

CONSEIL DE L'ATLANTIQUE NORD NORTH ATLANTIC COUNCIL

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NATO UNCLASSIFIED
DOCUMENT
AC/52-D(58)25

COMMITTEE ON INFORMATION AND CULTURAL RELATIONS

TENTH ANNIVERSARY OF NATO

Note by the Secretary

At its meeting on 23rd April, 1958, the Council:

- (1) agreed in principle that a special effort should be made to derive the maximum publicity for NATO on the occasion of the Tenth Anniversary of the signing of the Treaty;
- (2) instructed the Committee on Information and Cultural Relations, in co-operation with the NATO Information Service, to work out detailed plans for submission to the Council.(1)

2. Subsequently, the Committee agreed that the attached suggestions for certain ceremonies and other actions in celebration of the Tenth Anniversary of the signature of the North Atlantic Treaty should be referred to national authorities for comment. At the same time, the Committee agreed to ask their authorities if they had any other suggestions to put forward.

3. As agreed, this document will come up for discussion at a meeting to be held on or about 23rd May, 1958. The Director of Information has asked me to say that he hopes all Delegations will have received instructions by that date.

(Signed) LUCILLE M. PEART

Palais de Chaillot,
Paris, XVIIe.

(1) C-R(58)28, Item III

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SUGGESTED INFORMATION PROJECTS FOR THE
10th ANNIVERSARY OF NATO

I. GENERAL REMARKS

The various activities listed below are not all meant to take place on the date of the anniversary itself. In fact, a much larger publicity would be obtained if they could be spread out over a period of one or two weeks around 4th April. Some of them may even cover the whole of the month or be extended over the greater part of the year 1959.

The suggested activities are grouped under various headings; some of the projects cover more than one field, however. The body (or bodies) whose responsibility it would be to initiate or carry out the various projects are indicated under each item.

II. COUNCIL AND SECRETARY GENERAL

1. A ministerial meeting of the North Atlantic Council in public session may be organized on 4th April, 1959, in Washington. (Council).

2. The new Headquarters in Paris will not be ready before 4th April, 1959. However, the architect feels that it might be possible to inaugurate the building, and perhaps to put up an exhibit in a part of it, in advance of completion. (NATO Secretariat).

III. NATIONAL GOVERNMENTS AND PARLIAMENTS

3. Heads of Government may be requested to issue a message to their peoples on 4th April emphasising Atlantic solidarity. (National governments).

4. Ministers of PTT (Postmasters General) may consider issuing a special NATO stamp for inland use during 1959. In case this project might not be feasible in some member countries, this should not prevent others from carrying it out. Either one and the same design could be adopted for all participating countries, or each country could have its own design. (This proposal is amplified in Documents AC/52-D(58)12 and 12/1).

IV. MILITARY FORCES

5. Military parades may be organized in the capitals of the member countries. Units of each of the other member countries should take part in these national demonstrations so as to emphasize the co-operation between the military forces of NATO countries. (Standing Group - Military Committee in Permanent Session).

6. National Commanders-in-Chief may issue Orders of the Day to their army, navy and airforces on 4th April and this day should be celebrated in all units. Special educational courses on NATO for the troops may be organized by each of the local commanders during one or two weeks preceding 4th April. (National governments).

7. The airforces of member countries may give combined demonstrations in different NATO countries. It would be of advantage if one and the same international team could visit the different countries successively so as to underscore the spirit of unity between the countries and obtain greater publicity. (Standing Group - Military Committee in Permanent Session).

V. VOLUNTARY ORGANIZATIONS

8. Atlantic Committees may organize large public meetings in their capitals. At these meetings, prominent speakers would emphasize the need and importance of Atlantic solidarity. (This point may have to be co-ordinated with the plans proposed by Senator Kefauver at the last meeting of Parliamentarians. (ATA - NATO Parliamentarians' Conference)).

VI. UNIVERSITIES AND SCHOOLS

9. Universities in member countries may be encouraged to organize special courses and/or conferences on NATO. (NATO Secretariat - National Governments).

10. It may be suggested to Heads of Schools to observe the 4th April, 1959, as the "Day of the Atlantic Community". At this occasion special classes may be held on this subject, literature on NATO (see 20 below) may be distributed, filmstrips may be shown and other extra curriculum activities may be organized. (National Governments - NATO Information Service).

VII. YOUTH

11. A Youth Congress may be organized in April (or at some later date) in Paris. At this congress, some 100 representatives of political youth organizations from member countries could be invited. They would, during a 6-day session, discuss political, economic, social and cultural problems connected with NATO. (NATO Information Service).

