confines of MCH in a very delicate—let’s call it abstinence or birth spacing. And the person would sit there, But did you know that the head of government has signed a statement in support of

population stabilization? They'd go, Oh, no, I didn't know that. And it happened in many, many African countries.

The paradigm shift moved from, Here is the small way in which family planning can be integrated within African maternal and child health systems, to, The head of government has signed a declaration that we want population stabilization. And then you open the doors and say, Okay, now what is the cabinet going to do? What are the governor generals going to do? And then we have checklists for all the cabinet members. We have checklists for all the governor generals. We have checklists for all the media and professionals. We're not talking just about a small way in which child spacing is taking place. We're talking about under what conditions do you ultimately achieve small families, replacement-level fertility? Changes the dynamic entirely, and I've had many, many examples over the years where people have told me that the statement had a very powerful influence. What kind of budget are we going to put in? Before, they'd say, Well, we're just going to work with the budgets that we get from the donor agencies. And now they're saying, Well, if we're going [to be] serious about population stabilization, what is it going to stabilize at and when? We've sent out population projection charts with the statement. We've sent out checklists. We've challenged national leaders in their respective countries to come up with specific recommendations on what they can do. We send out those recommendations to national leaders every year. We send out the population projections every year. Countries are either on track, or they're not on track.

And so, to say now in those countries—well, for example, most of those countries where I work where I'm most concerned about moving through their bureaucratic systems, like in northern India: UP [Uttar Pradesh], Bihar, Rajasthan and/or Pakistan, or moving from one less child in Egypt, Bangladesh, and the Philippines, or any of the sub-Saharan African countries—I don't think population stabilization per se as a concept moves the rationale and/or moves the policy implications towards more dramatic programming.

I say that—I'm hearing myself speak, because I do want to get 125 heads of governments to sign the declaration, but it won't have near the impact that it had ten years ago. And when you get right down to it, and I have to be honest with you, had I gotten Clinton, the signatures I would've got to bring it up to 125 would've all been countries that would already be for it anyway. The reason I couldn't get any of the European signatures because [Gro Harlem] Brundtland and all these people in the Scandinavian countries say, That's fine, but I'm not going to sign it until Clinton signs it. In the early—that statement there was only signed by Japan, Austria, and Iceland of the developed countries, and that's simply because I had entrées into those three countries—or Akio Mastumura had entrées in those three countries. But those are the only three Western countries that signed it.

And so, I hear myself speaking, "I'd love to get 120 heads of governments," but it wouldn't have near the power of influence that it had in all the history that I've been working on this project. But man, that was a doozy. It just really totally caught me off guard, and she was a powerful

person. She was a Congressperson. She never worked professionally in the field, but that's that. Okay, here's the Phyllis Oakley thing. She was the— this is the—(pause in recording)

**McFarlane** We're starting up again on the twenty-sixth, and you had a decision to make between going to University of Michigan and Harvard for your MPH.

**Gillespie** Well, I'd met Roger Revelle, who I knew by reputation because he was a geologist and a hydrologist and an oceanographer and had distinguished himself in many, many fields, not the least of which is he was one of the earliest theorists on global warming, and had done work in Pakistan on hydrology and water resources, so his reputation preceded him. And he decided to get into population, and he was at Harvard to ostensibly direct the program, which the only center they had was at the School of Public Health, so that was his base. And we met in Geneva in 1965, I think it was, and we simply weren't talking the same language. I was coming out of villages describing what worked and didn't work. And he was philosophizing at a level where it was very obvious that family planning was not a principal part of his own interest. And so, I just decided that in spite of the fact that I really was very fond of Sol Gordon, Dean Snyder, and John Wyon and others at the School of Public Health at Harvard, that I'd go to Michigan simply because I didn't want to have a conflict with Roger Revelle.

And my grandfather, who also had a conflict with him on a subject I had no idea—I think it dealt with the deltas, because my grandfather was studying deltas at the time. And Roger had very strong theories about deltas, and he disagreed with my grandfather. And since my grandfather was

always right and anybody who disagreed with him was always wrong, I decided not to go to Harvard. I went to Michigan.

**McFarlane** In retrospect, do you think that was a good decision?

**Gillespie** Oh, what I would say—the answer to that, whether you’re a Wolverine or you went to Harvard or all that sort of stuff, at the end of the day would I have got a better education? It’s impossible to say. There was a biostatistician at Harvard that I was quite impressed with, but I can’t remember his name. It’s not important. It’s hard to say. At that time, actually, probably the best school in the country was directed by Moye Freyman, because that’s where he went when he left India, and he was running the center like he’d run [the Ford Foundation office in] India. He had enormous amount of talent down there, and I knew a lot of those people down at Chapel Hill. They actually had more experience down in Chapel Hill at that time than any other place in the United States. But any rate, I could’ve gone to any place—Hopkins or Berkeley or any place else. So, I decided to go to Michigan, and we had a good time, lots of fun. We had our son there and spent our first year—they had a good football team.

**McFarlane** That’s very good. I wanted to get back to your work at Population Crisis Center. Describe what you went there to do.

**Gillespie** Bob Wallace had been hearing about work I’d been doing with transferring the manual vacuum aspiration equipment in a number of different countries. He’d been hearing it primarily from Malcolm Potts, but he’d also been hearing it from Don Collins, because I had been setting up these systems of communicating to physicians in Sri Lanka and Thailand and Bangladesh.

And he was just terribly impressed that you could get into a country and introduce this equipment without even dealing with the issue of abortion and creating an accessibility with qualified physicians in a way that he thought was just—

*Tape 3, side 1, ends; side 2 begins.*

**McFarlane**

Okay. Go on.

**Gillespie**

So, he was very interested in this and had called me up and asked me, he said, “Would you fly back to Washington, D.C.? You’ve got such high recommendations from Harry Levin and Don Collins and Malcolm Potts,” all of whom were very close and dear friends of mine and who I had collaborated with on this project, beginning in 1977. So, he liked that and he liked my experience with family planning programs in a large number of different countries and he liked the idea that he could work in highly leveraged, high-risk areas. Bob was never afraid of taking on something that nobody else would do, and one of the things that amused me about Bob is that he said, “Well, in Bangladesh, what does it take to keep some of the top talent there?” And I said, “Well, one of the things, Mohammad Sattar, who’s directing the program, has a hard time paying high-school tuitions for his boys.” And he said, “Okay, I’ll pay that.” Just there he’d write a check. And I thought, Well that’s a kind of a cool thing. He’s willing to go on and do something that a lot of people would be very suspect of.

Abortion was something he thought was high risk, or menstruation regulation, and I was sort of outperforming anybody else on a cost basis. And in addition to that, he liked the fact that I had a very broad experience

in family planning, for which he wanted me to go around the world. And he told me—what he said [was], “I’ll give you whatever salary you want, and I’ll give you the staff support here to make this your home. And you will spend a million dollars of my money.”

There was another lady, Mrs. Johnson, from somewhere. I think she was the Johnson & Johnson heiress. Actually, she had been married to a Gillespie, and I just happened to learn that by going through the files. But irrespective of all of that, I was to go around the world and spend a million dollars. Now, what wasn’t really totally clear at the point was how much of what it is I was going to be doing would be processing other people’s proposals. And I knew that Harry Levin wanted to submit a proposal. I knew that Malcolm Potts, he was very involved in the process of that, what was called the Special Projects Fund. Don Collins actually had his own special projects, so I knew that the very people who were recommending me were also going to eventually be submitting to me proposals. And I thought to myself, Well, that’s all very good, but I’m very keen on programming the funds myself because that’s what I’m capable and competent to do. That’s what I’ve been doing my whole life for Pop Council and for others—UN, World Bank, Rockefeller, Ford, et cetera.

And so, when I started around the world in Thailand and working with Mechai and all these different places—there’s wonderful projects in India that I was working with, with training of paramedics in the Hooghly district in West Bengal, and it was a lot of fun. But these were projects that had already been started before I got there that I was to be on top of. Hira

Malaney had been manufacturing the menstruation regulation kits, and I was extremely interested in working with Hira because I liked him a lot. He's a good businessperson and very dedicated.

**McFarlane**

Where was he from?

**Gillespie**

He was in Bombay. He was originally born in Karachi. He's a Sindhi but during the Partition moved to Bombay. He's married to this wonderful, wonderful wife. She's Jewish, and it was a very eclectic world that he grew up in. And he was actually a businessperson who was contacted, at some point, to set up an abortion clinic to manufacture the equipment in one way or another. Ipas was very involved in that process, as they were with Chimco. They were not involved, by the way, and it's a long story, with the Janani group. All these groups I've worked with for years—well, depending on when they first opened their door. I worked with them when they—a week after they opened their doors. And that was fun in a lot of different countries—Mexico, Pakistan, Egypt—one place or another that I was visiting.

But the division became when I got back to Washington, D.C., between how much of the special projects had anything to do with the rest of the Pop Crisis Committee. Bob Wallace made it very clear to me that it was his money and Mrs. Johnson's money and that I wasn't necessarily under any obligation to work with Fred Pinkham, who was then the CEO, nor anybody else there. And with Sharon Camp, it was never an issue. She was the person on the Hill, and she had some input. Phyllis Piotrow, who was actually against hiring me, came in with a proposal, and I said, "Bob, listen,



I'm not going to touch this. She was against hiring me to begin with. If you want to fund her project, that's fine. I'm not going to have anything to do with that," and then started getting to that point because I didn't necessarily feel that Fred Pinkham knew very much about family planning or population. So, I sort of cut him out of the system.

**McFarland** And he was—

**Gillespie** He was a CEO. And so, that didn't necessarily make him happy, and we had our little—Lynn Sarbin came in and acted as executive secretary, and we had a very good and close personal and professional relationship, still do. I always see her in New York, and everything was going fine. In the meantime, my friend Murray Buxbaum had his own problems, and I'm still doing some Population Communication stuff, all of which I'm not trying to fund Population Communications at this time. I thought that would be a conflict of interest.

**McFarlane** So, what happened to Population Communication?

**Gillespie** Well, I had a guy out here who sort of kept on top of communicating population messages to national leaders, expanding the access to the MVA kits, doing some reports on the population-environment connection, and so forth, and that person was doing fine. But it wasn't anything I was interested in trying to fund, because that's my organization, and I didn't want to create conflict of interest. Even when I flew out here for a board meeting, I paid for my airfare out of my own pocket. I just felt the integrity of protecting Bob. I just didn't want to get in the conflict-of-interest issues, which, of course, came immediately to me as soon as all my old pals came in, Bob

Ciszewski from Population Services International and everybody else, saying, Well, we want your money. And I was torn between setting up this process so that we looked at grant proposals and chose between the grant proposals based on how highly leveraged they were, how effective they were, how cost-efficient they were, how instrumental they were in advancing the family planning, women's reproductive health context within the countries, et cetera, et cetera, et cetera.

And I'm a very tough questioner. People oftentimes think I'm mad when I'm talking to people, but I know how to ask a lot of really tough questions, because that's what I'm good at. And so, this poor lady came up from Pro Familia in Columbia. By the time she left the office, she just felt terrible. And she called Harry Levin, and she said, "I thought this guy was your friend." And he says, "Yeah, he's my friend, but he wants to know how much it costs, how much you're charging each woman. And if it's costing sixty-five dollars, he wants to know why it isn't costing ten dollars or fifteen dollars, given the volume." And so, it went on to the point where a lot of my friends were saying, Jeez, Bob, you're asking too tough questions. And I said, "Well, but that's what I'm hired here to do." And Bob Wallace actually interrupted me one time when this poor person was practically in tears and [he was] saying, "She's practically in tears. You've got to stop asking her all these questions." I said, "Bob, it's your money. That's what I'm here for. I'm here to ask tough questions so that we can use your money in a way that's most efficient."

So, a lot time I get grants from people like Lupe De La Vega, who I

love, and her programs in FEMAP up in northern Mexico are marvelous. She's dynamic and she's fantastic and all these other things. But if I could fire them out to somebody else—because they were classic family planning, rather than something that nobody else would fund. My criteria was, Listen, somebody else is going to fund it. I'll put it in their pipeline. So, I funded a lot of the stuff outside of Pop Crisis Committee, which Bob never expected me to do. And then he's complaining to me, the money's not being spent fast enough. I said, "Well, that's no problem. I can go out with Hira Malaney in India and all these places and program it directly with the people I'm working with. We don't need an intermediary on this. And if we do need an intermediate, then bring him in, but I don't want to see any overhead in it."

So, at any rate, it was fine. It was going along okay. But the fact of the matter is, is that at the end of the day, I have so much more fun doing the kinds of things I do, which are highly creative, highly energetic, innovative processes of going beyond family planning, getting national leaders to sign statements, and I just felt that the best platform for me to do that work was outside of the Pop Crisis Committee. So I told Bob Wallace, "Listen, I'm going to resign. Now if you want to fund me as the executive director of Population Communication and accept my proposals along with everybody else's, that's fine." I said, "I won't even give you a proposal for the next two years because I need to clear my mind and get my own projects back in line again."

