HENRY KISSINGER

For immediate release

ATTENTION EDITORS: This article about Franz Beckenbauer was written for Time magazine. It is being offered as a bonus column to Henry Kissinger's clients.

(This column ends with the words “der Kaiser” — the Emperor. If the column you see below concludes any other way, you have received an incomplete version. Please contact TMS customer service at 800-346-8798 for a retransmission.)

THE EMPEROR OF SOCCER

By Henry A. Kissinger

During the month of June, no sportsman will be able to rival the attention focused on Franz Beckenbauer. Widely considered the best soccer player ever produced by Germany, he will preside over a tournament of 32 teams — including one from the U.S — the survivors of an elimination process involving 194 teams that has gone on for more than two years. Being president of the organizing committee of the World Cup is a particularly delicate and complicated job. He must satisfy 32 national passions, all but one of which will be disappointed. Fortunately for Germany, Beckenbauer, 60, is of a stature beyond the reach of those passions. No other soccer figure, except possibly Pele, has ever reached the mythic status of Beckenbauer, who has planned the Cup with a combination of meticulous professionalism and personal attention.

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For release Saturday, April 29, 2006

ART: One photo
Great, Theresa. Thanks!
Bob

-----Original Message-----
From: Theresa Cimino [mailto:tcimino@kmaglobal.com]
Sent: Monday, May 01, 2006 8:24 AM
To: Koehler, Bob
Cc: jleporin@kmaglobal.com
Subject: Kissinger TIME 100 piece

Dear Bob:

Attached is the final version of Dr. Kissinger’s TIME 100 piece on soccer great, Franz Beckenbauer. The TIME 100 issue was to be on newsstands beginning today. (This was the final at the time of submission. The editors may or may not have made some additional tweaks before it went to print.)

Thank you,
Theresa
201/689-1622
LESS THAN A YEAR AGO, FORD MOTOR COMPANY rededicated itself to AMERICAN INNOVATION. AND BY DELIVERING TRULY INNOVATIVE PRODUCTS—MORE FUEL-EFFICIENT, SAFER FOR FAMILIES AND STYLISH IN DESIGN—WE’RE DOING JUST THAT.

Bill Ford, Chairman and CEO
Ford Motor Company
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Check out Time's website every day for breaking news, analysis of hot issues, blogs and opinion, photo essays and a chance to talk back to Time journalists—plus more on this week's magazine cover story.

Beyond the 100

You've seen the winners. Now read past stories about the Time 100 in the Time archive. Plus, Joel Stein weighs in with his own list of who matters—to him.

FEEDBACK

Readers of Time.com have been voting over the past four weeks for their picks for the Time 100. Now that we have made our selections, send us your reactions. Who made the list who shouldn't have? Whom did we miss? Rate our choices and send us your thoughts at time.com/time100.

Can You Connect Oprah To the Kennedys?

According to the “six degrees of separation” theory, any two people can be linked through a short chain of connections. Try to trace the links between Time 100 honorees at time.com/time100quiz.

POLL RESULTS: Some readers' picks made the 2006 list. Others are in the TIME 100 Hall of Fame.

Heroes & Pioneers

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The Oil Archive

In 1979, oil hit $21 per bbl. (sigh), and gas lines wrapped around the block. "There is no one on earth who will fail to suffer," said President Carter.

Read past stories about the oil crisis at timearchive.com.

Ask Dr. Weil

In this week's magazine, contributor Dr. Andrew Weil writes about how drugmakers have stopped producing animal insulin, a longtime treatment for diabetics. Do you have questions about diabetes? You can ask the doctor at time.com/askdrweil.

Why aren't we as happy as we could be?

Daniel Gilbert tackles that question and others in his new book, Stumbling on Happiness. Read an interview with the author.
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—By Henry A. Kissinger

He may have lost his sight as a child, but Chen Guangcheng’s legal vision has helped illuminate the plight of thousands of Chinese villagers. Last year officials initiated a forced abortion and sterilization campaign against women in Shandong province who were deemed ineligible to bear another child under China’s strict family-planning policy. Even though national regulations prohibit such brutal measures, no one except Chen was willing to confront local officials, who may have felt that lowering the number of extra births would help their political careers. By filing a lawsuit on the women’s behalf, he became a hero in Shandong and an important player in China’s nascent civil society. “Someone has to fight for people with no voice,” he said last fall. “I guess that person is me.”