VIII. CHURCHES

13. It may be suggested to the Church authorities in member countries to observe 4th April, 1959, as a day of prayer for peace and freedom. Heads of State, members of government and other personalities might assist at these religious ceremonies. (National Governments).

IX. INDUSTRY

14. Most large industrial concerns publish house magazines for their personnel. The editors of such magazines may be encouraged to include articles on NATO in their April issues. Support to these magazines could be given in the form of written and photographic material. (NATO Information Service - National Governments).

15. It may also be suggested to industrial firms to organize - in agreement with the trade unions -- internal NATO campaigns for the workers. These campaigns may take any form from the putting up of simple wall posters in factories to the organization by the factories' public relations officers of full-scale programmes including such things like small exhibits, lectures, prize contests, etc. (NATO Information Service - National Governments).

X. TRADE UNIONS

15. It may be suggested to the international trade union organizations to issue a declaration reaffirming their support of NATO, its political, economic, social and cultural aims. (NATO Secretariat).

XI. DEPARTMENT STORES

16. Department stores in large cities in member countries may be found willing to organize a "NATO Week" (or "Quinzaine") in their shops during the month of April. They may make window displays about NATO and organize special sales of products from all member countries during this period. (Similar sales in support of a particular country have been successfully organized in the past by a number of department stores). (National Governments - NATO Information Service).

XII. CULTURE

17. During the month of April (or perhaps all through the year) cultural festivals may be organized in the capitals of member countries. These festivals would include concerts, theatrical performances, ballets, art exhibitions, etc, from different member countries. (National Governments).

XIII. PUBLICATIONS

16. The production of a publication "Ten Years of Atlantic Community" for wide distribution may be envisaged. It is suggested that the size of this book should be limited to some 60 or 80 pages and that, rather than being a kind of complete book of reference (like the book published by Lord Ismay in 1954), it contains a personal appraisal by the Secretary General of the road covered by NATO and of the future of the Alliance. (NATO Secretariat).

19. A special brochure (or brochures) may be produced for distribution to schools in member countries (see also under VI above). This same publication may also be used for troop information purposes. (NATO Information Service - National Governments).

XIV. PRESS

20. Leading newspapers in member countries may be invited to issue a special NATO Supplement on the eve, or in the week before 4th April. A special, signed, article by the Secretary General and other material may be provided to these newspapers for this purpose. (National Governments - NATO Press Service).

21. Sets of documentary photographs illustrating the 10 years' history of NATO may be prepared and distributed to all the important photo agencies, the pictorial press and certain daily papers. (NATO Information Service).

XV. RADIO

23. National radio organizations may be encouraged to broadcast one or more special feature programmes on NATO during the month of April. NATO Information Service may assist in the compilation of recorded material for these programmes. A working conference of responsible programme directors of national radios may be organized in order to stimulate and co-ordinate these activities. (NATO Information Service).

24. A radio hook-up linking the radio stations of all member countries may be organized on the eve of 4th April. The programme which would thus be broadcast simultaneously in all member countries, should last about 45 to 60 minutes and may include exchanges of greetings between member countries, folk music, community singing, etc. (NATO Information Service).

XVI. TELEVISION

24. All television stations in NATO countries may show the new film "Ten Years NATO", the production of which is presently envisaged by NATO Information Service. (NATO Information Service).

25. A package of about 10 minutes library shots on the ten years history of NATO may be prepared by NATO Information Service for use by television stations which would not broadcast the NATO film. With the help of this background material these stations could then produce their own programmes, if they so desired. (NATO Information Service).

XVII. NEWSREEL

26. The same package of film library material as mentioned under point 26 above may be prepared and distributed to all newsreel companies in order to facilitate and stimulate their production of newsreels on the NATO Anniversary. (NATO Information Service).

XVIII. EXHIBITIONS

27. A large exhibition on the Atlantic Community theme may be organized on the Esplanade des Invalides in Paris. (NATO Information Service - French Government).

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III. NATIONAL GOVERNMENTS AND PARLIAMENTS

3. Heads of Government may be requested to issue a message to their peoples on 4th April emphasizing Atlantic solidarity. (National governments).

4. National parliaments, in the ways suitable to their constitution, may wish to reaffirm their adherence to the North Atlantic Treaty on, or before, 4th April. (NATO Parliamentarians' Conference).

5. Ministers of P.T.T. (Postmasters General) may consider issuing a special NATO stamp for inland use during 1959. In case this project might not be feasible in some member countries, this should not prevent others from carrying it out. Either one and the same design could be adopted for all participating countries, or each country could have its own design. (This proposal will be further dealt with in a separate document).