HENRY KISSINGER

For immediate release

ATTENTION EDITORS: This article about Franz Beckerbauer 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.

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 with his subtle passes 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 Bayern Munich team 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.

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For release Saturday, April 29, 2006

ART: One photo
Theresa Cimino

From: Koehler, Bob [BKoehler@Tribune.com]
Sent: Monday, May 01, 2006 10:30 AM
To: 'Theresa Cimino'
Subject: RE: Kissinger TIME 100 piece

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
special issue

The lives and ideas of the world's most influential people

ORIANA SAHILY
by Condoleezza Rice
ELLEN JOHNSON-SIRLEAF
by Laura Bush
LAMAR ABBOTT
by Tom Cruise
SANDRA DAY O'CONNOR
by Al Gore
STEVE COLBERT
by Brian Williams
AND 92 MORE
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
May 8, 2006
Vol. 167, No. 19

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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.

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
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%

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 at time.com/askdrweil.

What it’s like for women in prison in Iraq
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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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:
> Many thanks. Here is the final, final copy (we added an A. so it reads by Henry A. Kissinger).
> One note; we are wondering if we could make it read ..."for the Bayern Munich team he captained" as opposed to ..."the Munich teams he captained" (down there near the end);
> and we can handle any other tweaks Dr. Kissinger might want to make.
> Again, sincerest thanks for all your help. I will look forward to hearing back from you.
> Best, Bambi
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> The Emperor of Soccer
> by Henry A. Kissinger
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Kissinger is a former U.S. Secretary of State

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
Subject: Re: AGAIN: KISSINGER'S PIECE FOR TIME

Dear Bambi:

Thank you for your email. Dr. Kissinger returns to the office tomorrow (Thursday) after having been abroad. So we will get back to you just as soon as he has had an opportunity to review your latest proof.
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.

Best, Bambi

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From: <bambi_wulf@timemagazine.com>
To: <cmimo@kmaglobal.com>
Subject: KISSINGER'S PIECE FOR TIME
Date: Thu, 27 Apr 2006 12:11:41 -0400

Theresa:
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Theresa
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Dear Theresa:

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--

Theresa Cimino
Monday, April 24, 2006 9:17 AM
Wulf, Bambi - Time U.S.
< bambi_wulf@timemagazine.com>; jleporin@kmaglobal.com;
tamantea@kmaglobal.com

Subject: Re: KISSINGER'S BECKENBAUER PIECE FROM TIME

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.

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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
Dear Theresa:

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Best, Bambi

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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.

not to mention two World Cup wins as captain and coach for the national team. Above all, his playing qualities foreshadowed Beckenbauer’s later career.
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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>

http://by113fd.bay113.hotmail.msn.com/cgi-bin/getmsg?curmbox=00000000%2d0000%2... 4/24/2006
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The Emperor of Soccer
by Henry Kissinger

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Kissinger is a former U.S. Secretary of State
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

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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 Pélé – 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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Beckenbauer played the position of sweeper – or libero – the extra man in a defensive formation assigned to filling whatever holes the attacking team has managed to pry open. He gave this position a new dimension by transforming it into a dual-purpose role: of organizing the defense and, on the attack, acting as a quarterback does in American football by moving forward and distributing the ball to the most vulnerable points of the defender. Thus, in the first half of the championship game, Beckenbauer masterminded an all-out offense and, in the second, a stifling defense.

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, Pélé 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 comparable success in later life; the concentration and singleness of mind 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
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Beckenbauer has culminated this career as chairman of the Organizing Committee for the World Cup to be held in Germany this year. He was instrumental in securing the games for Germany and meticulous in execution. The World Cup will solidify Beckenbauer’s mythic status in the soccer world and continue his role as one of the dominant figures of his country. Not for nothing is Beckenbauer’s nickname in Germany, the “Kaiser”, in English, the “Emperor.”
Hi. Here is the final version as it now reads. Please advise if any changes are to be made. We are wondering if we need to differentiate between West Germany and Germany at any point, or is all okay as written? (i.e. the 1974 World Cup team was won by West Germany; East Germany did have a team as well; Perhaps we should say, "West Germany scored the decisive goal..." and in first reference, is German national team okay? all else seems to read okay). You can get back to me via email; my direct number is 212 522-2673. Many, many thanks.
Bambi Wulf, Time

Franz Beckenbauer
The Emperor of Soccer
by Henry 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
> > <<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.
> > Attached is Dr. Kissinger's piece. There is a blank in the first paragraph where we ask that you fill in the correct figure. Also, if you make any changes to Dr. Kissinger's text, he would appreciate seeing the changes in advance of publication, in the form of a proof.
> > I am working from home, reachable at 201/689-1622 if I can be of further assistance.
> > Thank you,
> > Theresa
> >
> > ---- <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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>>> Theresa L. Amantea
>>> Executive Assistant
>>> 212/759-7919
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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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Beckenbauer played the position of sweeper – or libero – the extra man in a defensive formation assigned to filling whatever holes
the attacking team has managed to pry open. He gave this position a new dimension by transforming it into a dual-purpose role: of organizing the defense and, on the attack, acting as a quarterback does in American football, by moving forward and distributing the ball to the most vulnerable points of the defender. Thus, in the first half, Beckenbauer masterminded an all-out offense and, in the second, a stifling defense.

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, Péle was more dramatic, Maradona more vehement. But no other player possessed such a broad mix of skills or matched Beckenbauer’s insouciant elegance. He would distribute the ball with a barely noticeable flick of his foot into an empty space closer
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