Despite his pioneering legal efforts, Chen, 34, holds no law degree. When he was younger, the blind were prohibited from pursuing college degrees in China, so Chen could only audit law classes. But he learned enough to advise fellow villagers. Distraught citizens asked him last year if he could do anything about the coerced abortions and sterilizations. At least two women had been forced to abort their babies just days before their due dates. Chen traveled to Beijing to see what he could do. His drumbeat advocacy prompted the usually reticent State Family Planning Commission to call for the arrest of any officials who break the law. Yet three hours after meeting with TIME in Beijing to discuss the issue, Chen was shoved into an unmarked vehicle by public-security agents from his hometown. They bundled him back to his village, where he was held under house arrest for months. Despite the commission’s vow, only one official has been detained. Meanwhile, thugs routinely showed up at Chen’s home to rough him up. In March several dozen police arrived to take Chen away, and he hasn’t been seen since. But the people of Shandong haven’t forgotten the blind man who let the world see their tragedies. —By Hannah Beech
"I Knew That He Was Genuine"

Bono

BY JESSE HELMS

WHEN I WAS FIRST TOLD IN 2000 THAT Bono wanted to meet with me to talk about boosting U.S. aid to Africa, I didn’t know who he was. But my Senate staff certainly did. After so many years in Washington, I had met enough people to quickly figure out who is genuine and who is there for show. I knew as soon as I met Bono that he was genuine. He had his facts in hand and didn’t have any agenda other than doing all he could to help people in desperate need.

Along with Franklin Graham, Bono, 45, helped me understand the scope of the tragedy in Africa, especially the pain it is bringing to infants and children and their families. Once I understood, I made both men a promise that I would do all I could to help. Senator Bill Frist and I were allies in creating and passing a bill to commit $200 million to fight AIDS in Africa. The challenges are still enormous, but I think there can be a very good future for Africa if the cycles of death, poverty and armed conflict can be overcome.

I admire Bono’s dedication and his willingness to make decisions. There is no pretense about him. In fact, he has opened himself up to criticism because he has been willing to work with anyone to find help for these children. After our first meeting, he invited me to be his guest at a U2 concert. My grandchildren were only too happy to come along. Bono enjoys telling people that I said watching the audience swaying to the music reminded me of a cornfield rustling in the wind. It was also a reminder of the millions he manages to touch every day with his music and his heart.

Helms is a former Senator from North Carolina
Great! We can certainly accommodate the additional edit; thanks SO much for all your help; and please thank Dr. Kissinger on our behalf as well. Again, sincerest thanks.

> --------
> From: Theresa Cimino
> Sent: Thursday, April 27, 2006 4:13 PM
> To: Wulf, Bambi - Time U.S. <bambi_wulf@timemagazine.com>; tcimino@kmaglobal.com
> Cc: jleporin@kmaglobal.com; mhalley@kmaglobal.com
> Subject: Re: KISSINGER'S PIECE FOR TIME
> 
> Dear Bambi:
> 
> Dr. Kissinger has approved the latest draft, including incorporating the change "for the Bayern Munich team he captained." There is one additional edit he would like to make. In the middle of the piece, in the sentence that begins, "He gave the position a new dimension...", I have typed in his slight additions to that sentence in CAPS below.
> 
> Could you let us know if this is acceptable?
> 
> Thank you very much,
> Theresa
> 201/689-1622
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> From: Theresa Cimino
> Sent: Wednesday, April 26, 2006 10:04 PM
> To: Wulf, Bambi - Time U.S.
<btbambi wulf@timemagazine.com; tcimino@kmaglobal.com>
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Sent: Monday, April 24, 2006 9:17 AM
To: Wulf, Bambi - Time U.S.
From: Theresa Cimino
Subject: Re: KISSINGER'S BECKENBAUER PIECE FROM TIME

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During the month of June, no sportsman will be able to rival the attention focused on Franz Beckenbauer. Widely considered the best soccer player ever produced by Germany, he will preside over a tournament of 32 teams, including one from the U.S., the survivors of an elimination process involving 194 teams, that has gone on for more than two years. Being president of the organizing committee of the World Cup is a particularly delicate and complicated job. He must satisfy 32 national passions, all but one of which will be disappointed. Fortunately for Germany, Beckenbauer, 60, is of a stature beyond the reach of those passions. No soccer figure, except possibly Pelé, has ever reached the mythic status of Beckenbauer, who has planned the Cup with a combination of meticulous professionalism and personal attention.