And so, I walked out the door about a year and a half after I walked in

the door, and he hired Sallie Craig Huber to take over my job. And I've always admired Sallie. She's a good person. We worked in Bangladesh together. And after two and a half years, three years, I started to talk to Sallie about whether she was interested in one project or another. And I decided that I didn't want to submit proposals to Bob Wallace at that stage, in part because I didn't need the money. I was actually very happy with the \$250,000 I was spending a year, and that was all generated just from income from the endowment of a million five hundred thousand dollars. And I kind of liked the very fact that I wasn't asking anybody for money from any source. From 1981 to 1986, we never submitted a proposal to anybody. People would send us money, like the Bixby Foundation, because they knew what I was doing and they liked it and they sort of sent us a check.

And I remember at the end of a PAA meeting or APHA [American Public Health Association] meeting at the end of the day in 1986, I gave a song and dance on what I was doing in beyond family planning. At that time, I was calling them incentives and disincentives. Now I call it social marketing beyond family planning.

**McFarlane** Maybe you could talk a little about your vision or your paradigm for beyond family planning.

**Gillespie** Yeah, the semantics in that area are just as important as the semantics of the difference between talking about targets and talking about goals. You can talk about social marketing, and everybody's very relaxed about it because they know it's condoms and pills going out the doors of retail outlets in underdeveloped and developing countries or, for that matter, here. But if

you use the words incentives and disincentives, all of a sudden people just don't like those words. Don't ask me why. I wrote my master's thesis on the subject. They don't like the words. Then I'm going, Social marketing beyond family planning. And those words they love because you talk about saving children's lives, you talk about increasing age at marriage, you talk about birth spacing, and you talk about reinforcing small families in ways that are totally acceptable, although oftentimes the process has a lot to do with marketing mechanisms. And because it's marketing mechanisms, it's social marketing. So, if I talk about this stuff now and use social marketing beyond family planning, all of the stuff I did then, between 1981 and 1986, is all very acceptable, and everybody loves the stuff. But if I say, at the time, for example, We're setting up incentives and disincentives, everybody dislikes it. So, don't ask me why. It's just like the difference between goals and targets.

**McFarlane**

Now, I don't know if we have that on tape, the goals and targets.

**Gillespie**

Okay, what happened was, in the early population statement that I wrote, I said that we will establish—I can actually—I have it hear on my desk.

(reading) "Humankind has many problems. In recognizing [the] worldwide need for population stabilization, each country should adopt the necessary policies and programs to do them consistent with their own culture," et cetera, et cetera—here—"and that each country should set a goal for accomplishing those purposes." In my early statement, I said targets, and everybody got on my case about using the word target. So, I took it off and put goals. When I wrote the Taiwan annual reports, I talked about setting targets. I remember Anrudh Jain came from the Pop Council and said, "Bob,

you worked in those early Taiwan programs, and you wrote annual reports. Would you send them to me, because one of the theses that I'm trying to establish is that we're all against targets now." "Okay, Anrudh, that's fine." And actually, Anrudh actually wrote about targets in India in 1973, but I didn't remind him of that. And so, the Pop Council, Judith Bruce, Saroj Pachauri, Joan Dunlop, everybody's against targets, and that's fine. You can be against targets. Are you against goals? Oh, no, goals are perfectly fine. Goals improve the status of women. Don't ask me why. It's just one of those crazy things.

One day, I'm talking to Joan Dunlop, and I'm saying, "Well, naturally, everything we do, you have to institute quality of care, make sure that the quality of the services"—oh, God! She just wrote it down, and she said, "That's what I'm going to do with my life." She practically said that in so many words, and then every time I read something I read "quality of care," I said, "I just said that to Joan Dunlop, and it's like some kind of echo effect by everybody else." Judith Bruce, Adrienne Germain—they're all talking about quality of care. And I said, "We've been doing that since day one," and it's almost as if it became a separate program. Well, we're going to give condoms, and we're also going to give quality of care. Well, you don't give condoms and quality of care. Quality of care is an integral part of all services, but at the end of the day it doesn't make any difference. What's important is women have services.

And the same thing happened with this incentive and disincentive stuff. And it's a little trickier because there are certain groups of people who really

don't like to see the manipulation of age at marriage, where you have— they're against the dowry system. Everybody's against the dowry system, but they also don't like that if you marry before the age of twenty and there's some kind of fine or fee associated with that—they don't like that. They certainly don't like any licensing, fines, or fees associated with the third birth, i.e., China. They don't like that, and that's fine. I don't care whether people like it or don't like it.

What I care about when I'm working on these projects—and I had twenty-seven different concepts that I worked with—that, first of all, for me and the people I work with, it's fun. When I set up vasectomy clubs in Thailand with Mechai, a person got his picture taken on a card with a vasectomy card. And then Mechai and I would go around to various service establishments, clinics, and bowling alleys or carpenters and say, Would you give discounts to these people? And then we'll advertise your services in a little booklet, and we give 5 percent discount—whatever we could give. And so, the person throws his card down, his vasectomy club card down, and it has this little, "The pigeon flies, and you're now a member of the Thailand vasectomy club card." And you go around, and you get your discounts in restaurants, in condom cabbages restaurants, and through the carpenter and so forth. The carpenter wins because he's getting free advertising. The man thinks it's just terribly funny in a gas station—not a gas station so much but in a taxi cab. He gives him his vasectomy club [card] in his car, and he gets a 5 percent discount because there's a symbol outside that says, I support—just exactly like American Express. Here's the

American Express card. Here's the vasectomy club card member. So, the guy goes into that restaurant rather than that restaurant because he knows he can get a 5 percent discount.

Well, that kind of stuff is fun. In Thailand, they loved it. And in Indonesia, we had a discount card for birth spacing, between marriage and first birth and first birth and second birth. Women got these cards. It was called a discount card. It was started in Jakarta, and Lord knows they [organized] a major ceremony. And we went out and marketed how much discounts we could get from what sources. And I have all this stuff documented and all that sort of thing, and I can show you all this stuff. And Haryono just loves this stuff. We did this with a lot of different things: with coconuts and with access to credit. And what's interesting to me, if you take the Grameen Bank, which had as one of its principal tenets small families being member[s] of the Grameen Bank and getting what were lower interest rates than the moneylender. Everybody loves that stuff. When it's done within the context, it improves the status of women as the Grameen Bank image is giving these low interest rates. And actually, nobody opposed Haryono in doing all this work all over Indonesia at one point.

And then it morphed into, Well, let's look at what it takes to get the age at marriage to twenty for girls and twenty-three for boys, or whatever. And these programs—and I was developing and pretesting them in market research firms in Pakistan and India with green cards and with the Ernakulam programs and a lot of other stuff. It morphed into a way in which the increasing age at marriage, birth spacing, and, ultimately, small



families were institutionalized within the context of the way in which marriages are registered and births are registered. Some people thought it was crass commercialism.

What it was at the time in the countries, and then within the context of the cultures, is a lot of fun and everybody winning. The people in the markets win because people go to their store or their theater or their clinic service. I can show you all the different kinds of [discounts] that were offered. [Each clinic, store, retailer has] that symbol on the door. And we had ZPG [Zero Population Growth] pins for youth groups in Indonesia and in India. I'd go to the youth groups. I'd say, Well, let's give a pin to every young kid who signs a pledge that he's going to get married at X period of time and have two children. Now, these are kids that are maybe fifteen, sixteen years old. That's where the value systems start, and the pins were out there. And the process by which it eventually happened is Suharto, on President's Day, brings to his palace those people who are sort of the most successful family planners or most successful family planning leaders. So, this young kid comes up. She meets the president of Indonesia, and it's all done within the context that is very acceptable.

I can remember in Thailand working with John D. Rockefeller on the king's birthday. This is in Thailand, and they are giving a blanket to a man who got a vasectomy who won the blanket in a lottery of all of the men who got vasectomies during the king's birthday—like thousands and thousands, and this man's was the number that was drawn. And Mr. Rockefeller—and the king is there, and, of course, Mechai is loving all this

stuff—and Mr. Rockefeller gives this man who got his vasectomy that day or within that week his blanket and big applause. It's fun. There's no coercion. There's a festive way in which, within the country, within the culture, everybody's finding it successful and acceptable, acceptable and successful. Everybody wins. So, when the Emergency Program—and this is when it hit in India—everybody was broadsided by—there wasn't that many coercive forms of sterilization, but whatever happened, it destroyed the vasectomy program.

**McFarlane** Can you tell me a little bit about the Emergency Program?

**Gillespie** Well, Sanjay Gandhi, the son—Indira Gandhi had two sons, Sanjay and Rajiv. Sanjay believed when Indira Gandhi took over power that they needed to have a very aggressive sterilization program. The image was compulsory sterilization. Vasectomies had gone up to close to eight million a year. And then Indira Gandhi started clamping down politically on a number of different states on issues that dealt with—basically judicial issues. Then the sterilization program got caught in the political quagmire of that as a form of just another expression of tyranny under her leadership. And it's been written by several people what actually transpired, by both Indians and foreigners.

There was a guy at the World Bank who was with the Ford Foundation. Dave Guatkin wrote an article on the subject, very good article. There's about four or five Indians who wrote articles on the subject. [At the UN Population Center in Parel,] I think either Srinivasan or Chandrashekar [also wrote articles on the emergency]. There were several other good authors on

the subject. And at the end of the day, it virtually destroyed the vasectomy program, and it brought to a halt all the creative stuff that was going on with the carnivals and the vasectomy camps. All that stuff was brought to a screeching halt, and it was devastating for the family planning program. This is between 1975, 1976, and everybody was just dumbfounded. I mean, the people like Dattar Pai, who have spent their lives creating creative ways of providing vasectomy services, all that stuff came to a halt. The buses and the railways—the buses that roamed the streets of Bombay, the railway station vasectomy clinic, all that stuff came to a halt. The Pearl Clinic stayed open—that was primarily for abortion—but everything that was creative came to a halt. Krishna Kumar ultimately, who was one of the original leaders in Cochin, which I mentioned yesterday, became the actual commissioner in charge of population/family planning.

And many of the old commissioners like Colonel Raina and Deepak Bathia and others were very stressed out by this, as was, of course, the family planning associations and everybody else. It was just a very dark time in Indian family planning history. And so, the question after all this stuff was, Well, now, jeez, how do we recover from it all? How do the Indians recover? And everybody is trying to determine what it is they could do, and what happened, literally, by total coincidences, is that female sterilization became much easier, no longer had to do tubal sterilizations. Women could come in, get laparoscopic, colposcopic forms of sterilizations.

And so, the whole history of sterilizations from 1976 until the present, really, has been the accessibility of women to post-operative sterilizations or

just elective sterilizations, and vasectomies never totally recovered. To this day it hasn't recovered, and it's too bad, because, in my opinion, men should be taking more responsibility. What's exciting about India is that down in Kerala, which has been at replacement-level fertility for a number of years for a whole bunch of unique reasons that are specific to Kerala, not the least of which is one in eight Keralans work outside the country, and that has an effect on fertility. The other thing is they have very high literacy rates and always have had, [and] although the most Catholic [state], they're also the most highly labor organized. They have very strong unions there, but it's been a state within India that's been unique. It was also where all the sterilization camps were taking place, and that's where they all started.

That also became very interesting, because that was just—I mean, like this guy, T.V. Anthony in Tamil Nadu, was director of the development planning. They allocated resources at the state level for development within the state. And he was totally committed [to] integration of family planning and maternal and child health within the state. And he and four or five other really dynamic and exciting leaders just year after year kept up an extremely successful program in all of its aspects, which increased age at marriage and provided access to services and [Tamil Nadu] ended up being the second major state to achieve replacement-level fertility. And then after that, then there's Andhra Pradesh, which now is at replacement-level fertility. So, you have these southern states, all of which are now at replacement-level fertility.

And then you have states that are amazing states, like West Bengal,

which has a total fertility rate of 2.6, and they're very poor. But they've also had a long history of literacy and education there, and so that's been very exciting. Of course, Punjab's unique because of its agriculture and because of the Punjabis and the Sikh culture and the way in which that's affected fertility there, very progressive, first state to really be successful in the introduction of new agricultural techniques. And they, like Datta Pai in Maharashtra, have been on paths that have been fairly positive for all [the other states.

The difficult states, of course, are Bihar, UP and Rajasthan—Rajasthan, partly because of the very, very early age at marriage, and UP and Bihar because of their political and poverty quagmires. Lots of effort had been going into the UP through a lot of money, through a lot of sources, and it got tied up in quagmire. I mean, they literally did not spend a fraction of the money that AID allocated to the UP, and they had lots and lots of people working very hard, long hours.

