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THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ME003

INCOMING

DATE RECEIVED: AUGUST 20, 1987

NAME OF CORRESPONDENT: THE HONORABLE OLYMPIA J. SNOWE

SUBJECT: REQUESTS PRESIDENTIAL LETTER OF GREETING FOR
THE FIRST GROUP OF SOVIET STUDENTS TO VISIT
THE UNITED STATES AS GUESTS OF THE SAMANTHA
SMITH FOUNDATION ON AUG 24 87 IN AUGUSTA, *

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION		DISPOSITION	
		ACT CODE	DATE YY/MM/DD	TYPE RESP	C COMPLETED D YY/MM/DD
LINDA WATSON		ORG	87/08/20		87/08/24
	REFERRAL NOTE:				
	REFERRAL NOTE:				
	REFERRAL NOTE:				
	REFERRAL NOTE:				
	REFERRAL NOTE:				

C.J

COMMENTS: *MAINE

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: _____
MAIL USER CODES: (A)MESS870824 (B) _____ (C) _____

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*ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                       *                       *CORRESPONDENCE:  *
*A-APPROPRIATE ACTION  *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM       *B-NON-SPEC-REFERRAL *                       OF SIGNER *
*D-DRAFT RESPONSE      *C-COMPLETED        *                       CODE = A *
*F-FURNISH FACT SHEET  *S-SUSPENDED        *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                       *                       OUTGOING *
*R-DIRECT REPLY W/COPY *                       *                       *
*S-FOR-SIGNATURE       *                       *                       *
*X-INTERIM REPLY       *                       *                       *
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LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

URGENT

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8/17

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USAIA, Da. Wick's
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Samantha
Smith Foundation
Group of Students
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USAIA will
send a draft over
Depends on
press conf. from conf.
8/17

- Aug. 24 lunch. - RR telegram ??

510342
BID. UNIT OFFICES.

OLYMPIA J. SNOWE
2ND DISTRICT MAINE

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Congress of the United States
House of Representatives
Washington, DC 20515

August 17, 1987

File

Aug 24

The Honorable Alan Kranowitz
Deputy Assistant to the President
for Legislative Affairs
The White House
Washington, D.C. 20500

Dear Mr. Kranowitz:

I am writing on behalf of my constituent, Mrs. Jane Smith, founder of the Samantha Smith foundation. I would like to request a letter of greeting for the first group of Soviet students to visit the United States as the guests of the Samantha Smith Foundation. This letter will be read during a welcoming ceremony on August 24th, at the site of the Samantha Smith statue in Augusta, Maine.

This group of ten Soviet teenagers, ages 15 and 16, will be visiting the United States for approximately two weeks. The purpose of this exchange program is to foster cultural understanding between the youth of the U.S. and the U.S.S.R.. While in the United States, the group will divide their time between Washington, Boston, and Maine.

Thank you for your attention to this matter.

Sincerely,
Olympia J. Snowe
OLYMPIA J. SNOWE
Member of Congress
2nd District, Maine

OJS/meg

see colleague on a phone

los

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director



August 17, 1987

MEMORANDUM TO: Ms. Linda Watson
Ms. Carolyn Atkinson
Presidential Messages Office
The White House

FROM: Stephen ^{gmc}M. Chaplin
Executive Assistant to the Director
United States Information Agency

SUBJECT: Proposed Presidential Message to Soviet
Participants Invited by the Samantha Smith
Foundation

We were informed late this morning by your office of a proposal that the President address a message to Soviet youth visiting the U.S. this week under the sponsorship of the Samantha Smith Foundation.

After checking with the President's United States-Soviet Exchange Initiative office, which is charged with handling U.S.-Soviet exchange programs, a recommendation was made over the phone to Ms. Atkinson. Ms. Atkinson requested additional information about the program and that information and a draft message from the President (in the event that the President decides to issue a message) are attached.

Please let me know if we can be of further assistance. I can be reached at 485-8752.



President's United States - Soviet
Exchange Initiative

Office of the Coordinator

August 17, 1987

MEMORANDUM FOR: Linda Watson
Presidential Messages Office

FROM: Stephen H. Rhinesmith *JHR*
Coordinator

SUBJECT: Presidential Message to Soviet
teenagers being hosted by Samantha
Smith Foundation

Summary

The Samantha Smith Foundation will host a group of ten Soviet teenagers in the United States from August 19 - 30, 1987. The Foundation has an agreement with the Soviet Committee of Youth Organizations to conduct reciprocal exchanges of young people for camping experiences in each country.

D/R has been tasked with drafting a Presidential message to the Soviet delegation to be read upon their arrival.

Background

The Samantha Smith Foundation was established to promote a student exchange program for American and Soviet school children in honor of the late Samantha Smith.