I saw Franz Beckenbauer play for the first time when he captained the German national team to a 2-1 victory in the 1974 World Cup final in Munich over the technically superior side from the Netherlands. Germany scored the decisive goal just before halftime. Beckenbauer played the position of sweeper—or libero—the defensive marshal who fills whatever holes the attacking team has managed to pry open. He gave the position a new dimension by transforming it into a dual-purpose role: organizing the defense and, on the attack, acting as a quarterback does in American football. Those qualities proved decisive in that World Cup final and also produced four German championships and three European Cups for the Munich teams he captained. Beckenbauer’s abilities also helped him coach the national team to victory in the 1990 World Cup and foreshadowed his later career. Few pro athletes, even stars, enjoy comparable success in later life. But he was instrumental in securing the 2006 World Cup for Germany and that will solidify his status in the soccer world and perpetuate his role as a dominant figure of his country. Not for nothing is Beckenbauer’s nickname in Germany “der Kaiser”—the Emperor.

Sir:

Welcome home. Following is a second proof from *TIME*. They have had to make some slight changes in order to accommodate the layout and wanted to run this revised final by you before going to print.

I have indicated where edits were made to the last version (which included the changes you gave me) by circling their new wording and writing in the original text that was edited.

Could you let us know if this new version is okay? (The piece goes to print on Friday.)

Thank you,

Theresa
Dear Theresa:

The editors made a few tweaks to get the story to fit the layout. Could you possibly run this by Dr. Kissinger one more time? We still have an opportunity to make changes. Again, many thanks for all your help.

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Dear Bambi:

Thank you for sending us the proof of Dr. Kissinger's piece.

1/ Regarding the '74 World Cup, Dr. Kissinger said he prefers to leave the references to the German team as they are. He said changing them will just create confusion (and the East German team was eliminated at that point anyway).

2/ He did slightly change one sentence, in the last third of the piece, that begins, "Those qualities..." I have typed in his additions to that sentence in CAPS in the piece below.

Please do not hesitate to let me know if you have any questions. Also, I would appreciate your confirming receipt of this email.

Thank you,
Theresa Amantea
201/689-1622

> Franz Beckenbauer
> The Emperor of Soccer
> by Henry Kissinger
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Kissinger is a former U.S. Secretary of State
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You can get back to me via email; my direct number is 212 522-2673.

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FACSIMILE COVER SHEET

DATE: April 21, 2006  NO. OF PAGES: 5 incl. cover
TO: Jeff Medley, Hotel Guest
    Hotel Okura
FAX #: 011/81-3/3582-3707
FROM: Theresa Amantea
      Home tel: (201) 689-1622
      cc: Jessee at the office

Sir:

Following is the proof from TIME on your Beckenbauer piece:

1/ On the top is a question from the editor about how to refer to the German team in the '74 World Cup final (since there were West and East German teams at that time). I marked the proof where this is relevant.

2/ TIME has made significant cuts. To simplify, I have faxed a copy of what we submitted and marked on that what they cut. (I did not mark all of the stylistic edits they made as there were too many.)

3/ The editor knows that you are abroad but would like to have your approval, and any changes you want made, by Monday if possible (Tuesday at the latest). The TIME 100 issue will be on newsstands Sunday, April 30. (Assume we should send the final to the syndicate at that point and not beforehand.)

Thank you,

[Signature]

Theresa
TIME 100 piece on Franz Beckenbauer
By Henry A. Kissinger

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Kissinger is a former U.S. Secretary of State
Thanks much. I'll send the edit as soon as it's available.

> ---------
> From: Theresa Cimino
> Sent: Friday, April 14, 2006 9:32 AM
> To: Saporito, Bill - Time U.S. <bill_saporito@timemagazine.com>
> Cc: jleporin@kmaglobal.com; tamantea@kmaglobal.com
> Subject: RE: Kissinger piece for TIME100
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> Dear Bill:
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> Thank you for your response. TIME can use the piece for reprints or compendiums, as it does for other articles.
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> I am working from home, reachable at 201/689-1622 if I can be of further assistance.
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> Thank you,
> Theresa
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> ---- <bill_saporito@timemagazine.com> wrote:
> >>
> >> We're fine with this arrangement, assuming that we can still use Dr. Kissinger's piece for TIME 100 reprints or compendiums, as we would with any other article.
> >> >
> >> >> From: Theresa Cimino
> >> >> Sent: Wednesday, April 12, 2006 4:48 PM
> >> >> To: Saporito, Bill - Time U.S. <bill_saporito@timemagazine.com>
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outside publications.

Thank you,

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Executive Assistant
212/759-7919
TIME 100 piece on Franz Beckenbauer
By Henry A. Kissinger

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> >
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> > 212/759-7919
> >
Thanks. This should not be a problem. But I will double-check with our legal
folks tomorrow just to make sure. Saporito

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