

0151

August 4, 1949

MEMORANDUM

TO: Mr. Humpstone
FROM: Eugene Rachlis
SUBJ: Report of ECA Information Activities -- Second Quarter 1949

I. Main Event of the Second Quarter

The highlight of the ECA information program for the second quarter of 1949 was the Marshall Plan exhibition and special "Marshall Day" commemorating the first anniversary of the Marshall Plan at the Royal Netherlands Industries Fair at Utrecht during the week of March 29 to April 7. This fair was keynoted on the theme of the Marshall Plan, and April 4 was set aside by the fair authorities as Marshall Day.

Ambassador Harriman and several of his staff were invited to the fair as guests of honor. Ambassador Harriman held a press conference while here, attended by approximately 50 members of the Dutch and foreign press. He later addressed the Congress of the Utrecht fair attended by representatives of Netherlands management, labor and government officials, members of the Diplomatic Corps in the Netherlands and many foreign business representatives.

Ambassador Harriman's trip to the Netherlands generated considerable publicity in the press in the Netherlands. Prior to his arrival a biographical data sheet was released to 500 newspapers, journals and periodicals. During the first week of April, 380 of these publications reproduced the data in its entirety. In addition, most of the national and regional dailies carried photographs of the Harriman visit and stories based on his press conference and visit to the fair. The majority of the Netherlands newspapers carried the texts of speeches (released prior to delivery) made by Ambassador Harriman, Ambassador Baruch and Dr. Valentine.

The Netherlands Ministry of Economic Affairs in conjunction with the Information Center for the Marshall Plan (an information center sponsored by a committee representing Netherlands labor and management interests) sponsored a large exhibit at the fair featuring overall ERP operations and Netherlands end use. Approximately 200,000 persons visited the exhibit during the week. Around 450,000 Marshall Plan pamphlets were handed out at the fair or mailed to interested parties visiting the fair. These were supplied by both the mission and the Ministry of Economic Affairs.

670A

The national independent daily, Het Parool, devoted its complete issue of April 4th to the ERP anniversary. Het Parool has a circulation of 127,000. For the first time in its history it printed its text in English as well as Dutch and distributed 2,000 copies of this through the Netherlands Information Service in the U.S., as well as its standard distribution in the Netherlands. Vrij Nederland, with a circulation of 80,000, had a similar special edition. The majority of the Netherlands dailies gave lead features on the ERP anniversary and Harriman's visit in their April 4th issues.

On April 4th the Netherlands national labor radio system, VARA, with an audience of 700,000, broadcast a 1/2 hour program on Marshall Plan. This program was based on a script prepared by the ECA Information Office with some ECA personnel taking part in skits and incorporating transcribed statements by Dr. Valentine and Labor Adviser Smith. VARA and AVRO (Independent) also broadcast the entire ceremonies at the Congress of the Fair on April 4th. The Netherlands short wave broadcast station, PCJ, also picked up these ceremonies and released it to the Indies and Australia. AVRO also broadcast a transcribed address by OSR Labor Adviser Harry Martin during the afternoon of April 4.

II. Press Activities.

There were 15 releases prepared for the local Dutch press. These were general releases distributed through ANP Aneta, USIS, and appropriate Dutch Government press services.

The condensed version of "Gift of Freedom" was translated, mimeographed and forwarded to 70 editors of leading labor newspapers. Initial response from editors indicates it will get wide play.

There were six special stories prepared for Paris and Washington, all of which were accompanied by photographs.

Story material and photographs of the manufacture of streptomycin in the U.S., its shipment to the Netherlands and local end use was supplied to a national medical magazine. Pictures and story were used in its May edition.

III. Special Ceremonies.

On April 22 a special ceremony was held on the occasion of the first anniversary of the OEEC which was attended by many Dutch officials and most of the mission staff officers. Dutch newspapers printed a large amount of documentary material on the work of the OEEC during its first year and the texts of speeches by Dutch officials were carried by several newspapers on the anniversary.

On April 13 a special ceremony was held in Utrecht on the occasion of the installation of a pre-fabricated block-making machine, the first in Holland, for use in housing construction. Photographs and an end use story were forwarded to OSR.

0 1 5 3

- 3 -

Dr. Valentine attended the traditional opening day ceremony at the Alkmaar cheese market festival where he delivered an address. This ceremony received widespread coverage, most with photographs.

On May 12 there was a special ceremony for the opening of the new all electric railway running from Utrecht to Maastricht in the Limburg mining area, a distance of 370 kilometers. Several members of the mission staff attended the ceremony and photographs and a story were prepared by this office on the significance of the event (the electrification of Dutch railroads with Marshall aid).

On May 7 Labor Advisor Smith and Mr. Norton took part in an agricultural congress in North Holland where they gave informal talks on ERP aims and took part in a round table discussion broadcast over the local radio station.

Lee R. Smith spoke on May 23 at the opening of the biennial congress of the "Nederlandse Vereniging van Spoor en Tramwegpersoneel (Railway Workers' Union) in Utrecht, with an audience of about 600. Good press coverage was given this event.

On June 21 the City of Coevorden in the Northeastern part of Holland staged an exhibition to illustrate the industrialization of the community following the war. The Dutch Ministry of Economic Affairs displayed the Marshall Plan exhibit from the Utrecht Industries Fair and ECA pamphlets and literature was distributed to visitors. Dr. Valentine was one of the sponsors of this exhibition.

On June 30, Labor Adviser Smith addressed a special meeting of the Christian Netherlands Trade Union (CNV) on the occasion of its 40th anniversary. The speech was recorded for later broadcast. Approximately 3,000 attended this meeting.