

THE PEOPLE · TO · PEOPLE FOUNDATION, INCORPORATED



ROOM 1402 · 45 WEST 45TH STREET  
NEW YORK 36, NEW YORK  
JUDSON 6-7880

October 17, 1957

DWIGHT D. EISENHOWER  
HONORARY CHAIRMAN

WILLIAM J. DONOVAN  
CHAIRMAN

ALBERT C. JACOBS  
VICE-CHAIRMAN

CHARLES E. WILSON  
PRESIDENT

GEORGE V. DENNY, JR.

RICHARD R. SALZMANN  
VICE-PRESIDENTS

WILLIAM J. VANDEN HEUVEL  
SECRETARY

JOHN L. WEINBERG  
TREASURER

DIRECTORS

LOUIS H. BAUER

AL CAPP

WILLIAM J. DONOVAN

ALBERT C. JACOBS

JUVENAL MARCHISIO

MRS. WILLIAM BARCLAY PARSONS

FRANK STANTON

CHARLES E. WILSON

Governor Sherman Adams  
The White House  
Washington, D. C.

Dear Sherm:

Following the conference last week at the White House, Dr. Heald sent me a copy of the memorandum he left with the President. Because this indicates such a serious misunderstanding of the People-to-People concept and our plans for implementation of the Program, I am enclosing two copies of a memorandum which I trust you will put before the President at an appropriate time before I get down there.

*not sent to  
file as of  
11-7-57*

I know you are swamped now with the Queen's visit and other matters, but the People-to-People Program is at a most crucial stage and we are all set to move forward with a concerted drive just as soon as the date can be set for the President's reappearance as the inspirer and initiator of this great concept. More than 1,100 outstanding leaders who are now members of our 42 Committees can and will be mobilized for a nationwide campaign to finance and activate the Program on many fronts.

Also enclosed is a draft for a new folder describing the Program in brief, which we plan to use in connection with the campaign. If you have any suggestions or corrections, won't you please send them to us.

I will be in touch with you later by phone.

Sincerely yours,

Charles E. Wilson  
President

Enclosures ✓

✓

X  
RE FORD FOUNDATION MEMORANDUM OF COTOBER 7, 1957  
re Application of People-to-People, Inc.

---

The memorandum appears to us to indicate a serious misunderstanding of the People-to-People concept and proposed implementation of the program. Granted that it was difficult to present so vast a program in precise detail, but the subsequent discussions with the officers and staff of the Ford Foundation should have made the essential of the program clear. However, we feel that the misconceptions in this memorandum should be clarified promptly in order not to further damage the potentialities of the program.

The real basis of the Ford Foundation's refusal to support the People-to-People Program, as indicated verbally as well as in this memorandum, is their charge that the "intermediary is new, inexperienced and cannot be presumed to have special competence." The intermediary in this case consists of 50 outstanding leaders who were appointed chairmen and co-chairmen of the People-to-People Committees by the President of the United States because of their special competence in their respective fields. Since then, they have organized most of their committees with 1,100 outstanding leaders in their respective fields and scores of national organizations. The task the committees were asked to undertake was new, but not wholly without precedents in view of the exchange of persons program which has been enlarged so greatly by government and private agencies since the war, and other activities in this field.

The President asked us to develop not one but thousands of methods by which "people can gradually learn a little bit more of each other." This point was emphasized in the diversity of the committees;

however, the Committee Chairmen realized at once the necessity of forming a central body through which they could correlate their programs, fund raising, and public relations activities. With the very modest \$25,000 made available through USIA, a very small office - rent free - was opened last January, and a small staff was employed to begin the task of correlating plans and budgets. The professional staff member we did secure to handle the correlation of our program activities achieved international recognition for his successful organization and execution of a pioneering people-to-people world tour in 1949 with representatives of 28 national organizations known as the First World Town Hall Seminar and 'Round-the-World Town Meeting. His previous record as an educator who used mass media with outstanding success has never been challenged. His forte has been his ability to work constructively with people of diverse and often hostile viewpoints - surely a quality we need in this program. The other Vice President has had extensive experience in fund raising and program development for non-profit public service organizations operating in the international field. Our Public Relations Director, who served under General Eisenhower at SHAFI, was the first public relations director of the National Association of Broadcasters and was one of the principle authors of the original Radio Code of Ethics.

To evaluate the potentialities of People-to-People, Inc. to handle the task of correlating the activities of the People-to-People Program at this point would be comparable to evaluating the competence of the Ford Foundation to handle its vast task a short time after it was organized and before it had assembled its professional staff, undertaken a survey, or clearly defined the details of its operations. Actually, the decision to make People-to-People, Inc. independent of government direction and control was not made until August 28 of this year.

With great faith and enthusiasm for the idea, most of the Committee Chairmen enlarged their committees and several of them opened small offices - some with the help of seed money grants from USIA.

In our approaches to the Ford Foundation and others, we were quite explicit in stating that the program was in no sense developed, and that we could not assemble a professional staff to serve the committees without adequate funds.

In view of the Ford Foundation's wide experience, professional staff and great resources, we proposed to Dr. Heald on two occasions that the Ford Foundation accept the responsibility for leadership as well as the financing of the entire program. This would have met squarely three objections they now raise in this memorandum:

- a) They could have adjusted their financial support  
"to maintain an intelligent balance between foreign  
and domestic programs;"
- b) They could have protected the work they are now  
doing abroad from a possible injury by the People-  
to-People Program; and
- c) It would have demonstrated conclusively that the  
People-to-People Program is not a government  
sponsored enterprise.

We are still prepared to consider this alternative.

However, the firm and emphatic manner in which the Ford Foundation has refused to support any part of this program confirms the position stated by the officers that they have no faith whatever in its potentialities. This is so contrary to our own experience in this country and abroad that we are determined, with the aid of the President, because we do have faith in it, to seek the necessary financial support for it from

a variety of sources. We realize that the program is by no means fully developed and will by its nature have to evolve slowly, following a period of study and experimentation. We agree with Mr. Abraham Chasins, writing in the New York Times of Sunday, October 6, following his recent tour of Europe, in an article entitled "In Defense of Americans" --

"What finally struck us, through their frequency and implications, were the unscheduled forums, the unstaged discussions that took place day and night in those wonderful institutions of Europe, the sidewalk cafes. In each country, including Portugal and Spain, people sat around for hours talking to each other. Residents and foreigners, speaking at the same table or across tables, people exchanging opinions, talking seriously, frankly, and freely, confiding their fears and their hopes.

"No matter what their nationalities, it didn't take long for them to find that they spoke the same language. They all wanted the same, simple things - a decent, secure world in which to work and to rear their children; peace and unity among men. And this was precisely what they feared their sovereign states were growing less and less able to attain in the arena of nuclear diplomacy.

"Suddenly it struck me that there was something more significant in the mass-travel movement, something far more fundamental than the desire for new sights and sounds or for cultural improvement facilitated by higher living standards. In this new zeal to be in other lands, I sensed the will to survive, the need, subconscious perhaps, for the individual to take matters into his own hands in order to build a stronger foundation for a human community based on mutual understanding."

October 17, 1957.