



THE HISTORY OF PEOPLE-TO-PEOPLE

Before his administration was two years old, President Eisenhower had formed the conviction that improved international relations—a goal to which he had dedicated himself and which was traditionally conducted on a government-to-government basis—might now also be approached along a new and wholly untraditional path.

He visualized the enormous amount of good that might result if individual citizens of the United States, in great numbers, would simply undertake to know personally and understand the citizens of other countries, and if they, in turn, would undertake to know and understand Americans.

Acting on his conviction, he called a conference in 1956 of Americans who, he felt, would be most interested in inaugurating such a program. It would be called People-to-People, he suggested, and would encourage Americans at all levels to establish contacts with people in other lands in the hundreds of ways that Americans for generations had developed for making friends. The new program continued its work throughout the Eisenhower administration.

At the close of President Eisenhower's term of office, a board of trustees, consisting of outstanding American business and cultural leaders was formed to continue the work of People-to-People. The organization was incorporated in Missouri in November, 1961, and a national headquarters, providing a central authority for all People-to-People activities, was established in Kansas City. General Eisenhower agreed to serve as chairman of the board of the nonprofit nongovernmental organization.

All presidents of the United States of America have served as Honorary Chairman of People-to-People and President Richard M. Nixon now serves in that capacity.

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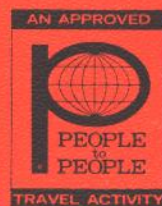
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THE
EDUCATIONAL TRAVEL INSTITUTE

presents

HIGH
SCHOOL



STUDENT
AMBASSADOR
PROGRAM



(A TRAVEL PROJECT FOR
HIGH SCHOOL STUDENTS)



The aims of the High School Ambassador Program:

To help promote better international understanding, exchange ideas with students and adults of other countries and provide the broadening and educational experiences of travel.



When President Dwight D. Eisenhower started People-to-People in 1956 he said, *"The aim is to build a massive program of communication between Americans and the*

citizens of other lands—to establish lasting two-way relationships from which international friendship and understanding could grow. The technique is to be direct—through people-to-people—as distinct from official government contacts."



Student Ambassadors depart Washington, D.C. for Europe

THE SUMMER OF 1970 will be the eighth year that organized groups of high school students will travel through Europe as People-to-People Ambassadors.

All participants automatically become members of People-to-People and are required, while in Europe and after returning home, to do whatever they can to further the aims of People-to-People; to portray the true American image abroad and help create goodwill and international understanding; exchange ideas and promote friendships with citizens of other countries.

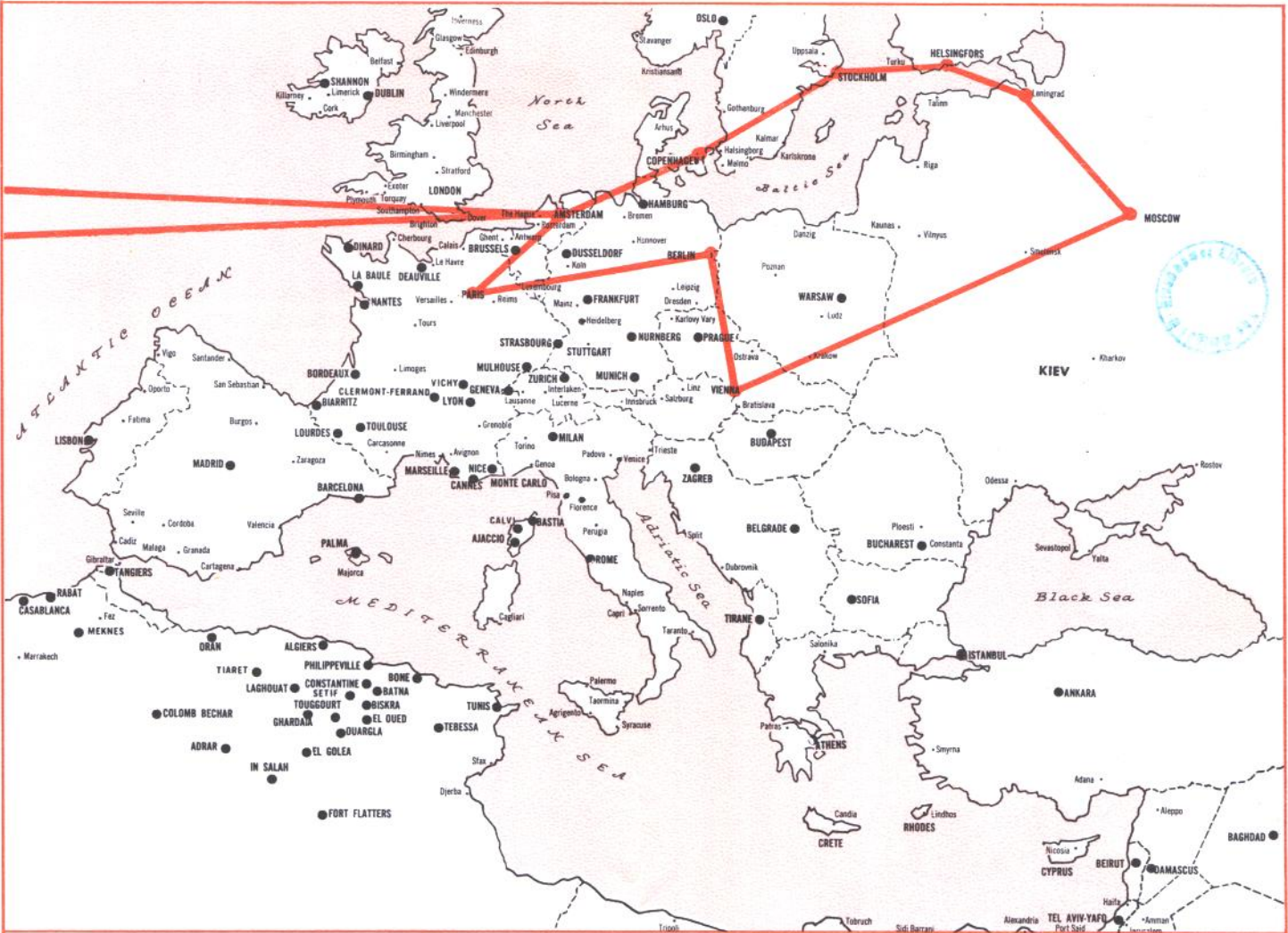
You are invited to apply for participation in this program if you can be a true People-to-People Ambassador.

