

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
#3 memo	Benjamin Read for Walt Rostow Secret 1 p <i>OPEN 3-13-97</i>	7/28/66	A
#4a report	Status of Proposed East-West Initiatives Secret 3 p <i>OPEN 9-24-98 NW 97-204</i>	8/3/66	A
#5a	duplicate of #4a <i>OPEN 9-24-98 NW 97-204</i>		

FILE LOCATION

National Security File, NSAM File, NSAM 352

RESTRICTION CODES

- (A) Closed by Executive Order 12356 governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

THE WHITE HOUSE
WASHINGTON

*File
with*

July 22, 1966

MEMO FOR MR. SMITH

Copies of NSAM 352 on Bridge-
Building have now been sent to
the Director, US/ACDA, the
Director, USIA, and the
Director, CIA.

N. Davis



1a

THE WHITE HOUSE
WASHINGTON

July 8, 1966

NATIONAL SECURITY ACTION MEMORANDUM NO. 352

TO: The Secretary of the Treasury
The Secretary of Defense
The Attorney General
The Secretary of Agriculture
The Secretary of Commerce
The Secretary of Labor
The Secretary of Health, Education, and Welfare
The Special Representative for Trade Negotiations
The Administrator, Agency for International Development
The Director, Bureau of the Budget
The Chairman, Council of Economic Advisers
The Special Assistant to the President for Science and Technology
The Chairman, Export-Import Bank

SUBJECT: Bridge Building

The President has instructed that -- in consultation with our Allies -- we actively develop areas of peaceful cooperation with the nations of Eastern Europe and the Soviet Union. He has asked the Secretary of State to examine and propose to him specific actions the Government might take. These actions will be designed to help create an environment in which peaceful settlement of the division of Germany and of Europe will become possible.

In addition to the arguments for and against each action, the recommendations to the President should propose appropriate steps for implementation, Congressional consultation, and the like.

The President has asked that you give your strong personal support to the Secretary of State in carrying out this assignment.

W W Rostow
W. W. Rostow

CC: The Secretary of State
Director, USIA
Director, US/ACDA

Director, CIA (blind)

*cc Thomas C. Marum
Exec. Sec. ICS
7/26/66*

THE WHITE HOUSE
WASHINGTON

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Distribution of NSAM 352:

1 cy - F. Bator
1 cy - N. Davis
1 cy - C. Johnson
1 cy - NSC Files

THE WHITE HOUSE
WASHINGTON

July 8, 1966

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W. W. Rostow

CC: The Secretary of State

Dispatched 7/9/66 - Outside Rcpts.

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WASHINGTON

July 8, 1966

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TO: The Secretary of the Treasury
The Secretary of Defense
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W W Rostow
W. W. Rostow

CC: The Secretary of State



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~~SECRET~~DEPARTMENT OF STATE
WASHINGTON

July 28, 1966

MEMORANDUM FOR MR. WALT W. ROSTOW
THE WHITE HOUSESubject: East-West Initiatives: Exchange of
Television Programs

The attached paper, "Exchange of Television Programs via Communications Satellite," is transmitted in pursuance of the request contained in NSAM 352.

We have made previous proposals in this field, the latest one as recently as the President's State of the Union message in January 1966. The USSR has consistently chosen to ignore these proposals, and it is not likely that we would receive a positive response to a renewed offer at any time in the foreseeable future. We believe, however, that the idea is a good one and that it is worth retaining for active consideration whenever the state of our relations with Eastern Europe permits. The Department will submit a renewed proposal whenever this appears useful.

for *Larry C. Williamson*
Benjamin H. Read
Executive Secretary

Attachment:

"Exchange of Television Programs
via Communications Satellite"

DECLASSIFIED
Authority *State Memo 9-11-95*
By *Julia*, NARA, Date *3-12-97*

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1966 JUL 29 AM 10 43

LIMITED OFFICIAL USEEAST-WEST INITIATIVESI. Subject

Exchange of Television Programs via Communications Satellite

II. Summary Statement of Proposal

A. Description

An offer to exchange television programs with the Soviet Union or Eastern European countries which would be transmitted live via Early Bird or a Soviet communications satellite having similar capacity. Programs offered would include appropriate public statements by high officials, sports or cultural events having appeal in the receiving country, or other events of particular significance.

B. Advantages

Such programs, beamed into the USSR and Eastern Europe, would give these populations an opportunity to see the United States via television and would mark both American interest in those nations and their contact with the free world.

C. Disadvantages

There may be some difficulty obtaining commitments from the United States networks to carry incoming telecasts. There may be some adverse comment from Americans who might object to what they regarded as Communist propaganda on American television screens.

D. Recommendation

1. In the case of the USSR, that we seek to include specific arrangements for exchange of live telecasts via satellite in our exchanges negotiations.

