

MEMORANDUM OF CONFERENCE WITH THE PRESIDENT

Time: August 31, 1956 9:05 - 9:20 A. M.

Others present: Messrs. Streibert, Washburn, Conger Reynolds, and Minnich.

Mr. Streibert brought the President up to date on plans for the People-to-People Conference on September 11. The President looked over a list of the 43 Committee Chairmen. Mr. Streibert made clear that this was the formal opening of the program, although there had been much previous discussion with the several Chairmen. He pointed out that USIA had in mind two or three specific projects for each Committee, plus a number of overall objectives for the entire program.

With regard to the President's participation in the meeting, Mr. Streibert said he had sent some notes to Mr. McCann on which the President could base his remarks. The President stressed that his remarks would be informal. Mr. Streibert suggested the possibility of a short question-and-answer period following the President's remarks, but it was agreed that any such technique would depend on knowledge to be obtained during the conference and hence would best be postponed.

Mr. Streibert showed the President a copy of the latest semiannual report and emphasized the space devoted to the fine work of the wives of overseas officials.

In response to the President's query, Mr. Streibert indicated that a revised version of "Peoples' Capitalism" would soon be ready for use at trade fairs.

Mr. Streibert indicated that he had heard nothing further from Roy Howard, and hence would let the matter drop.

The President asked about cultural presentations. Mr. Streibert said that nearly sufficient money was now available and that USIA believed it best to send abroad only a limited number of the very best offerings rather than many of poorer quality. The President called attention to the Russian agricultural fair at Gorki Park and the fine impression it made on Mr. Pete Jones. Mr. Streibert indicated that we had been invited to the exhibit there next year. The President referred to the possibility of setting up something similar in the United States.

Mr. Streibert informed the President that the Russians had not implemented with agreement on technical details the ^{recent} policy agreement for free distribution of a Russian magazine in the US and a US magazine (America) in Russia. Hence, distribution of the Russian product here is being held up. (Messrs. Washburn and Reynolds departed at this point.)

Mr. Streibert informed the President that efforts to secure the services of Mr. Roy Larsen had failed and that he would talk with Governor Adams about other possibilities for this position.

JAM
Minnich



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