Mike Jordan was the head of AID at the time of the negotiations of these grants. And it was just the quagmire inside the system at UP, in the state of UP, as well as in New Delhi—was just a nightmare. Suzanne Olds took over, and she was able to start getting money released. And there were people like Don Weeden with CEDPA [Centre for Development of Population Activities] and John Townsend with Pop Council and Chandra Sekar, who was with the Hopkins group, and then there were several others, all of whom had major allocations of funds to work in the state, and all did their best.

Some of the stuff flew, most of it didn't fly, but it's a long and sorted, gory story. Bihar is looking a little more positive because you've got great leaders like Gopi there and you've got the Janani program and you've got some good social marketing programs, but it's still a desperately poor state. And UP, it would be if it were an independent country, the sixth largest country in the world—168 million people, something like that. So, those three states have major challenges ahead of them towards the path to achieving population stabilization. Incentive and disincentive stuff, now called social marketing beyond family planning, morphed into ways that are actually more powerful.

*Tape 3 ends; tape 4, side 1 begins.*

And I sent him Gopi the research study showing its potential susceptibility, and then I also sent him a checklist of what each cabinet member could do, each business leader could do, religious leaders, and so forth. And it would be useful within the context, probably, of family planning more than beyond family planning, but I keep on sending [him information]. Every year I sent it out prior to July 11th, because that's World Population Day, and I say, "Well, you can either use it or not use it. Whatever it is, this is what we did. This is the market research that was done."

In Indonesia, even when I was interviewing Haryono, who worked with me in getting Suharto to present the statement to all the members of nonaligned nations and who has worked with me on every project I've ever done in Indonesia, said, "At the end of the day, what's important is whether the actions are taking place, how those actions take place, will they take

place within the commercial marketing area, or whether they take place within the way in which marriages are registered or births are registered.” He said it doesn’t make any difference as long as it takes place. He said sometimes it’s better just not to have quite the visibility—and he’s right. And that’s exactly what’s happened in southern India, and that’s what happened in Indonesia.

I was with Steve Sinding and John Ross at the PA meeting. We were all talking about the fact [that] sometimes it’s just best to save women’s and children’s lives and not talk about how you accomplish it. You just do it. And the reason for that is that some people don’t agree with the way you save women’s and children’s lives. And it’s happened to me. I’ve actually sat with a Swede—and I’ve worked with the Swedes forever—I actually had a woman come up to me after I gave a lecture one day, and she said, “I don’t like the way you’re saving women’s and children’s lives.” “Let me see,” I said. “Well, you’re working for SIDA, and you’re saving women’s and children’s lives, reproductive health stuff and all that. And you do that, and that’s wonderful that you do that.” “But you don’t like the way I’m doing it?” She said, “No, no, I don’t like the way you’re doing it.” I said, “That’s what I’m doing, saving women and children’s lives,” and she said, “I don’t like it.”

**McFarlane**

What didn’t she like?

**Gillespie**

She thought it was crass commercialism. She said, “All the stuff that you’re doing in Indonesia, Thailand and all this, it’s crass commercialism.” I said, “Well, I don’t care whether it’s crass commercialism. It’s stuff within their

culture that they're enjoying and buying and having fun doing. And so, I'm sorry that you don't like the way I'm saving their lives, but that's what I'm doing."

**McFarlane** So, this is kind of a broader issue of how people in the industrialized world understand culture?

**Gillespie** That's right. It's just like there's no difference between this woman from SIDA coming up to me and saying she doesn't like the way I'm saving women's and children's lives and the fundamentalist who says they don't like the way, for example, I'm [providing] menstruation regulation. A Catholic who believes that what I do is murder and/or a religious fundamentalist who believes that what I'm doing is murder, by virtue of expanding access to manual vacuum aspiration kits—they come up to me and say, You're murdering women and children. "No," I say, "I can give you seven different ways in which I'm saving those women's and children's lives. First of all, they're having children later rather than earlier, and that saves the women's lives, and that creates a high probability for the child to live. Second of all, I'm allowing her to make a choice before she goes and gets a botched abortion, so that's saving her from the botch abortionist. I'm saving the lives as women are able to choose having the number of children they want as they move through the reproductive age period"—Chris Tietze and I used to talk about this all the time—"so that they don't have a third or fourth child when their own health can't take the burden of that birth."

And so, we ended up with seven different ways in which we save women's and children's lives. And yet, my son's mother[-in-law] has



devoted her life to preventing abortion. And I don't, of course, ever talk to her about what I do, but she thinks I'm a murderer.

**McFarlane** Your son's mother?

**Gillespie** My son's—excuse me, son's wife's mother, and you just don't talk to people like that. It's just like this woman from SIDA. She says, "I don't agree with the way you're saving women's and children's lives." The fundamentalist Christians agree with her, you see, and the Catholics who disagree with what I'm doing agree with her. And I thought, They're all in the same bunch. It doesn't make any difference to me whether people agree or don't agree with me. I know what I'm doing. At the end of the day, when you go up to Saint Peter, I'm going to say, "Listen, I saved women's and children's lives. That's all I was concerned about—and improving the quality of their lives." And so, when this woman from SIDA, who I greatly admire what she does, came up and said that to me, I felt like saying the Lars Engrstrom and Carl Wahren—Carl Wahren and I have talked about this. You know who Carl Wahren is?

**McFarlane** I know who he is.

**Gillespie** He was the head of SIDA. And Carl and I said, Jeez, from day one we had family planning and maternal and child health integrated with every program. Arnie Kink in Sri Lanka, which was the first SIDA project in 1959, had family planning, maternal and child health. There was never a fieldworker I've ever hired—and I've hired thousands of them all over, in Bangladesh and Taiwan and Iran and Turkey and so forth, I've hired thousands of them—we never ever had family planning stand alone. It's always an integral

part of maternal and child health. So, some day, somebody comes up to me and says, “By the way, we’ve discovered women’s reproductive health.” And I said, “Well, that’s fine. It’s called maternal and child health.” “No, it’s called women’s reproductive health.” And they said, “We’re going to start a program of introducing maternal and child health and family planning.” I said, “We’ve been doing that since the day we opened the office.” And Carl Wahren says, “The day we opened the office we did that.” And people all of a sudden, with those words, women’s reproductive health, they said, Oh, now we’ve started a new program. You haven’t started a new program.

I just interviewed some people in Nigeria. And this guy says, “We’ve invented a whole new concept,” he said. “We’ve invented the concept of spacing.” I said, “Well, okay that’s nice.” (laughs) So, you’re sitting there listening to this stuff, and you’re thinking, All right, well, that’s a good idea. Congratulations, I’m so proud of you. So, women’s reproductive health—I can give you a little bit of history on the words if you’re interested. (pause in recording)

**McFarlane** —to coming back to California in 1980.

**Gillespie** In ’81. Yeah, ’81 was when I started recreating the whole process of everything I was going to do, and I had five projects. One, which I mentioned yesterday, was to get world leaders to sign a statement in support of population stabilization. The second was to continue transferring the manual vacuum aspiration, and so I would get lists of medical equipment agents and interview them in various countries to set up contractual arrangements so that Ipas products could be sold in their countries or, for

that matter, Indian products could be sold in their countries. It didn't make any difference to me. Price-wise, the Indian products were cheaper. And so, oftentimes, the countries used those methods rather than the Ipas product because it was expensive. The third project was is that I would contact motion picture scriptwriters and contract with them to develop screenplays with population and family planning themes, and I'll get back to that in a minute. The fourth project was communicating population messages to national leaders, and there I would oftentimes contract with writers to prepare magazine articles and/or, for that matter, contract a good article that was published in a journal and get it out by direct mail to national leaders within the country. And in some of these countries, I would try to find people who were [disenfranchised], I mean, people who, as demographers or economists, didn't feel that an honest message was getting out there.

Dr. Bergstrom was [critical of the Pakistan program]. I just felt that his criticism of the national program should [be given a voice]. So, I helped the process by which he could communicate through direct mail to national leaders in the countries. And I'd contract with direct mail, get his reports sent to them. It was that simple. Here's a letter. Here's a report, too. Actually in Pakistan, and I was very, very impressed with the Futures Group, computer simulation models, because they could sit there with leaders at any level in Karachi, Islamabad, Lahore, and so forth and show the simulations between agriculture, population, the environment, women's issues, education, and so forth.

So, Phil Claxton, Marshall Green, all these people who've made these

presentation oftentimes to the head of government, they could show if you changed education here how it would potentially impact fertility over here. And, to me, those models and the charts that evolved from those models were very good and very valuable. So, I would sit down with the direct-mail firms that I was working with and simply have those reports sent out to national leaders in the countries from directories of lists, of business leaders, professional leaders, health providers, academicians, media people, and so forth. So, we got it into newspapers and so forth. It's stuff that would have never gone outside of the confines of the actual presentation itself, actually got out to national leaders.

At the end of the day, with that kind of work—and I had books published in India, and I had all kinds of mailing sent out, one thing or another—it's a little bit like the scripts. Oftentimes, I probably never saw a fraction of the movies that were ever made. The final project at that time was called—I called it incentives and disincentives. I later called it social marketing beyond family planning. And there what I had was twenty-seven different concepts that dealt with everything from child survival to youth programs, like these ZPG clubs to increase the age at marriage: I [designed] the marriage contracts. [We used] pins, badges, coupons [to achieve] birth spacing, and reinforced the smaller-families goal. I had some community-incentive, or community-benefit projects.

I developed conceptual frameworks. I don't know if you remember the old green stamp project—you put stamps in [a booklet]. So, every month a woman stayed nonpregnant, I'd contract to get the stamps prepared, get the

booklets prepared, and get the package of benefits prepared. I'd all do this through pretesting, either through market research firms and/or through the ministries of health or through NGOs. So, if I was talking to Pathfinder, for example, Does Sampoerno, and he would say, Well let's go and let's work with youth groups. I'm working with youth groups. Let's [prepare ZPG] pins. And when President Suharto makes his presidential awards at the end of year, we'll have those ZPG clubs that are most successful represented at that occasion. So, Haryono would say, Sure, we can work this out. And between Does and Haryono and the president's office, we would do these elaborate kind of programs to get youth involved in creating a commitment to increasing age at marriage and having small families. We printed the age at marriage contracts. And Mechai would say, Well, let's get more vasectomy acceptors. And I said, "Well, then I'll get them," and so forth. Then Haryono said, "Well, I want to modify it so that we use this as a discount card."

And in India, they wanted a green card. A green card meant that if a man had a vasectomy and a woman had female sterilization, they would get priority in health services. And I said, "Priority means nothing in today's world. That won't mean anything to anybody." If you're giving stamps like food stamps out, and/or you're giving credit for a specific maternal/child health benefit—it has to be something specific. It can't be just something that's vague and amorphous. So, in India, it sort of played out differently in different states. [Each state had different projects.] But if I worked at the state level, like in Kerala or Andhra Pradesh or—Tamil Nadu is where I had

most of my success. In Maharashtra, I was working with Datta Pai. [We had] the same kind of energy level in Indonesia and in Thailand. Some countries just simply never clicked on this area at all. Like, for example, the Philippines, and Egypt never clicked in this area. I even went down to Mexico to try to do some song-and-dance stuff. Nothing ever [took off]. So, it was mostly Asian and mostly in South Asia and in Southeast Asia.

**McFarlane**

You think it was Asian culture or the specific people in the countries?

**Gillespie**

A little bit of both. Part of it was—I, for example, was at a surgical contraceptive conference, and I gave everybody a Polaroid camera. I took pictures [of the participants. I would give them a laminated card.] I'd give them the laminating equipment, I'd give them the Polaroid camera, and I say, "Okay, here's the card. Now what we want to do is create a value for that card," and then I'd go over the blue-chip stamp thing. "And here's the catalogue of benefits." And so I say, "Okay, now when the person takes this card, what is it that moves them through these various steps, demographic steps, from saving the life of a child to increasing age at marriage or preventing adolescent pregnancy and/or birth spacing. Now that you've got the symbol, how do you give it substance?" So, then I said, "Well, why don't you go out and survey the physicians [or shopkeepers] to see if you put a symbol on their door, like American Express symbol, how much benefits [or discounts] they would give." [We demonstrated the benefits of discount services by increased volume.]

So, that was the basic premise. It was based on about fifteen different marketing principles, and for each marketing principle I can give you the

example in the United States where it was used, just like when I started the coupon system. I did that in Hong Kong [in 1962], and that's why Barney Berelson—and Don Bogue said, "How'd you get this coupon idea?" I said, "Because people use coupons all the time for redemption." And what they wanted to know is, how did I happen to come up with the same ideas that they were coming up at the same time? And so, the green-chip stamps and the American Express marketing system, like the free-offer-for-a-limited-time stuff—all these are things that are classic within our lives. Some of them have lives that live for a long time. Some of them don't.