A group of American teenagers and adult escorts visited the Soviet Union for two weeks in July 1986 as the initial phase of the reciprocal exchange of young people between the Soviet Committee of Youth Organizations and the Samantha Smith Foundation. They met with Soviet school children in Leningrad and Moscow, spent five days at the Young Pioneer Camp in Artek and participated in the opening ceremonies at the Goodwill Games.

It was agreed that a similar group of Soviet teenagers would visit the United States in summer 1987 in response to the Americans' summer 1986 visit. The Samantha Smith Foundation has arranged a tour for the delegation which includes sightseeing, camp experiences and homestays in Washington, D.C., Boston and Maine.

Dear young Soviet visitors:

It is with great pleasure that I welcome you to the United States representing the first delegation of Soviet young people to participate in a reciprocal exchange program sponsored by the Samantha Smith Foundation.

As you know, one of my highest priorities for exchanges between our two countries is the free flow of ideas and information between the young people of our two countries. I personally place a high value on youth exchanges between the United States and the Soviet Union because our youth represent the future of our two societies.

In November 1985, I signed an historical agreement with General Secretary Gorbachev to increase contact between the citizens of our two great nations. Your participation in this exchange fulfills the mandate set forth in this agreement.

I trust you will have an enjoyable experience in the United States and will carry your memories of Americans and experiences in America back to your friends and families in the Soviet Union.

Best wishes and God bless you.

Sincerely,

Ronald Reagan

Samantha Smith Foundation

A Non-Profit Corporation

PROJECT S.A.M.E.
The Samantha Smith
Soviet-American Memorial Exchange

Student Exchange Proposal

Officers:

Jane G. Smith
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Judith Bielecki
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Jill St. John
Actress
Lee Saik
Child Psychologist
Guy M. Smith, M.D.
Physician
Robert J. Wagner
Actor
James Wyeth
Artist

I. Introduction

Project S.A.M.E. was initiated by the classmates and teachers of Samantha Smith at Maranacook Community School in Readfield, Maine, following her death in August 1985. It was organized by William Preble, Samantha's teacher and faculty advisor. The project consists of 22 students and 3 teachers, who have committed themselves to keeping alive Samantha's dream of peace and understanding between the people of the Soviet Union and the United States.

Project S.A.M.E. was the first major activity to be sponsored by the Samantha Smith Foundation, in the hope that it would become a model for an ongoing exchange program between young people of these two great nations.

In the summer of 1986, the first phase of the exchange was carried out when the students and teachers from Maranacook, accompanied by Jane Smith and Foundation board members, visited the Soviet Union for twelve days under the co-sponsorship of the Committee of Youth Organizations of the U.S.S.R. and the Goodwill Games. During that time, they toured Leningrad and Moscow, met with Soviet children in these cities, spent five days at ARTEK in the Crimea, and participated in the opening ceremonies of the Goodwill Games in Moscow.

The following proposal will outline our goals and plans for completing the exchange in the summer of 1987, with a reciprocal visit of Soviet students to the U.S., under the sponsorship of the Samantha Smith Foundation.

II Goals

The mission of Project S.A.M.E. is to initiate a student exchange program for Soviet and American school children in honor of Samantha Smith. Her historic journey to the Soviet Union underscored the desire of people everywhere for a constructive dialogue between our two nations. By this exchange, we hope to continue the work that Samantha and her family began.

In the Soviet Union, the United States, and throughout the world, Samantha's journey symbolized the hope that, through our children, we may find a path to understanding and peace.

Box 60, Manchester, ME 04351 (207) 623-1306

A continuing exchange will provide American and Soviet children with a similar cross-cultural experience.

Specifically, the goals of the Soviet-American Memorial Exchange comprise three activities:

- 1) To establish an ongoing exchange of Soviet and American school children, aged 10-16, with a preference for children aged 10-13.
- 2) To build living memorials to Samantha, and the ideals she symbolized, consisting of trees and flowers brought from the U.S. to the U.S.S.R. and, likewise, from the Soviet Union to sites in the U.S.
- 3) To serve as a model of cooperation, trust and mutual respect between the peoples of our two nations, and to foster continuing interaction between American and Soviet children.

III Completing the Exchange

Phase I of Project S.A.M.E., the visit of Samantha's classmates to the Soviet Union, was completed in the summer of 1986. We propose to complete the exchange in August 1987, by hosting a group of Soviet school children, aged 10-16, teachers and counselors from ARTEK in the United States. We hope to replicate the size and experience of the Maranacook group as nearly as possible, and therefore, offer the following program:

- 1) To host a group of up to 28 persons, consisting of 20-22 students, accompanied by teacher/chaperones, C.Y.O. personnel and counselors from ARTEK. We understand that it might not be possible for children we met last summer to be included, but feel that if some familiar faces were included among the students, counselors and C.Y.O. personnel accompanying the group, it would greatly enhance the continuity that forms the basis for longlasting friendships.
- 2) The Soviet children, teachers and chaperones will spend three days sightseeing in each of the cities of Washington, D.C. and Boston. As was the case in the Soviet Union, the group will have the opportunity to meet with representatives from children's groups such as the YMCA and Campfire Girls in each city.
- 3) The Soviet group will travel to Maine and meet the students and teachers from Project S.A.M.E. at a Maine summer camp. There they will spend five days together, participating in typical American summer camp activities, and special programs dedicated to Samantha Smith and to furthering mutual understanding and friendship

A detailed itinerary of proposed activities is included with this

proposal. We invite your comments and suggestions regarding any of the proposed plans. (See Sections VII and VIII).