2. In the cases of Eastern European countries, that we offer ad hoc exchanges in connection with specific events which lend themselves to telecasts into the receiving Eastern European country.

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III. Congressional Considerations and Handling

None.

IV. Foreign Aspects (e.g. necessary consultation with other governments)

None.

V. Timing

The Soviets have not, thus far, responded affirmatively to analogous proposals, nor have they shown interest in a two-way exchange of television programs based upon delivery of tapes or films. Particularly in the current period, it would be fruitless to propose an exchange. Since the Eastern European regimes have, for the most part, followed the Soviet lead in the tone of their relations with the United States in the current period, a proposal to any of these countries would also probably be rejected.

Any offers should, therefore, be made at such time as the general atmosphere in our relations with the countries in question has improved to the point that they may receive serious consideration.

VI. How Proposal Should Be Advanced

See IID above.

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WASHINGTON

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2-Pet.
August 3, 1966

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for ND.
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MEMORANDUM FOR MR. WALT W. ROSTOW
THE WHITE HOUSE

File

Subject: Status of Proposed East-West Initiatives

As instructed in NSAM 352, the Secretary of State has undertaken to examine and recommend specific U.S. initiatives to foster peaceful cooperation with Eastern Europe and the USSR. The enclosures describe the current status of proposals which the Secretary has thus far originated or received.

Enclosure I deals with the initiatives outlined at Tab A of the June 3rd Memorandum for the President from Messrs. Ball and Vance. Enclosure II lists additional proposals now being studied in the Department.

Once agreement on a given proposal is reached within the Department, we are promptly seeking the concurrence of other appropriate agencies. Should further interagency consideration prove necessary, the issues will be resolved wherever possible within the framework provided by NSAM 341.

Benjamin H. Read
Benjamin H. Read
Executive Secretary

Enclosures:

- I - Proposals Previously Outlined.
- II - Additional Proposals.

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1966 AUG 3 PM 3 01

~~SECRET~~ENCLOSURE II. PROPOSALS OUTLINED AT TAB A OF THE JUNE 3rd MEMORANDUM FOR THE PRESIDENTA. Presidential Initiatives

1. Soviet Housing in the U.S. -- awaiting final GSA concurrence and Soviet reaction to tentative offer of Mt. Alto property made on July 8.
2. Export Credit Guarantees -- approved; to be announced.
3. US-USSR Civil Air Agreement -- action to be taken in light of further developments in US-USSR relations, including negotiations on celestial bodies treaty and fisheries talks.
4. Romanian Power Reactor -- under further study in the Department.
5. Travel Restrictions -- approved within the Department; under interagency consideration.
6. Port Restrictions -- submitted for interagency consideration July 23.
7. Status of Sofia and Budapest Legations -- action deferred until mid-November.
8. Local Counterpart Funds in Poland -- under further consideration in the Department in light of Gronouski comments.
9. COCOM and U. S. Export Controls -- approved in principle in Department; tactics under discussion.

B. Legislative Initiatives

1. East-West Trade Bill -- Congressional action pending.

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E.O. 12958, Sec. 3.6

NLJ 97-204

By is, NARA Date 9-24-98~~SECRET~~

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2. US-USSR Consular Convention -- awaiting Senate approval.

C. Multilateral Economic Initiatives

1. East-West Foundation or University -- completed paper being cleared within Department.
2. International Cooperation on Desalting -- broached informally for interagency consideration.
3. OECD Initiatives -- under consideration in the Department.

D. Multilateral Political Initiatives

1. Exchange of Military Observers -- completed paper being cleared within Department.
2. Exchange of High-Level Visits -- under consideration in Department.
3. German Initiatives Toward East -- under consideration in Department.
4. German Role in Disarmament Consultations -- completed paper being cleared within Department.

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~~SECRET~~ENCLOSURE IIII. ADDITIONAL PROPOSALS

- A. Exchange of Television Programs -- has received Department and interagency approval; forwarded to the White House (Mr. Rostow).

Completed Papers Being Cleared within Department:

- B. 50/50 Shipping Restrictions.
C. USSR Membership in INTELSTAT.

Papers Under Consideration within the Department:

- D. Repeal or Modification of Johnson Act.
E. Joint Consultations.
F. Encourage Travel to USA.
G. Association of Eastern European Countries with GATT.
H. ECE Initiatives.
I. USSR Participation in Asian Development Bank Trust Funds.
J. Visa Procedures.
K. Lend-Lease Settlement.
L. Fund-Bank Membership.
M. Export Credit Guarantees for USSR.
N. Battle Act Revision.

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THE WHITE HOUSE

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/s/ J. W. Davis

for
Benjamin H. Read
Executive Secretary

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ENCLOSURE I

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