Today, if I were to do this kind of thing, I'd do it like air mileage, or I'd do it like with my Discount Club card. Here's your Discount Club card. They'd say, Where's your Discount Club card? Oh, well, you'd always put it in there. And then at the end of the day, it shows you how much money you saved. Oh, wow, that's how much money I saved. Well, I'd be doing that today if I were doing these all over again. But I decided that the way they'd ultimately created the context for accomplishing the same goals was even more powerful than this. And that was, as I mentioned, at the time when a person registers a birth or registers a marriage, [there is a tax based on how many children they have and at what age they marry. In South India and Indonesia they use taxes or license fees for birth or marriage registration.] It's much more powerful.

**McFarlane** Well, with the—

**Gillespie** And much less invasive and easier.

**McFarlane** With this level of activity, was Population Communication, your

organization, funded by foundations?

**Gillespie** No, it was all funded by myself.

**McFarlane** How did you do that?

**Gillespie** Well, I started—this very eccentric doctor, Dr. Buxbaum, who was going to offer me a lot of money—I have the script in there, *Whacko*, which I wrote. When I came back from Bangladesh, I had such culture shock coming back to this country after six years in Iran and living in Bangladesh, it was just a nightmare for me. And I was trying to live at a subsistent level. I wanted to go back to the earth. I wanted to create a material culture as close to my Bengali friends as I could, because I said, “As long as I, as a person, my family, is consuming more than a whole village in Bangladesh, then on the environmental side of the equation, I’m worse than three thousand Bengalis.” And then you can not only translate that in terms of my impact on the environment, you can translate that in terms of the alternative allocation, the ethics of the alternative allocation of resources. So, you go to a restaurant, or you give money to help your Bengali friends—these are the kinds of choices that we make in life. And so, I decided, when I was at Stanford. The doctor had problems. His brother bought the lease out from under his clinic. And he got fired from his own clinic, and I set up the franchising system.

**McFarlane** When was this?

**Gillespie** This was 1977, early 1977. That’s when I’d finished writing *Whacko*. I’d also written about five other screenplays. I wrote them very fast. They just came to me like this, and I was just like a vehicle for them—not that they’re any



good. Otherwise they would be hit movies. I can show you the scripts. They're right next door. And so, this crazy doctor and I had sort of a quid pro quo.

**McFarlane** How did you meet him?

**Gillespie** Well, I met him at lunch because a mutual friend of ours who ran the Population Institute office, which gave awards to the entertainment community—his name was Norman Fleishman—introduced me to him because the doctor was very interested in population/family planning, and he told his doctor about me. This guy used to write checks to Pop Council, Pop Crisis Committee, ZPG, and he said he just thought that this'd be sort of an interesting fit. And the guy had a clinic down in east Los Angeles where only Spanish was spoken, and it really became kind of an interesting thing. So, the doctor asked me to come down to his clinic to help him with managing his clinic, and, of course, the doctor insults everybody.

**McFarlane** And his name is—

**Gillespie** Murray Buxbaum, Dr. Murray Buxbaum. Here's a picture of Murray, and, well, I found the whole thing very fascinating, down in east Los Angeles. And you've got 650 people coming in on a Saturday, just masses of people—and unbelievable, hopelessly mismanaged environment. And, of course, it was a moneymaker because you just had huge volumes of people with very low quality of services, and it was just a nightmare. But it was interesting, and it was intriguing. And then when the guy got fired—this is a month later—

**McFarlane** He got fired from his own clinic?

**Gillespie**

He got fired from his own clinic because his brother went to the guy who held the lease on the clinic and says, “When the lease is up on my brother, I want to buy the lease out.” And so, this very lucrative clinic, it was transferred to his brother. Then they obviously hated each other and so forth. Long story short is, I set the clinic up outside. And the way I remember it is that I said, “Murray, I’m not going to accept a nickel from you, but here’s what I’ll do. Two-thirds of the net profit—not gross profit, net profit, money in the bank after taxes—goes to Population Communication, and then there’s benefits, tax benefits, to a nonprofit organization. You and I—you join the board of Population Communication, and we do our fun population stuff. And on Saturdays, I’ll come in and manage your clinic and help manage the staff for a while. And not only that but I’ll set up a franchise so that in various locations around Los Angeles we’ll not only have this clinic be on the street but wherever we can have a critical mass of people to go to another location. We determine how low it takes, how low the rent can be in a given space, and how high the volume can be within that space, given the already existing demand that we know is in that territory. And once we get that break-even point, I’ll put in the first five hundred dollars.”

So, I opened the clinic here in Pasadena, recruited all the people in that area. I put them all on maps, everybody. And then I said, “We have a critical mass here. I can open up a clinic here for maybe a thousand bucks.” So, we were breaking even after about two months, which is incredible franchise operation if you don’t have a lot of advertising. So then, after a

while we had twenty-two clinics. And it was beginning to take my time, and I wanted to just do population/ family planning. I've never been interested in having my businesses detract from my [mission].

In the same time, I'd bought a duplex up north of Santa Barbara, students' duplex, from money I had saved when I was living in Iran. I just put \$30,000 [down], bought an \$85,000 duplex, which you could do in those days, on the beach, beautiful place. Never stayed a day in my life there. But at any rate, that became lucrative and a moneymaker. And then I sold that, and I bought an eleven-unit property, because what I'd do is I refinanced the property and take the equity out of that and then buy another property. And then as soon as the property increased in value, I'd refinance that and then buy another property. So, I started pyramiding real estate. So, I took a thirty-thousand-dollar investment and turned it into 4.4 million. And I took a five-hundred-dollar investment—and by the time Murray died we'd already transferred a million five hundred thousand dollars into this franchising system.

So, everything was coming out of the income from either my apartments up in Santa Barbara, for which I now have a hundred tenants, and/or the franchising of nutrition education centers. But all my apartment stuff is up there, and I spend less than a day a year working on that stuff. I spend less than a day a year working on the audit of our accounts here in Population Communication. I spend less than a day a year on board activities. I do not spend time on administration. I do not spend time on fundraising. People have come to me from time to time. It's like I'm an

artist. I paint my pictures. It's like getting seventy-five heads of governments to sign a declaration on [promoting] manual vacuum aspiration.

So, Martha Campbell, Malcolm Potts' wife, when she was at the Packard Foundation, said, "Would you take some money, the Packard money, to continue that MVA stuff, transferring manual vacuum aspiration?" I said, "Yeah, I think that'd be fine because I could add that to my agenda." Because every year I go to Egypt, Pakistan, India, Indonesia, [Bangladesh,] the Philippines, and Thailand. Those were the countries, and I also go to Brazil and Mexico, and I also do some projects in Nigeria. Those are the ten countries where our priorities were. And so, I went back to Egypt and Pakistan and Indonesia and continued priming those marketing systems with agents in both Egypt and in Indonesia that had Ipas contracts. I also used Indian equipment when they couldn't afford the local ones.

And then there were some complications in Egypt, and right now I'm in communications with the new marketing person at Ipas to regenerate Egypt. The agent I'd been working with in Pakistan died, so I'm kind of—we have to find a new agent in Pakistan. I just sent Ipas a personal check for three thousand dollars to help market the MVA equipment at a science meeting in Bandung in two weeks that this new marketing person is going to go to. I set up for Ipas the capacity to manufacture all their equipment in Taiwan at a considerably reduced price. I allowed Ipas to use my molds that I paid for, for free, on condition that we have a low fixed price.

You know how this stuff is—day in, day out, you just keep working to

make equipment more affordable for more health providers. And now that in Indonesia, they're interested in training paramedical personnel after they've already saturated the OB/GYN market and most of the general practitioners. How do you work with those people that have some degree of training within the health profession that haven't used equipment yet? And that's where they're moving.

**McFarlane** Has the MVA activity helped to support—

**Gillespie** No, unfortunately. I was wanted to pay for the molds. I said, "You can't pay for the molds." And I said, "The reason is, is that as long as I'm paying for the molds, then I control the price. If you pay for the molds and you jack the price up, then I've lost all my leverage." And I won't go into all the details. What's important at the end of the day, absolutely important at the end of the day is, are you using what capacity you have financially, professionally, experience as a business person, whatever that experience capacity is, in the service of women? And at the end of the day, I spent out of our principal \$750,000 to support this.

So, I got the Packard money, and then Martha, I met her about three years ago and she said, "Well, are you going to submit another proposal?" I said, "No, Martha, I'd rather just use my own money." At this stage, I just don't like the process of—I don't like grantsmanship. I've only submitted two unsolicited proposals: one for immigration reform and one for the MVA project. And one got funded—the immigration project got funded—and the other project was turned down. And I know the guy who I was submitting the proposal to. I was submitting to Joe Speidel. And Joe said,

“No, I’m not going to fund this.” I said, “But Joe”—something like—“I’m the Vincent van Gogh of birth control. This is brilliant stuff!” And he supports all this stuff. He says, “But I’m not funding it.” And at the end of my interview with him up there—he’s at the Hewlett office—I said, “Joe, you turned me down. You’re the only person I ever submitted a proposal to and I got turned down.” He said “Yeah, there’s a lot of competition.” I said, “But, no, no. Excuse me, Joe. Nobody outperforms me. Nobody outperforms me.” He says, “That may be true.” (laughs)

I felt like such a jerk. Yeah, it goes back. I’ve known Joe since he was AID, and then when he was Pop Crisis Committee I got some money for him. And when he was looking for a job, primarily on the West Coast, I thought to myself, I’ve known Joe Speidel since—we’ve known each other—we’re both runners. We know each other. So, I said, “He’s going to love this stuff.” And he does love this stuff, but he turned me down.

**McFarlane**

He turned down an immigration—

**Gillespie**

No, he turned down an MVA project and the statement on population stabilization. I had some other stuff in there, and it was only sixty thousand dollars. And I thought to myself, Oh, that’s the last time I ever submit a proposal to anybody. I got turned down. That’s no fun. So, that’s the only time I’ve ever submitted a proposal and it was turned down. Don Weeden funded my immigration proposal, but it was before Don was directing Weeden Foundation. His father group-funded it. But no, it’s funny because I believe that the power is in my leverage, in keeping my independence. So, I’ve accepted the Bixby grant, and I’ve been accepting Bixby grants because

it's five thousand a year. There's no strings attached. They just send the only [grant] to me. And then I accepted this recent Bixby grant to do the film, \$395,000. And I accepted the Packard grant, but all those grants were the foundation people coming to me. And I turned down Bixby earlier on, but I accepted them the second time for the bigger grants. It sounds very arrogant, doesn't it?

**McFarlane** No, no. It's definitely—it's unusual.

**Gillespie** Well, I'm an artist. I paint pictures, like my daughter painted that picture, and I can only do things my way. I've spent a lot of time in villages listening to women talk and children talk and the old women talk—

*Tape 4, side 1, ends; side 2 begins.*

The wonderful thing about working for Pop Council overseas is that I was only one of two people. Sam Keeny and I worked very well together in Taiwan. He was regional, and I was local. Jerry Zatuchni, who was in the office of Pop Council in Iran, and I worked very well together. He's a brilliant gynecologist, very distinguished, extremely—made enormous contribution to population/family planning. He was the person who did the postpartum program for the Pop Council. Enormous number of people [benefited from] that program. And some people like me, some people don't like me. I don't care whether they like me or don't like me. I care about my friends who like me, like Malcolm Potts and all these other people who I admire, and there's a mutual admiration. But there's a lot of people who find the very way I work very commercial and sometimes verging on areas that they consider coercive, et cetera, et cetera, et cetera. But for me, at the end

of the day, were women served in villages? And the answer is yes. Did it evolve and have a life independent of me? I certainly hope so. I certainly have worked hard and enjoyed every day of it. When it's moving in the right direction, there's nothing more fun. I can't imagine anything more fun.

I have fun with my children. I have fun with my wife and my grandchildren. I love being with my friends and listening to music and traveling—one thing or another. [I was happy] when Rajiv Gandhi's was presenting a statement I wrote with forty heads of government signing it, or President Suharto is at the fiftieth anniversary of the UN ten years later signing that same statement with seventy-five heads of governments—I wanted 125 heads of governments, but I got seventy-five heads of governments—and I hear Bob Ciszewski come out of Nigeria and say, “[Government bureaucrats] totally changed [their] tune once it went from a little bit of MCH to, well, now how do we achieve population stabilization.” It changes the whole paradigm of the way in which people think about what it is they need to do and the responsibility they have towards ultimately achieving population stabilization. So, at any rate, that's that.

**McFarlane**

Tell me about the film *No Vacancy*. How did it start?

**Gillespie**

Well, Michael Tobias—I went down to John Warren's office at the Bixby Foundation and met Michael Tobias, and I looked at his résumé—incredible résumé. He's made many, many documentaries with lots of awards, and writes books. He just is amazingly brilliant and productive person and presented a very good proposal to the Bixby Foundation to write a book and make a movie.