This means that you must have a real interest in people; are stimulated by ideas new to you and that you can adjust quickly to different customs, foods and standards of service; that you have a desire to understand the peoples of other countries and to help them understand us; and that you believe there is a need to bring to them the true picture of America and our heritage. It must be emphasized that this program is not just a sightseeing trip with deluxe food and service everywhere.

BENEFITS As a participant you will tour European countries; meet the citizens of the countries in your role of "Ambassador"; visit those schools still in session and talk to the students, exchanging ideas and making new friends.

There will be homestays which will enable you to actually be a guest in selected homes so that you may become acquainted with the customs of other countries; visits to museums, historical spots and other points of interest.

There will be opportunities for you to participate with young people in social activities and sports.



THE TRAVEL PROJECT The travel part of the People to People High School Student Ambassador Program will cover about six weeks during which you will visit England, Netherlands, Belgium, France, Germany (Berlin), Austria, Russia, Finland, Sweden and Denmark.

The first step will be by air to Washington, D.C., at the close of the school term in June. In Washington, D.C., you will assemble for briefing by United States officials and representatives of Educational Travel Institute. There will also be an opportunity for sight-seeing in our nation's capital before departing for Europe.

From Washington, D. C., you will fly on jet aircraft of regular scheduled airlines to Europe where the groups will be met on arrival by chartered buses with experienced European drivers and English-speaking guides. For the next six weeks you will travel around Europe, staying in hotels as well as private homes. (Hotels are not of deluxe class and rooms will not have private baths:)

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All travel arrangements will be made by recognized agencies through Educational Travel Company.

QUALIFICATION High School Students recommended by the principal or a teacher, who are capable of properly representing and speaking for our country abroad, thus becoming "Ambassadors," will be carefully selected through a written application, health examination certificate and personal screening interviews. To qualify you must have a good school record and interest in people and international affairs.

PREPARATION If you are selected, you will meet with a teacher-leader for instruction and orientation starting during the second school term. (There will be a teacher-leader for each group of approximately 15 students. Appointment will depend upon their ability to lead, organize, instruct and chaperone.) With your group, you will have discussions about the areas to be visited; be given a list of required and suggested reading material; be briefed by guest speakers and receive complete orientation.



Student Ambassadors meet with Legislators on steps of nation's Capitol.

HOW TO APPLY Get an application form and four (4) copies of the official letters of recommendation at your school, from a teacher-leader, or write directly to the address below. Fill it out carefully and return it, along with a deposit of \$50.00, to:

**PEOPLE-TO-PEOPLE
HIGH SCHOOL STUDENT AMBASSADOR PROGRAM**

Mrs. Hazel A. O'Neil
73-700 Ironwood Street
Palm Desert, California
Phone: FI 6-2503

★★ **THE COST** The cost of the program, including all transportation, meals and lodging will be:

For groups originating in and returning to San Francisco or Los Angeles.....\$1648.50

For groups originating in and returning to Chicago\$1569.50

For groups originating in and returning to other cities the Chicago cost increased by the appropriate additional airfare.

In addition, there will be United States passport fees as well as personal spending money. Please read carefully the terms and conditions on the application form.

Participation in this program is individually financed. Airline Pay Later Plans, covering the total program cost, are available, requiring a minimum of 10% of total program cost as down payment, with up to two years for payment of balance.

★★Costs based on tariffs and taxes available as of 7/31/69.
