

(d) Publicity Arrangements

The Publicity Arrangements sub-committee of the GHC had Mr. Paul Malone as its Chairman. The sub-committee's meetings were attended by representatives of the CBC, Canadian Government Travel Bureau, Citizenship and Immigration, Government House, Queen's Printer, NFB, DND, RCMP, Treasury Board, Secretary of State as well as DEA. At its first meeting on May 22, the sub-committee's agenda included the following items: Organization (working groups, etc.); Discussion of programme; Accreditations; Press Room; Press Conferences; Press Briefings; Press Reception; Coverage of Address to Parliament by Radio and TV; and Press Accommodation. As the date of the presidential visit grew closer, the sub-committee set up a small Executive Group which met more frequently.

Perhaps the first job undertaken by this sub-committee was to have assembled 100 information kits for the visiting journalists which were forwarded to Washington for distribution well before the Presidential Party left there on July 8. This sub-committee also prepared a separate Public Information Handbook (see attachment "F") copies of which were sent to Washington before the presidential party left there.)

The Chairman of the GHC obtained, on behalf of the Publicity Arrangements sub-committee, the Prime Minister's approval for a press room to be set up in Centre Block; for a grant of not more than \$1,000. for hospitality to be made available to the Press Gallery; for arrangements to be made to televise and broadcast President Eisenhower's address to the joint session of Parliament.

The USA Ambassador in Ottawa informed Canadian officials of the President's dislike of communiqués. There was agreement between US and Canadian officials that the technique of announcements and press briefings was more satisfactory. Therefore it was agreed, in order "to satisfy the insatiable appetite of newspapermen for material on which to write their despatches" that Mr. Hagerty, Press Secretary to the President, and Mr. Nelson, Press Secretary to the Prime Minister, would hold press briefing sessions at 12:00 noon and 6:00 p.m. each day of the Presidential visit in Room 368 of the Senate. Three joint press statements were issued at these press briefing sessions on Safeguards Against Surprise Attack, on Export Policies and on Canada-U.S. Committee on Joint Defence (for texts see attachment "A").