**McFarlane** When was this?

**Gillespie** This was, oh, nine years ago. And I said, “Listen, this is just great, but I don’t want [to get involved].” So, I introduced him to this small population group that integrated with Population Communication International, Missy Stewart. Her husband was Otis Chandler, the publisher of the *Los Angeles Times*—very powerful family. She’s very dedicated. In fact, she was even on the Rockefeller Commission at one time. She has a long history with this population stuff. And I was on her board. And so, she got the money. He was happy with her—Michael Tobias was. He wrote a brilliant book called *World War III*—very good book. Made a really good movie, except for one scene.

**McFarlane** Which is?

**Gillespie** Oh, it’s a little embarrassing. Michael is an avid vegetarian and an avid animal rights person. It clouds everything he does, and it also complements everything he does. I’d like to put it the other way. It complements everything, but at times it gets absurd. And I tell this to Michael—and I love Michael—and I’ve loved working with him on this film. It’s been a real joy and a real privilege. And he was in China. So this farmer in China—the Chinese get pigs drunk. And then they tie their legs and they turn them upside down and they put them on the back of a bicycle and they cart them off to the market. Well, Michael just felt this poor pig needed to be saved, so Michael stopped—and he does this. One time we stopped in front of a bird shop, and he let a whole bunch of finches free. But he stops there, he buys the pig from the farmer, he unties the pig, and the pig, of course, is drunk as

a skunk, and the pig goes wandering off into the field. Well, everybody in the world knows that pig's going to be a dinner somewhere that night. Well, you're not liberating a pig in the middle of China, in the middle of urban China. And so, it was almost embarrassing, because I'm in that film, and I'm talking about population/family planning.

**McFarlane**

And it's in the film?

**Gillespie**

It's in the film. I said, "Michael, why didn't you edit that out?" But I didn't want to embarrass Michael. He says, "Cruelty to animals is part of the film *World War III*. We're at war with the environment, and our cruelty to animals is a part of that war." And boy, I'll tell you, Michael's just finished a film called *Mad Cowboy*. It's a brilliant film. It's a feature-length documentary about everything from AIDS to SARS to Mad Cow disease, on how animals transmit diseases to humans. You can't go back to rabies and all the rest of it. And are we not creating an environment, by the way in which we're living on this planet, to subject ourselves to Mad Cow and SARS and AIDS and all these diseases, and when will the next disease kill us? And then the storyline focuses on this cowboy, rancher, who became a vegetarian because he could see what was happening here. And it's a great documentary, *Mad Cowboy*, this guy. Well, I saw the documentary—I mean, rough cut, and I said, "That's great." Now, I've seen all of Michael's hundred documentaries he made. He's just an unbelievably productive guy. The guy works seven days a week. When we're working on the road, he'll work twenty-hour days. I don't know how he does it. He just does it. He's just a brilliant guy, brilliant, brilliant, brilliant guy.

And so, when he called me up and said, "I know you turned me down at Bixby to take this grant. Would you like to go back and revisit this whole population field with a documentary that sort of brings us up to date? And let's get a book out with it, just like I did before." And I thought to myself, This will be kind of cool. There's really great stories out there. The Iran story is a fabulous story. The Brazil story is an amazing story. The Mexico story is really interesting. India is amazing because you have, in one country, fifteen different stories, and if we could somehow get the north and the south story in contrast with each other, that'd be interesting. Let's go to Thailand and have lots of fun with all the wonderful things that they've done. Let's go to Indonesia to show where day in and day out, solid policy and good services have worked. Let's show how important it is in China to get the UNFPA refunded there, and so forth.

And then I had gotten myself all talked into this thing and how much fun it'd be to go see my pals and have their story on screen in Mexico, in Indonesia, in Thailand, and then let's get right down to the nitty gritty of a country like Nigeria. In Nigeria you have one country with 245 different ethnic and linguistic groups. You have unbelievable contrasts between the northern part of Nigeria and the south, between the Christian part of Nigeria and the Muslim part, between people who are out there, naked as a blue jay, haven't even discovered the stone yet, much less anything that has to do with marketing. And then let's go to places like northern Ghana [Nkwanta district] to see the Navrongo Project, because here Jim Phillips has done as good a job as you can get, given the level of civilization that

they have, which is miniscule.

There's one particular doctor we interview in northern Ghana. He's the only doctor for 250,000 people. There's no roads, there's no water, there's no sanitation. There's very little marketing systems. There's no schools. There's only traditional health healers. I mean, you just are working with basic civilization. You walk into that situation—not unlike some of the places where I've been in Iran—but sometimes you say, Okay, where's the radio? I mean, there's just nothing. The doctor has to get fuel. He has to come there by motor scooter. Whatever he has in medical equipment comes in by either a Jeep or this motor scooter. I talked to the doctor. I said, "You could be driving a taxi in New York or being one of the Ghanaian doctors here in New York. Why don't you leave?" He said, "Because if I didn't practice there, they'd have nobody." And he says, "It's like *ER* every day. Everything I do is an emergency. There's nothing that you do that can be preventative."

Well, then you say, Okay, now let's deal with what do you do. Well, that is when you really admire people like Jim Phillips. We're talking about the beginning of civilization. Oh, wow, now what do you do? All the stuff that I've done over all the years in Asia, even in the poorest parts of India, you still have radios and you still have marketing systems and you still have tea, soap, matches, and cigarettes that get out in the villages. The people aren't striking stones to get a fire. And anyway, we're talking hunter-gatherers here, and there's parts of Africa like that, in Chad and Mali and a lot of the Sahel.

So, when you sit down an economist in that area or you sit down a politician in there or you sit down even a religious leader in that area, you're just starting from scratch—everything from scratch. And so, philosophy goes straight out the door and you have to determine, one, how you can survive in it, and two, what you do to create a [means of] survival for the children. And that's why when people work in those areas—and I honestly don't. That hasn't been my career. When people do work in those areas, I admire them immensely. They're the Penny Satterthwaites, but it's the Ghanaians that are staying there.

That's why giving awards to people like Albert Schweitzer, well, it's almost racist. There's thousands of African doctors who have choices to leave those countries and go into cities who are doing Albert Schweitzer work on a daily basis. It's the same thing with Mother Theresa. She's Italian, for goodness sake. Why are you giving an award to an Italian? There's thousands, hundreds of thousands of Indians doing that same kind of work all over India. It's [the] western world and the western prejudice and the western racism that creates the context by which we assign value.

But then I just said I admire Jim Phillips, and I do, but also it's the Ghanaians that I really admire. It's the nurse that grew up in a hut with a dirt floor who found herself into a nursing school and now is a nurse. She goes back to her village, and there's not a person in there doesn't want to borrow money from her. [This level of poverty is the daily life for about one] billion people. Out of the six billion people on this planet, there are three billion people that live on less than three dollars a day. There's a

billion people who live on a dollar a day. And at the end of the day, when we have no more gas, oil, and coal—which [will happen—these people may be] better off than you and I are. And that was what my book was all about.

**McFarlane**

Your book, the name of it?

**Gillespie**

It was called *Survival: No One's Vested Interest*. As long as it's in the best interest of any population to have greater than replacement-size families, the population will stabilize by an increase in the death rate. It's biological, it's physical, it's in any space—any space where the population's greater than replacement will eventually stabilize by an increase in the death rate. In this room where we are, if we kept on multiplying, we would eventually start dying if we couldn't sustain ourselves within these borders. It's the tragedy of the commons: we destroy our environment, we destroy ourselves.

But ultimately, gas, oil, and coal are finite. They're going to be gone. We're half way through all the oil reserves we know of today, from the time we started in the late 1880s, 1890s, to start using oil at any significant level and then start using coal [at] even more significant levels than what the Industrial Revolution did, and then gas. All of the world's oil—half of it's been used. So, all the rest that remains in Saudi Arabia, all the rest that remains in Canada, and all the rest of it, half of it's been used. The down slope of that is what is going to predict a large part of the economic and geopolitical realities for the next fifty to sixty years? And my book dealt with the fact that we live in a world—a political world, an economic world, a religious world, a sovereign world of nation states and ownership—we live in all these kinds of worlds, a trade world, a science and technology world,

that has become so dependent on gas, oil, and coal—which at the time I was writing the book was, in the United States, 92 percent of our energy was gas, oil, and coal. The other [8 percent] was nuclear and hydro. At that time, there was very little alternative—very little wind, solar, and so forth. And in the world, it was 87 percent. So, you're going to go from 93 percent in the U.S., 87 percent for the world, to zero. Someday, it'll be zero.

And you can do the time frames on when that's going to strike—zero gas, zero oil. All the sulfur dioxides and nitrous oxides and all the carbon dioxide that's in the existing oil will either be emitted or not emitted, based on scrubbers and all the technology—catalytic converters and so forth. And now we're watching play out the fact that China's getting gluttonous demands for raw materials, including oil. And the United States went from seventy-five quads of energy in 1975 to a hundred quads, and I can show all the charts on energy.

And so, we were, at that point—let's call ourselves, in terms of weight, our physical body weight, let's [say] we were weighing 160 pounds. Then we were maybe 25, 30 percent overweight, based on European levels of efficiency. For example, Japan consumes one-third the amount of fossil fuels that we do and Europe half, on a per capita basis. So, we could've cut back—because we're a big country of big cars and all the rest of it—we could've cut back 25, 30 percent to an efficiency level at that time, when we were using seventy-five quads of energy. Now, we use a hundred quads, so it's almost like you went from 160 pounds, at which you were twenty-five, thirty pounds over weight, to where we're 100 percent overweight. Instead

of moving in the right direction after these oil shocks that occurred in the Middle East, we actually increased [our diet of fossil fuels].

And, of course, what happened is that all of a sudden, all this energy got online from Mexico and Venezuela and Nigeria and Canada. Our own domestic production had been declining since 1975. We already saw that beforehand, but our imports increased. And I have elaborate charts and everything else I can show you. And I eventually will have a chapter in a book someday about energy, because both my grandfathers were specialists in energy, one being a geologist, the other being an oil producer. And I grew up around this field, and it's always fascinated me. I wanted to show the relationship between population and energy.

And there are some very, very, very good authors. John Holden at Harvard is an extremely good author in this field. And I used to talk with a lot of the early resource specialists, like Harrison Brown at Cal Tech [California Institute of Technology] and lots of other people who knew a lot about the subject. And everybody—the politicians are in denial. The economists are in denial. The religious leaders are in denial. The military is in denial. Everybody has become so addicted to the finiteness of it and the way in which supply and demand at any given point is used to optimize increased efficiencies for more cities, more prosperity, [and bigger and more interdependent civilizations]. Nobody's going to sit here and say, We're going to charge ten dollars a gallon of gasoline. We should be doing what Europe has been doing all along and charging two to three times [in taxes]. Now, where Europe has been able to absorb these shocks because they've



always taxed the energy that comes in—partly they've been able to tax it because they haven't had their own domestic oil—until, of course, Britain had its offshore and Norway had its offshore.

So, it's an interesting geopolitic, but the most important reality is zero. There's not one person on this planet who can tell you how all of our cities and all our civilizations around the world can exist with zero. And no chart better describes that than—I'm showing you a chart of the lights that light up around the world as a result of gas, oil, and coal. You take this and you move that to zero and you virtually are starving more people in these cities and within these civilized contexts than you're starving in all of Africa and in the places where there's no dependencies. Now, some countries will be saved because they've got the solar energy potential. They already have geothermal in Iceland. You have water hydro potential in Norway. You have all kinds of potentials in very unique and very isolated set of circumstances.

But the long and short of it is that the party's going to be over. The party's going to be over. Are we going to attack other countries for oil so that we can use it for our own needs? You and I are going to get in my car, we're going to drive out to the airport, and you're going to fly in a plane back? That's what happens. What happened to me when I tried to be totally self-sufficient is, the first thing, I was going to lose my family. Well, I didn't want that. Second of all, I was going to lose my capacity to function within a civilized world with all the paper and all the stuff because I can't travel around the world without getting on airplanes. I certainly can't walk there or

take a bicycle, so my ectomorph is enormous.

When I interviewed Tom Lovejoy at the Heinz Foundation and Lester Brown and Paul Ehrlich and Bob Engelman at PSI, everybody—Conservation International—everybody will say the same thing. You destroy your environment, you destroy yourself. Fossil fuels are finite. Virtually none of us can say exactly what our impact is on the environment. We don't know how many CO<sub>2</sub>s we emit because we don't want to know. Because if we did know it would be unethical for us to get on an airplane or drive in a car. Everybody will say, Oh yes, I recycle, and I have everything—all this paper will get recycled. Yes, of course, I have a more energy-efficient car than most people do and so forth.

Paul Ehrlich's latest book and Anne Ehrlich's deals with all this stuff. We still have material cultures that are probably the equivalent, as a family, of many Bengali villages, and even more African villages. And then I kept on saying, Well, as long as I'm a hypocrite. I talked about the twenty thousand dollars I got. I gave the money back. I said, "How can I write a book and say, 'I'm the problem, you're the problem, and nobody's dealing with it?'" I said, "I'd rather go out and do population stuff." This other stuff's too personal for me.

