

RECOMMENDATION TO JOYCE HALL
FROM MR. CONGER REYNOLDS OF USIA

1. That he contact President Eisenhower and urge him, after completing his term of office, to continue his sponsorship of the People-to-People program and to further the interests of international peace and understanding through this program, by speaking and traveling.
2. That Mr. Hall accept the responsibility of organizing a committee of one hundred or more outstanding Americans. This committee would serve as the governing group, directing the affairs of the People-to-People program. The members of this committee would be of such stature as to give the organization international standing and prestige. Their names would enable the program to create a good image in the public mind and be helpful to its financial campaign.
3. That a small executive committee be chosen from the governing committee to select a Director -- a man of outstanding experience and ability, and of national reputation -- who would act as the chief executive for the coordination and control of the People-to-People program.
4. That the Hallmark Foundation supply the needed "seed" money to get the Director and his staff established in a suitable Washington office, and that the Foundation should underwrite the operation of the program for two years, or until a successful fund-raising program is under way.



FAVORABLE FACTORS

1. Need for Program: There seems to be universal agreement that international understanding is the most important step toward permanent peace.
2. Sound Idea: Almost everyone believes that People-to-People is a sound approach to this objective.
3. Good Potential: Most people feel the program has a good opportunity of achieving greater international understanding. There are so many aspects to the program that some of its projects are bound to succeed.
4. General Acceptance: It has been no problem to interest good people to participate in the program. It would seem, because of the nature of the work, many competent people in early retirement would be willing to devote their time and spend some of their money to promote this program locally and to take it to other nations.
5. Interesting Work: More than in other public service programs, the participants in this one will enjoy what they are doing and get personal satisfaction from their work.
6. Sustained Interest: One of the most encouraging things in the survey is that the men who have worked in the People-to-People program since its inception are still enthusiastic about its prospects and want to continue their association.
7. Publicity: Because of the many interesting facets of this program, public relations men have said that it is very newsworthy. This is important because much publicity is needed to get participation and financial support.
8. Finance: A number of professionals experienced in fund-raising believe this program has strong appeal.



NEEDED FOR SUCCESSFUL OPERATION. . .

1. Governing Committee: A committee of one hundred outstanding American citizens should be organized to govern the affairs of the People-to-People program. The men on the committee should be of sufficient reputation to give the program international stature. A small executive committee would be selected from this group.
2. Experienced Executives: The executive committee should select a full-time Executive Director with communications experience and a broad background. He should have a properly staffed office in Washington. Later, there should be a full-time executive for each of the committees. (Most of the chairmen surveyed believe the missing link in PTP is central supervision and coordination.)
3. Local Committees: Experimentation has proved the value of local committees in the larger communities, and the number of these committees should be greatly expanded. The work of the local and national committees is reciprocal. One helps the other.
4. Procurement Officer: Consideration should be given to securing an experienced procurement officer to see that all positions are competently staffed. He would also be responsible for procuring materials.
5. Definition of the Program: There is need for a carefully planned People-to-People program for each committee, prepared by persons who understand communications, public relations, and organization. There are many additional activities for committees to engage in.
6. Private Operation: Almost everyone consulted believed the People-to-People program would be more effective independent of government. However, it should have the blessing of the Kennedy administration and the cooperation of the USIA.
7. Funds: To get the program on a sound basis, there should be a substantial grant of "seed" money and a commitment of continuing support until a good fund-raising firm can put a sound program into operation.
8. Leadership: More than any other leadership, the sponsorship of Mr. Eisenhower would make the People-to-People program a success. Mr. Eisenhower is known throughout the world. His name is synonymous with peace and international friendship.

