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
As terror again strikes an Egyptian resort, the Mubarak government seems to be out of ideas; a pundit speaks out on becoming President Bush's new mouthpiece; the Vatican squelches talk of changing its condom policy

MILESTONES: Economist John Kenneth Galbraith die

NATION

PAIN AND THE GAIN AT THE PUMP: Skyrocketing gas prices and angry consumers are making the G.O.P. nervous about the November elections. The pressure is increasing on industry too. A guide to winners and losers as energy prices soar

BIKER FUNERALS: A grassroots band of motorcyclists ride to shield fallen soldiers' families from gay bashers

FORUM: Is an intel leak ever justified? Four ex-CIA officials discuss Mary McCarthy and the secret-prisons scandal

WORLD

AL-ZARQAWI UP CLOSE: As Iraq's al-Qaeda leader raises his public profile with a new videotape, an insurgent gives TIME an exclusive account of his encounters with the terrorist chief

FACES OF GENOCIDE: A look at the soldiers and civilians in Darfur's killing fields as the slaughter grows worse

SOCIETY

FIRST AID FOR FAMILIES: A Minnesota program works with troubled parents to stop child abuse before it starts

DR. DOGLITTLE: Brian Kilcommons says the secret to happy dog ownership is learning to talk to your pooch

ARTS

BORROWED LINES: Feel like you've read this somewhere before? Publishing suffers another scandal—this time it's plagiarism

AGAINST AMERICA, FOR FREEDOM: Why escaped slaves fought with the British in the American Revolution

ABURDISTAN: A satire you can love

WORTH YOUR TIME: From rejuvenated Chili Peppers to a Norwegian café crooner, five albums to make your May

YOUR TIME

HEALTH: What happens when your drug is discontinued?

TECH: The top podcasts and how to get them

MONEY: After 25 years, a new rush for gold

PEOPLE: Kate Moss pirated; big stars bugged

ESSAY: Caitlin Flanagan on the Dems vs. the Squares

28
As oil costs climb, a gas station in Brooklyn, N.Y., has some of the U.S.'s highest pump prices

44
New refugees arrive as Darfur plunges deeper into hell
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.

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

Heroes & Pioneers
- Bono 50%
- Bill Clinton 12%
- Condi Rice 21%
- Hugo Chávez 21%
- Steve Jobs 53%
- Google guys 22%
- Ang Lee 34%
- Rain 28%
- Al Gore 18%
- Malcolm Gladwell 16%

Leaders & Revolutionaries
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Artists & Entertainers
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Poll RESULTS: Some readers' picks made the 2006 list. Others are in the TIME 100 Hall of Fame.

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.

TIME.com
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.

What it's like for women in prison in Iraq
time.com/iraqwomen
Photographer Yuri Kozyrev offers a rare inside look at Khadamiyah Women's Prison.

The Archive
The Oil Crisis Last Time

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.

Subscribers can read this story and access the entire archive 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.
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Kissinger is a former U.S. Secretary of State

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

---- <bambi_wulf@timemagazine.com> wrote:

> > Theresa:
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From: Theresa Cimino
Sent: Wednesday, April 26, 2006 10:04 PM
To: Wulf, Bambi - Time U.S.<bambi_wulf@timemagazine.com>; tcimino@kmaglobal.com
Cc: jleporin@kmaglobal.com
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> > > > From: Theresa Cimino
> > > > Sent: Monday, April 24, 2006 9:17 AM
> > > > To: Wulf, Bambi - Time U.S.
> <bambi_wulf@timemagazine.com>; jleporin@kmaglobal.com; 
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https://register.bcentralhost.com/home/mail/new/mbox_message.cgi?pFolder=Inbox&pLas...
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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
לא ניתן לקרוא את תוכן המכתב הבינוני שהכפתור מעניק לataka.
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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
> 
> 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.

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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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Bambi Wulf, Time

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The Emperor of Soccer  
by Henry Kissinger

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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,

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

For the month of June, no German figure will be able to rival the attention focused on Franz Beckenbauer in Germany. Widely considered the best soccer player ever produced by Germany, he will now preside over a tournament of thirty-two teams, the survivors of an elimination process involving 194 teams, that has gone on for over two years.

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The position of the chairman of the Organizing Committee is particularly delicate and complicated. He must satisfy thirty-two national passions, all but one of which will be disappointed to a greater or lesser degree.

Fortunately for Germany, Beckenbauer is of a stature beyond the reach of these passions. The soccer public – including Germany – is passionate and fickle. But no soccer figure – except possibly Pelé – has ever reached the mythic status of Beckenbauer who in his lifetime, has become an icon and who has planned the approaching World Cup with a combination of meticulous professionalism and personal attention.

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Dominance is not only a question of skill; it reflects intangible qualities all the more inspiring when they are not formally claimed. Other soccer icons possessed individual skills equal or even superior to Beckenbauer. Zidane was his equal in directing an attack, Platini his superior as a scorer, Pelé was more dramatic, Maradona more vehement. But no other player possessed such a broad mix of skills or matched Beckenbauer’s insouciant elegance; in that sense, he was comparable to Joe DiMaggio in baseball. He would distribute the ball with a barely noticeable flick of his foot into an empty space closer to his team’s player than to any adversary and to a spot from which his team could magnify its opportunities. In a sport in which twenty players are moving all the time, with no time-outs and only two substitutions, such dominance reflected a rare combination of athleticism and intellect.

Skill was allied to inspirational determination. Thus in the semifinal of the 1970 World Cup in Mexico, Beckenbauer played, despite a dislocated shoulder, with his arm in a sling – an almost inconceivable feat in a contact sport.

These qualities produced four German championships for the teams he captained, four Cup wins, two World Cup victories, three European championships in a row, participation in 103 national games. Above all, the playing qualities foreshadowed Beckenbauer’s later career. Few professional athletes – even star athletes – enjoy the concentration and single-mindedness required for eminence have proved difficult to apply to other fields.

Beckenbauer has gone from success to success, aided by a personality which combines charm with steeliness. He became coach
of the national team in 1984 when it was declining and instilled the relentless perfectionism that marked his playing career. He reached the finals in the two World Cups he coached, winning in 1990. Afterwards he became chairman of Bayern Munich, the most successful club in Germany.

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The Emperor of Soccer
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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
>
> <<File: TIME100-Kissinger FINAL.doc>>
> Dear Bill:
> 
> 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.
> 
> Thank you,
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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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>>> Executive Assistant
>>> 212/759-7919
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> > Thank you,
> > Theresa L. Amantea
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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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