But I was thinking, last night when I was talking I didn't tell you—you never asked me, Where's the book? And the answer [is], I gave the book money back to the publisher. I don't know when I'm going to write about all this stuff because I've got a stack of books on energy that thick, and I've read them all. There's some really good books out there—very, very, very

good books. But when you start your first sentence by saying, “I’m the problem, you’re the problem, and there’s no hope,” it’s easier to say, “Well, excuse me. I’ll just go ahead and give condoms to people in villages.” [If I took all the money I spend in restaurants and used it to save women’s lives]—it’s very, very paradoxical. There’s ontological arguments within these frameworks of thinking that can put you into quagmires that are unending. For example, if you say that you want ten dollars a gallon or whatever it takes to be more efficient—just think European. What politician’s going to say he wants ten dollars a gallon? And then, am I going to go out and pay ten dollars? Well, I can pay ten dollars because I came from families that discovered oil, and I have no problem at all in paying. But am I the only person going to be out there paying ten dollars? And I’m on a block where everybody’s got SUVs. And they look at me and they say, Oh, you’ve got a smaller car. Well, I used to drive a car that got fifty miles a gallon. And now I have one that’s thirty-five. [I now have a hybrid Prius.] Well, what’s the difference at the end of the day? The faster you party, the fewer people in the bubble. I won’t even go into that paradox. [The faster you use up fossil fuels, the fewer people will be in the development bubble when it bursts.]

**McFarlane** What do you expect *No Vacancy* to accomplish?

**Gillespie** Well—ideally, what I’d really love to see? I’d love to be able to take the film in whatever channels I can. India has a lot of channels that you can show a DVD or VHS. And I’d like to have it first shown in UP and Bihar and Rajasthan to show the Indian context in those countries and have people

say, Well, here's where we're learning from the film is beneficial to us at a village level or the health providers. That would be ideal. The problem areas that I work in are those three states in India that I've mentioned several times, UP, Bihar, and Rajasthan; Pakistan, which has its own history of real major problems; and Nigeria. And Nigeria doesn't have a lot of theatres outside of Lagos and the cities. You could only show a film like this through some television networks and that sort of thing. But you want anything you do, anything you ever do, to work sort of like from the village up.

So, then I come back. Let's say health providers see it and so forth, and they say—basically what they're going to say is they want more service, is what they're going to say. But if it comes from women, then there's an empowerment. So, I go and use the film, and I hope in the United States—this is the second level of accomplishment—I hope that from wherever it's shown, that people say, for example—take Pakistan. There's a big, long segment about Iran, and I go to Pakistan. They say the Islamic leaders are not there. You have a mullah in the film who's recruiting a vasectomy acceptor, and you see the guy getting a vasectomy. And you say, Oh, wow. And they have edicts, fatwas, which will be on websites. [Fatwas are religious statements issued by ayatollahs.] They can learn a lot from Iran. If Pakistan can learn a lot from Iran, then I hope the film accomplishes that goal in Pakistan or, for that matter, any Muslim country.

And there's three countries—Egypt, Philippines, and Bangladesh—all of whom have one child above replacement. And again, there's parts in there where in Bangladesh, in Egypt, because they're Islamic countries, Iran,

which has replacement-level fertility, might be able to learn something. Bangladesh is unique, and, of course, Egypt is unique. And Mubarak is deeply committed, but there's all kinds of complex issues. And there are complex issues in Pakistan. I won't go through all the political and religious [ramifications]. I know one thing. I know that there's always a huge salient demand out there, no matter how good the program is, as in Indonesia. And if we can get those voices either through the people who are at risk, in terms of the need and/or through health providers and/or through cabinet members—because, you see, it's easy to send something like this to every cabinet member and, for that matter, every governor general. And then you ask every governor general, Oh, you've seen the film. How can any of this help you do your work as a governor general, as a cabinet member, as a business leader?

So, we have three thousand people we're funded to send it to, and that's within the budget. So, starting in those countries and then moving up—only thing that ever works is when you start someplace outside, start from the ground up. So, I'm hoping that we'll get some feedback and we'll get something valuable and that they'll learn something that's valuable.

Then after that, I hope in the United States that we play the festival circuit. We hope it's accepted at Sundance. We hope it wins the Sundance. We hope it wins the Cannes Film Festival. We hope it's entertaining enough so that some distributor is going to come up and say to us, We want to have it play in your local theater here in the United States, like *My Architect* or any one of the Roger—I keep calling him Roger Moore—Michael Moore films.

Obviously, that's the biggest you can get. *Super Size Me*, film about McDonald's hamburgers— documentary film, very good—*Winged Migration*, *Spellbound*, and so forth: these are all documentaries, feature-length documentaries that play in local theaters. It may not play in Albuquerque, but they play here.

And that's the market that would be just ideal because then you have envisioned—see, my father—I have one of my father's Academy Awards at my house, the one he did for *Thirty Seconds Over Tokyo*. And my sister has the one he did for *Ben-Hur*, and my brother has the one he did for *Green Dolphin Street* and so forth. And you hold one of those Academy Awards in your hand, and you say, Oh my goodness! If we get this thing commercially [shown] here in the United—and we have to have so many theaters here, and we have to have so many theaters in New York. And even if we do what we call four walls, so actually rent the theater space, and I promote the film and we get people in the theaters, then we can submit this film for an Academy Award.

So, I'm up there, of course, accepting my Academy Award. You asked me a question. I don't mind telling you. If I didn't say this, I'd be lying to you, you know what I mean? You get your Academy Award, and at the end of the day, you don't care what any one of your colleagues thinks. (laughter) You have a commercial potential out there that opens the door. I mean, I can walk into this other office and show you eight screenplays I've written.

They all need to be improved and all the rest of it, but there's one screenplay in there about this guy Murray. It was originally titled *Murray* and

then [we changed it to] *The Answer*. You could go out and shoot on the street for just between sixty and a hundred thousand dollars and get it into a competition at the festivals. And because he was so bipolar, every moment I was with him I was laughing hysterically because he would always be doing things that were so crazy that you couldn't believe he'd do it. Just like I was saying yesterday on the tape. "Here's twenty-five thousand dollars." I'm not saying a word. He just keeps on upping the ante without me saying a word and he never read a word of the screenplay. That's what bipolars do. They swing like that.

**McFarlane**

This was Murray, right?

**Gillespie**

This is Murray. And so, if you ask a psychiatrist, Well, why do bipolars do it? They give things away, or they buy compulsively. They like to go and shop, buy outside of proportion [to] anything they can afford.

***Tape 4 ends; tape 5, side 1, begins.***

*Whacko* is the story about trying to create an environment to get out of the material culture. I wanted in my backyard to grow enough vegetables to eat. It became very obvious that I was going to lose my family and my friends, my ability to work and everything else. (laughter) So, the character goes back to Bangladesh. He says, "I'd rather live in Bangladesh than live in the United States, because everything's crazy here." I had terrible culture shock. *The Beginning* script started as *Fixed*. I was at one point the consultant to the Association of Surgical Contraception. And the one thing I did—and I actually could go in the other room and grab it—I started writing celebrities like Bill Cosby and Charlton Heston and so forth. I said, "I want you to do a

tape for me on how happy you are with your vasectomy.” And I can show you the letter, grab it off of this desk up here. Here’s Bill Cosby. He said, “Well, first of all, I think what you’re doing is quite wonderful,” and all that sort of stuff, “but I honestly don’t think that I want to do that.” (laughs)

So, the story is about taking what we do in India, in Thailand, in Indonesia and all this fun stuff we were doing and bringing it to the United States—having vasectomy contests, condom-blowing-up contests. “Mechai, when you come to the United States, what I want you to do is sit in my daughter’s grade school class. I want you to have them all blowing up condoms, and the one who blows up the condom first, we give a big prize. And then we’ll have like the king’s birthday, and we’ll ask Ronald Reagan, or whoever, to give a blanket to that guy who’s got his vasectomy on Ronald Reagan’s birthday.” So, you write a letter to the president of the United States. So, total insanity, right? Well, that was what this is the screenplay, *The Beginning*. That’s that one.

Then I had the President of the World. Actually, I took the President of the World project down to Rio and did a song and dance with my daughter. My daughter, at that time, at the Rio Environment Conference, was graduating in environmental education at the University of Colorado. And I had connected her up with an international youth group from thirty-four different countries. All these youth groups were represented by young environmental professionals at the Rio conference. So, I funded my daughter and several other people to go to Rio with these youth groups from around the world. It was UN sanctioned. So, concurrent to the Rio



summit that dealt with environmental issues—when President Bush, Sr., was the president, and he had very good people on his team, and, by the way, I was on his team. I wanted to show you this right here, now, so that you'll have this document in front of you. I was a member of the U.S. president's delegation. I was a member of the U.S. delegation to the United Nations Conference on Environmental Development from June 3rd to June 14th, 1992. And Tom Lovejoy was on that delegation, Bill Riley, a whole bunch of very interesting, very dedicated people.

One of the things Bush was able to do when he took over and was able to overcome was the Reagan legacy in the environment. He was totally committed to environment. He could do it without getting embroiled in the politics of abortion. So, he had very good people on his team [in Rio]. He mandated—Bush signed into law while at Rio a requirement that each of the countries would have a review every two years of the impact of global warming on their ecology. Well, his son gets the report and throws it out the window. His father was the person who signed onto the treaty that mandated the report to exist to begin with. So, I'm on the Bush delegation.

Now to be honest with you, although I'm wearing this badge and it gets me into every room in the whole conference with all the thirty thousand people, I was a token population person. I wasn't really a major player at all. I won't go into all the details, but at any rate, my daughter concurrently was organizing with the youth group a charter that would be presented at the same time to the heads of governments, like 120 heads of governments. Three delegates from the members of the thirty-four countries that were

represented by the youth groups [went to the Rio] assembly, escorted by Jacques Cousteau, and the other person was a singer, American guy, died in an airplane crash. I forgot his name.

**McFarlane** Denver?

**Gillespie** Yeah, John Denver. He was there. The two of them led these three kids, and they presented an Earth Charter from the youth perspective: We're the people who are inheriting the future. We're the people inheriting the environment. We're the people who are going to live with the consequences of future environmental problems. You guys are all going to be dead, but we're the youth. And they were mostly in the ages of eighteen, probably not one over twenty-five, mostly college people, like my daughter. And I helped fund that, and I did some funding of population environment stuff.

But prior to the Rio conference, I said to my daughter, "Let's broaden the context by the way in which the U.S. youth groups present their information. Let's challenge all five hundred CEOs in the United States, chief executive officers, of all the top five hundred companies in the United States, let's challenge every member of the House and Senate, and let's challenge every governor with a letterhead that's on a stationery that puts a global context to this. And it is a letter from you to the governor, to the parliamentarians, and to the business leaders saying, These are the major environment problems—energy, the environment, water, whatever it is, pollution, atmospheric, global warming. These are the problems that you will face sixty years from now. So, it's 1992, and sixty years from now, mid the next century, these are problems that you will live with when, basically,

you're their age.

And then let's ask them if they had empowerment outside of their own positions as parliamentarians or whatever, to address these issues, what would they do? Not just what they'd do within their confines of their representative roles, but within the confines of a global context, not just within the United States, but in a global context. In other words, what [would they do if they were] the president of the world. What if you were president of the world? So, you go outside of being a CEO to having the authority within the context of your world to look at these issues in terms of [the global] environment. So, you as a legislator are dealing with this issue. What if you had the real power, not only to get your legislation, but if you had the power to do it on a global scale. So, it changes the paradigm.

And some people looked at this, Oh, wow, what is this kid doing? So, we got all the letters out. And most of the people, like Al Gore, who was in the Senate at the time, and Tim Wirth would kind of like look at this, and they'd sort of toy around with it. And then what they did was they sent their legislation that they had in their hoppers that was relevant to the issues [addressed in the letter], and that's what all the corporations did. All the corporations said, Well, this is our environmental report. Let's send the environment reporter to the kid, and that's what they did.

So, we got the environmental reports. We got the legislative reports. And interestingly enough, some of the governors actually had future studies. They had actually had departments within the governor's office to look at the future. And so, they were really happy in Oregon, and there was three or

four other states that said, Oh yeah, we're actually looking at the future. And here's our report about looking at environment problems, so they were thrilled to be able to do that. So, we took all those reports, we put them together in a consensus report, and then we put together sort of a youth charter. I used President of the World because I thought, Well, you need to create [a global context]. They're not just local problems anymore. They're global problems, and we need to look at them and deal with them in a global context. And that's what this youth conference was all about.

So, I wrote a screenplay called *President of the World* about how the youth actually take authority to not only present their charter but to [make it a] part of the global Rio charter. The world leaders ultimately have to be cognizant of the actions that are necessary, for their own children's sake, to take seriously all these global problems. Every screenplay is cathartic. I mean cathartic in the sense that you're having culture shock, so write a screenplay about it, and then throw it out. *President of the World* was cathartic because it was so much fun working with my daughter on this project. It was fun being part of the Bush delegation. When my daughter's giving a presentation, you're thinking, Well, that's high cotton. It's a wonderful complement to what it is I'm doing.

But at the end of the day, I knew, like I knew in Mexico that this wasn't going to be a big deal. This is just going to be something that happened in the minor footnote of the history of their summit. What I wanted to happen is at the next environmental conference, the one happened in Johannesburg in 2002, what I wanted to do was say, Well, this is what we

did in Rio. Now, let's build on that and go bigger in style for the same conceptual framework in Johannesburg. But the Johannesburg conference got embroiled in so many different agendas from so many different sources that—I won't go into all the reasons. I finally didn't even go to Johannesburg. I just said, I can't make this kind of concept fly there for all kinds of reasons. I won't go into them all.

But what I eventually want to do is have a *President of the World* game, a *President of the World* contest, profile political leaders based on their environmental records so that youth can judge the existing powers, corporations, legislators, and governors based on whether they're living up to a responsibility that protects the planet for their own children, much less all the children, here and around the world. That's eventually what I want to do with the *President of the World* project. Sounds kind of grandiose, doesn't it? (laughs) It is grandiose.

**McFarlane**

But it's intended to make an impact.

**Gillespie**

When you throw the paint on the canvas, you know that at the beginning. I remember George Zeidenstein telling me, "Well, you only got eighteen heads of government." I said, "I didn't expect more than eighteen heads of government." "Yeah, well, there's not one that has more than twenty-two million people." I said, "That's fine." I said, "You're off by a billion five hundred million." And he said, "Well, that's a big difference." And I said, "Yeah, China and India signed." He said, "But that's not on the list." I said, "Yeah, they signed too late for me to get them on the list. But that's a billion five hundred million." And it sort of changed—"Oh, well, I didn't know you

got a billion five hundred million.” “That only means I got two more heads, twenty.” (laughs)

Sometimes you just sort of work at these [rudimentary levels before putting paint on the canvas]. But something will happen eventually, as long as I'm alive. [In the game President of the World,] each person pulls out a card, and you have to answer the question, like Trivial Pursuit. So, you draw and go through the categories. You land on the environment, you land on women's issues, you land on population, you land on health, and then you ask the question. You roll the dice, and you ask the question. How much do you know about infant mortality in Botswana, and so forth.

**McFarlane** Have you designed this?

**Gillespie** Yeah, I designed it conceptually, but I've never pretested it. But it's the game called President of the World.

**McFarlane** Okay. Did you want to talk about *World War III*?

**Gillespie** Well, you had asked me about *World War III*. And this is the book Michael wrote, and I like the book. I'm going to give you this book if you want it. I know you're cleaning up, so. And these are some of his books and some of his television programs. There's about half of them. And I was going to look for the publishing date on this. It's 1994, so he wrote [it in] '92, '93.

**McFarlane** I want to kind of wrap up and see—we've talked about your career chronology. What do you consider, if you have to go back, your most important work or achievement so far?

**Gillespie** I think what will live independent of myself is the Statement [on Population Stabilization]. I think that people, when they're digging through all this,

they'll say, Wow, he got seventy-five heads of governments or maybe 120 heads of governments to sign a declaration in support of population stabilization. And then each year, prior to July 11th, he gets it off to all the UN people and describes what various cabinet members can do and governor generals and business leaders and religious leaders and NGOs and so forth. Now that's, to me, something that I think will live for awhile. It's like everything else. Did Rockefeller's statement when he got twenty-two heads of government [accomplish anything?] It's hard to qualify these things, but I will say one thing. President Suharto and these early leaders, one of the reasons why they were so keen to participate in this project is, as they said, when they signed the original Rockefeller statement, they were surprised at how little opposition they got from religious leaders and politicians and other people. They said, Oh, wow. They were really—Nassar was amazed that there wasn't a lot of opposition, and this was back in the early '60s.

And so, when they say in these countries—and it happens a lot. It happens in Kenya, it happens in Sudan, it happens certainly a lot in Nigeria, and it happens in Zimbabwe. When they say, Well, what's the policy, and you say, Well, the government signed this statement in support of population stabilization, it's a very powerful thing. They say, We were one of the signatories of disarmament states, we're one of the signatories of global Kyoto accords. We're one of the signatories. It means something within the political framework. Now, it's like the nuclear proliferation—people either do it or they don't do it. Some countries go backwards. Some of the countries that signed this have gone backwards. Pakistan's been kind

of a political nightmare ever since Ayub Khan. They had brilliant leaders: Nafis Sadik, Colonel Jaffrey, and Enver Adal, who was a brilliant, brilliant strategist in family planning in the '60s. And I won't even go through all the generals and the Bhuttos and everybody else that's been running the country. But to make a long story short, it's made a lot of difference in a lot of countries in policy.

Now, where I saved most lives is with the MVA. Those fourteen thousand MVA kits out there [are doing good]. I've helped Ipas market their kits. Now, where I've made a huge mistake—and I may say this was a huge mistake. I mentioned five areas that I worked [in]: the statement on population stabilization, the MVA, the scripts, the Population Communication, and beyond family planning. But I should've added a sixth one. The sixth one was what I'd been doing for the first fifteen, twenty years of my life, which was straight family planning or integrating population/family planning health into literacy programs. I'd done all that. I have manuals and lots of stuff on hiring and firing fieldworkers and setting up mass media programs and coupon systems evaluation and fee-for-service contracts with private [health providers]—I know all that stuff. I know it like the back of my hand. Because I know all that stuff, to me, I was not interested in doing it again. I'd already done that. I wanted to do something new and exciting.

When I go back to Indonesia and I go back to Mexico, it's the fundamentals that worked. It's the social marketing programs. It's the stuff that we did in the early '60s that's working in these countries. It's not all the



fun and fancy stuff. It's not all my beyond family planning stuff, although that has morphed in ways that have been very exciting and very valuable. It's the bread-and-butter stuff that just day in and day out works. And I almost choke up in this film a couple of times because I thought, Jeez, I love all those fancy, exciting, innovative type of activities, but it was all the bread-and-butter stuff that got services out. It's the logistical systems.

It's what's called commodity security now. I mean, to me, that's just really boring because we did all that years and years ago. You either have contraceptives out there, you either have new methods in the pipeline, or you don't. You either have the methods affordable, or you don't. And it's those bread-and-butter issues that really have made the day for those women in those countries. I mean, for example, in Iran, it wasn't just family planning. It was a very extensive effort of extending primary health systems, and that's just boring work. Malcolm Potts says we just need giant, boring programs. And I shouldn't have had a fifth project. I should've had, Well, this is what we know works. And I did a little bit, and I thought, Everybody knows how to hire and fire fieldworkers. Then I was in India once, and I'm watching these three young girls go try to talk to this woman who's their mother's age about birth control. And I said, "Well, everybody knows and has known for thirty years, you send a woman the same age of the woman who's practicing birth control who can talk about her own experiences. Why hire three young kids out of high school when the person that will cost you much less and be much more efficient who can talk to her"—I mean, this is all straight out of the *Diffusion of Innovations*.

And I thought to myself, Well, in India, why is this happening? I said, “That’s happening because the person who hired those three young girls doesn’t know the basics. They didn’t learn how to wash their hands before they did surgery.” And you think to yourself, a lot of that basic rudimentary stuff would’ve been much more valuable than all the fancy stuff that I did, all the fun stuff that I did. And so, I went back and I talked to the group that was doing this and I said, “Do you have a cost-effectiveness analysis?” No, we’re not going to do a cost-effective analysis. And I said, “Well, have you found out whether these young girls are more or less effective than peer-related education?” Oh, no, we haven’t done that. They just didn’t know what they’re doing.

So, some of these fundamentals I would’ve spent a lot more time doing. Some of the fundamental stuff, like literacy programs—I sent this stuff off to Pakistan just a few days ago because they still [don’t have functional literacy projects]. And I thought to myself, We did that in 1971. After how many years do you have to keep on reinventing the wheel?

**McFarlane** What do you consider—what’s been the most difficult thing you’ve done?

**Gillespie** I think the most difficult thing was sitting there with Bella [Abzug] and getting sideswiped when I could’ve actually prevented this from happening. If I’d been on the East Coast and I sat down with Jay Rockefeller and Al Gore and Tim Wirth and Phyllis Oakley, I could’ve outmaneuvered her. I could’ve gotten more power than she had, but she was in a position prior to the ICPD that I didn’t have. I wasn’t on a delegation. I’d asked Steve Sinding to go in there and see if he could get this whole thing repaired because he

was a Rockefeller employee, and I gave him the whole Rockefeller song and dance. I had a letter from David Rockefeller supporting this thing in memory of his brother. I had Jay Rockefeller all signed up. [Steve worked for] the Rockefeller Foundation. I sent him into this thing, and he came out and said, "There's no way. It's dead." And I talked to Duff Gillespie. I said, "Duff, you've got to save me on this one. I mean, come on." He sent over Nils Daulaire to talk with me. I sort of got run over by a truck. That's the hardest thing. When I was in Iran and we had these incredible programs going, even before the Ayatollah took over, I was getting very discouraged that the money in the budget to use private doctors and/or social marketing wasn't [being spent]. I was getting very discouraged. Then when the Ayatollah came in and all our projects were destroyed, it was even more discouraging.

So, when you have these waves of things that happen, when you have a president like we have in the White House today, who is systematically dismantling all the environmental legislation and—to say nothing of the whole UNFPA stuff. One time I had too much coffee sitting and listening to Fredrico Mayor, the director general of UNESCO, and Clinton had just gotten in the White House. So, I said to him, "Listen, it'll be a walk-in. I'll get you into the White House, and we'll get UNESCO funded again. I mean, this is ridiculous. They de-funded UNESCO because of some right-wing agenda." It was more than that. Actually, the head of UNESCO prior to [Federico] was someone who was doing a lot of bad stuff, and both England and the United States backed out. They shouldn't have, but they

did. I know the people responsible for them backing out.

I got Murray Gell Mann over at Cal Tech to sign a declaration in support of scientists rejoining UNESCO. I got—it's around here, I could dig it up—I got X number of Nobel laureates to sign. I got all the principal actors and actresses, movie entertainer people who supported Clinton, to sign. I forgot all their names. Then I started getting university presidents.

Well, by this time, it's starting to attract interest in the House and Senate. Claiborne Pell says, "Well, I'll present that declaration in the Senate," and I forgot who presented it in the House. It was a guy, Hispanic, who was actually the ambassador to UNESCO. He presented it in the House. His name will come to me. So, then it starts building up some validity, and, of course, Paris is getting real excited by this because they're saying, Wow, you get this into the White House with all the university presidents representing education, all the Nobel laureates representing science, all the entertainers in the arts, and we get UNESCO refunded.

It actually got presented to Clinton, and he said, "That's fine. I actually have no problem. It's only eighty-two million dollars. In the scheme of things, that's fine, and I have, obviously, no problems with policy. I certainly agree with the purpose and all." He said fine. But at the time, the U.S. was in arrears, huge arrears, like a billion dollars or something with the UN. He said, "But we've got to straighten that out first." Well, it was practically by the time Clinton was leaving the office. So, everything I had done just never flew. Of course, UNESCO was extremely thrilled and **Fred Mayer** deeply appreciative and all the rest of it, but it didn't turn the key, in

spite of the fact that both the House and the Senate would certainly go along with this.

And what was so ironic, I'm sitting in the dentist's chair earlier this year, and I'm reading, and I see Laura Bush is going to Paris to announce that the United States is rejoining UNESCO. I said, "I can't believe this." So, I call up Paris. I said, "Is this true?" Yes, the United States is rejoining UNESCO. I can see how it went, Condoleezza Rice and all these people saying, Well, we just violated the UN charter by going to war with Iraq. What can we do to show that we're not really anti-UN? And somebody at the table, Colin Powell or somebody, said, "Well, if we rejoined UNESCO, that would be a nice sign to show that, and it'd be nice because it's in Paris, too, and we could go and heal our relationships with [Jacques] Chirac and so forth."

So, she goes off to Paris and says, "We're rejoining." And, of course, now you have to come up with the eighty-two million, because that would be the portion the United States would have to budget. I don't know whether the eighty-two million is there, but I had so much fun. I sent this statement to Laura Bush and to the secretary general of the UN and to the new head of UNESCO and to a lot of senators and so forth. I said, "Thank you so much." And, of course, all these entertainers hate Bush's guts. (laughs) Oliver Stone's on there and so forth. "You have done what the scientific, educational and arts communities always wanted you to do. We are just so appreciative." Of course, since I authored the thing, I can say, "as author of the following statement." I'll show you the statement.

**McFarlane**

Did you hear back?

**Gillespie** Yes, I heard back from Laura Bush and said, “I’m very deeply committed to education, and thank you for”—actually, a friend of mine knows her staff person. But when it hit Condoleezza Rice’s office and all these people’s offices, they looked at this and said, Oh, we didn’t know this. This certainly had nothing to do with the stance. It amused me, but I took a little joy out of sending it off to all these people, all of whom I’d been writing and telling them I think we ought not to go to war with Iraq—same people.

**McFarlane** As you look at the future, you’re planning to set up a foundation mutually with Population—

**Gillespie** Yeah, right. That’s right, endow it. Yeah, right. And it’ll do two things that are terribly important to me. One, it’ll carry on the legacy of the statement so that prior to July 11th every year, this statement will keep on going out to the countries. And eventually what I’d like to do is have a prescription, including commodity security and all the rest of it, as to what it would take, in these key countries that I keep on referring to, to achieve population stabilization. And in some places that’s very difficult, difficult for all the reasons I’ve said in each of the six countries: Philippines, Bangladesh, and Egypt because they’re one child above replacement, and then northern India, Pakistan, and Nigeria. Those are my key countries, and then I will be funding projects with key people in these countries to put those kinds of reports together. This is where we are. This is where we need to go. And actually, in the Philippines, Bangladesh, and Egypt, it’s not that difficult. Certainly it’s not that difficult in Bangladesh because there’s lots of exciting people who’ve done enough to achieve replacement-size families, a lot of them in the private sector. Just

replicate this all over Bangladesh. And certainly with all the fieldworkers that are hired, managing them in a way that gets the same kind of results that they get in Indonesia.

So, Bangladesh is an easily definable thing—not so easily definable but definable. Philippines a little more complicated because of the dual politics there and the religious issue, but definable. Egypt is definable, and that also has its own complex issues. And Mubarak knows a lot about one thing or another but, in any case, definable. Nigeria's really hard. Pakistan's tough for all kinds of reasons. Northern India's tough. But that's what I want to do. That's my legacy. I walk away. Countries are either on that path to achieving it, or they're not on the path. But whether I'm alive or dead, the money's going to be there to accomplish that goal.

*Tape 5, side 1, ends; side 2 begins.*

—fifty years, in a hundred years, in 150 years, in two hundred years, three hundred—way out there. There are three laws that are always going to be the same. They're never going to change. If you destroy your environment, you destroy yourself. That's a law. It's a biological law. If you have greater than replacement-size families in any given space and you have more people moving into or out of that space, you'll ultimately increase the death rate. The same thing goes with migration. If more people migrate into rather than out of a given space, it'll also cause death. Here's a chart predicting population of the United States coming close to one billion people in a century. [Populations will stabilize by lowering birth rates or] increasing death rates. Assuming you don't like death rates

as a means of achieving population stabilization, [then replacement-size families are the only answer. And all migration into [any given space must equal population moving out of any given space. And if you destroy our capacity to survive in that space, we're going to destroy ourselves.

The third law is very specific about gas, oil, and coal, because they're finite resources, were brought to us by a fossilizing process of hydrocarbons, and some day they're going to be zero. I don't care if we discovered twice as much gas, oil, and coal as we have now and put them in reserves, there's still going to be zero, because that's the way our industrial system is using it. Now we may have miracle technologies, we may move to nuclear power, we may have fission, we may do all kinds of things that create substitutes. That will, of course, just be electrical processes rather than the chemical processes that have been transpiring, but fossil fuels are going to be zero.

And I believe that—you take a book like this that deals with a lot of these issues. I believe that all of history is written based on sovereign controls of these resources and supply and demand and optimizing cities and civilizations at a given time. Lester Brown always loved to use the Mayan metaphor about how they destroyed their environment, destroyed their civilization. The most recent book by Paul Ehrlich and Anne Ehrlich used the—it uses actually a Rudyard Kipling statement that evolves from the Mesopotamian history concluding the same reality. And I believe that now, instead of having Egyptian, the pharaohs, or the Cambodian or the Mayan—see, it's now all global. We're in a global system. If it's global



warming, it's global. That's what it's called, global warming. And so, the interlinking of population, energy, environment, all these systems, trade, science, and technology, communications, are all linked. Washington is not an empire. It's a global thing. And all the people living in this global system of communications, and trade, agriculture, science and technology, are all in the same big, huge bubble. And we're all rooting when China breaks through its communism and creates industrial empire. We're all rooting for their prosperity. We're all saying we need to cure poverty for the three billion. I say that.

And yet, what we really need to do is cure prosperity, which nobody thinks is bad. We're all instinctively geared towards more is better and all the rest of it. I mean, we wouldn't be getting in our cars and driving, [flying] in planes. And we don't say—and this is implied by everything we do—like for example, Paul Ehrlich and Lester Brown, now everybody says, Well, I consume sixty times as much as they do. But they don't say how much they consume as an individual or as a family because we're so far away from any level of self-sustainability that we're all virtually part of the problem, not the solution, even when we think we are or we preach we are.

And so, I believe that the only thing that you can really do is communicate to people out here fifty years from now, a hundred years from now, two hundred years from now—just a little bit like these tapes are. And the historians will look back and say, Uh, yeah, they knew. I mean, I can show you stacks and stacks of books in my room over here about all these various energies. Everybody knows that we're going to run out of oil, but

no one on this planet can tell you how to get to zero because to get to zero we are virtually dismantling the civilizations that have evolved in the last 150 years. We would be dismantling civilizations as we know it.

Nobody's going to do it. Nobody's going to go in their backyard and grow enough food out of their backdoor to feed themselves, move from animal-based diets to vegetarian-based diets, in spite of the fact all the statistics in this book and others show you when you eat a cow how much grain you use and how much energy you use. And it's very, very, very, very complex. For example, you go up to a person who has an electrical car and you say, How many CO<sub>2</sub>s does it emit? Oh, it doesn't emit any. You said, Yes it does. What was the energy source? And they said, Well, I don't know. And you say, Well, it was coal. Coal is the energy source that comes into Los Angeles that's burnt out in the middle of our desert there. So, those CO<sub>2</sub> emissions go up in the air in order to feed energy into your batteries. Oh, I never thought about that.

In other words, there's always some implications. With ethanol, for example—very good example. With alcohol-based hydrocarbons, you actually—at a point, and this was during the energy crisis, they could show that you use two barrels of oil for every alcohol-based oil you use. So, you say, Oh, we're using the corn husk. Well, the energy it took to market the corn husk, to process the corn husk, and to get the corn husk at a level where you can put it a gas tank actually took twice as much oil than if you just put it in directly into your gas tank. These things have to go downstream all the way to the source. World Resource Institute did that

study. It's one of those things that's hidden in this office somewhere. But you have to do [these studies] in a totally holistic way.

And there are economists, [Herman] Daly, and I can give you a lot of them, who've worked with the World Bank, and like Tom Lovejoy, who know all this stuff. But sovereignty is going to control, prosperity is going to control, supply and demand is going to control, optimizing efficiency [and more prosperity at any given time] is going to control, and the myth that science and technology will find an answer to the alternatives is going to control. Science and technology has become our new religion. And we say, But that's not a religion. That's just science and technology, but that's where we have our faith. And we don't even admit it.

Listen, these are the laws. These are biological and physical laws. We can either live or die by them or live by and die by them later. But if we don't change our ways—and we won't because of the economic and political, religious, and military systems—then my children, my grandchildren, your daughter, she's the one who's going to read about the time capsule fifty years from now and say, Yeah, they all knew, but nothing was done because it wasn't politically possible. It wasn't militarily possible. It wasn't religiously possible. It wasn't even scientifically and technically possible.

So, you're either in harm's way or you're not in harm's way. I hope with the money that comes in from this apartment that I will be donating, we'll say, Here's the time capsules—just like these tapes—here's the time capsule. You can read it. You can either do it or not do it. If you don't do it, there's

the consequences. But what's exciting about family planning and population, it has been a revolutionary change. It's been a major dramatic influence.

My early readings—and I can show you the books on the wall over there by Bates and Osborne—and my early readings were mostly from people like Harrison Brown, were from the physical scientists or biological scientists. Although I read Tacuber, Notestein and all the demographers, the people who inspired me the most—and Bob Cook—came from biological, physical science environments. And so, although I have a degree in social sciences, my gut reality as I look at the world is through the biological and physical sciences. That's where my grandparents were, and that's where I am. Of course, everything I do is sensitive to feelings that people have, the psychology of it all and all the rest of it. But the people who inspired me—like the year 2000 study, *The Next One Hundred Years* [*The next hundred years: man's natural and technological resources; a discussion prepared for leaders of American industry*], it was Harrison Brown's book he wrote in 1956, *The Next One Hundred Years*. That book was written by a physicist at Cal Tech that I used to interview quite a bit because I found him very inspirational. And here's Michael's book, which combines a lot of culture, economics, and social stuff with all the rest of it.

**McFarlane** Is there anything else you would like to add to the record?

**Gillespie** Well, I kind of like closing in this level because it deals with, this is a time capsule. Someday somebody may listen to this or read this or whatever, and I find it exciting that this oral history will be archived at a place that will be

around. And mostly the people that you're interviewing are action-oriented people dealing with feminist issues or health issues or whatever else it is, family planning issues. I don't know how many biologists and/or the hard-science-type people you've interviewed, but I think we all live and/or die based on the physical environment that we live in. And, for me, that's sacrosanct, even when I'm a total hypocrite about my lifestyle and so is everybody else. I mean, Lester Brown has to get on an airplane to get all his awards and so does Paul Ehrlich. They're brilliant writers and they're dedicated people and they've made enormous influence and done wonderful, good stuff on this planet.

I hope that when I finish this—I call it *Let the Women Speak*. That's the title of the film as I've called it, because everything I've done has been based on listening to women speak and then developing programs around it. But Michael wants to call it *No Vacancy*, and so we're having a bit of a difference on what it's titled. He wants to call it *No Vacancy* because the planet has filled up. We have 6.3 billion people. We'll have a minimum of nine billion if everybody decides to have small families. We're going to go up to twelve, thirteen billion if everything keeps on going as it is. So he says, 'There's no vacancy. Just put out a sign there's no more vacant space that can be sustained over a long period of time. So, he looks at it as a biological—that's why he called it *World War III*. People [who] funded the book didn't even like the title. Michael titled it this. We are at war with the planet and with the biosphere, and yet we both get on the same planes and went around the world and interviewed people. How else can you do it?

I kept on telling him, “Environmentalists are like vegetarians who eat meat everyday.” And he said, “Well, vegetarians don’t eat meat.” I said, “Well, that’s the whole point.” Environmentalists are all very keen on talking about what the right things are. We all know what the right things are. But we still have tons of paper around us. We still get in cars. We still get on airplanes. You can’t be an environmentalist and not be accountable for your impact on the environment. So, we’re like vegetarians who eat steak tartar every night.

And I just use that metaphor because, to me—my son who teaches environmental science and teaches ecology and biodiversity at UCLA, he’s got 250 students in his class. That’s his dedication, is to preserve the tropical dry forests of the planet. He’s written fifteen articles, piercing peer-review articles on the subject that have been widely read by all the academicians in his field of biology and geology. My daughter got her doctorate in education and is executive director of the Maryland Association of Environmental Educators. Both of them still get in cars and still go to work. That’s life.

My daughter was an environmental educator for youth at one point and was able to live six months of her life in a tent. That’s environmentally sound. You’re pretty self-sufficient when you’re in a tent. My son, who was in the tropical dry forest for six months of the year in a tent and living not on more than a dollar fifty, two dollars a day—that’s sustainable. But as soon as you walk into a civilization, the ectomorph, your environment, the lights around you that you turn on, change your impact on the environment. Whether it’s direct or it’s indirect, it’s a non-sustainable party

based to a large degree on science and technology. And there's going to be people who are going to die as a result of the same reasons why the Mayans and all-over civilizations died. We're no different than them, only we're global instead of local. And that's kind of like what's going to be in the time capsules.

Actually, there's a whole, huge body of literature on computer simulation models, beginning with the Club of Rome. At the beginning of the Carter Administration, he commissioned the Global 2000 Study. They used simulation modeling. Gerry Barney has summarized the 150 studies. There's groups in Europe that do this sort of stuff. They all say the same thing. (laughs) Ultimately, no matter how you do it—timeframes may be different. You may discover twice as much energy, (**unclear**), but it doesn't change the biological reality. Gravity is gravity is gravity is gravity. And these laws that I just mentioned are just as much of the physics of this world as any other physical law or mathematical law, for that matter—two plus two is four, and so on. I'm very excited by the fact that my own children have pursued professional careers in the environment field, and they're also lots of fun to be with.

**McFarlane** Is there anything else you'd like to add?

**Gillespie** Well, I just am excited. I'm deeply honored to be included in this. I must say, when I got your letter, I thought this was marvelous what you're doing and I'm, again, honored, not the least of which is because my wife went to Smith, and to think that there'll be a tape down there in a box somewhere.

**McFarlane** There'll be a transcript down in Texas.

**Gillespie**                    Yeah, a transcript down there.

*end of interview*

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