IV Accommodations

The Soviet guests will stay for the longest period of time at Alford Lake Camp in South Hope, Maine (located near Union, Camden and Rockland, Maine). Alford Lake Camp is one of the longest-established American camps. Privately-owned, it celebrated its 80th birthday in 1986.

The camp's owner and Director, Mrs. Jean G. McMullen from Cape Elizabeth, Maine, is the immediate Past President of the American Camping Association and has been a leader in the camping movement in America for several decades.

Alford Lake Camp has a staff of highly trained counselors who will be at the disposal of the Samantha Smith Foundation to use as we may require in planning and implementing the outdoor portion of the camping experience. These people will be carefully chosen by the Foundation for their expertise in waterfront sports and supervision, arts and crafts, gymnastics, horseback riding, hiking, tennis, archery and nature.

The camp has been attended by the children of several world leaders and, has received security clearances on several occasions. It is located in a rural section of the state, consisting of nearly 500 acres of playing fields, wooded land and nearly a mile of shore frontage on Lake Alford. The camp is served by a single main paved road which is more than 1/4 mile from the sleeping quarters which will be used by our children. Access to the camp is further controlled by a gate at the entrance to the grounds, and the fact that the Director's home and office is located alongside the road leading into the camp.

Sleeping arrangements are clean and comfortable. The wooden tent platforms and frames, covered by large white canvas tents, sleep six children. We had envisioned an even number of American and Soviet children in each tent, with one live-in counselor or group leader per tent.

The camp provides modern showers and bathroom facilities, a large dining and indoor recreational area, a theater, art and music building, tennis courts, riding stables, supervised gymnastics area, supervised sailing, swimming, canoeing, kyaking and horseback riding. It is considered to be one of the finest summer camps in New England and thus, is an appropriate site for this memorial exchange. A stay at Alford Lake Camp by Soviet and American children will also be a special tribute to Samantha Smith. Prior to her trip to the Soviet Union, she had visited this camp and planned to return there as a camper. For all of these reasons, it is an ideal site in which to honor her memory.

In Washington, D.C. and Boston, arrangements are being made to provide lodging, based on considerations of security, comfort and proximity to tourist activities. At present, two options are being considered for each city:

- 1) Small, first-class, secure hotels not usually frequented by large tourist groups or delegations, such as the Georgetown Inn in Washington and the Sheraton Commander in Cambridge, Mass. (near Harvard) outside Boston. Both hotels provide excellent service, controlled access, and parking space for coaches at the entrance.
- 2) The second option is to provide more total security in a private school setting that is not open to the public. In this case, the students will be housed in dormitories. Possibilities in Washington include Sidwell Friends School and St. Albans School. In Boston, we are considering Harvard or Phillips Andover Academy (40 minutes by bus from Boston). All sites feature private security police, and controlled access to the campus.

We invite comments as to your preference on this matter.

V Expenses

The Samantha Smith Foundation will cover all internal costs involved in the Soviet delegation's stay in the U.S. These include all travel, accommodations and meal costs.

We request that appropriate Soviet institutions cover the cost of the delegation's round-trip plane tickets between the Soviet Union and the United States.

VI Methodology

Project S.A.M.E. has been fortunate to receive a great deal of assistance toward accomplishing its goals. Teachers at Maranacook have volunteered their time and expertise to help prepare S.A.M.E. students for a Soviet-American exchange experience. In addition, we are working closely with Cynthia Lazaroff, Director of USA/USSR Youth Exchange Project, and Roberta Snow, Founding President of Educators for Social Responsibility. We are consulting with the President's U.S./Soviet Exchange Initiative Office at the United States Information Agency in Washington, D.C. All of these people have agreed to help us, in order to make this exchange as successful and meaningful as possible. Maine's Governor Joseph Brennan has expressed full support for the project, as have U.S. Senators George Mitchell and William Bradley.

We are producing a documentary film of this exchange in both the United States and the Soviet Union for educational distribution to

schools and youth organizations, as well as possible television broadcast. We invite Soviet TV and/or film coverage as well.

As was the case with our visit this past summer, student safety and professional supervision are primary considerations. The participation of educators offers a high level of student supervision for all activities. Professional staff with appropriate experience will be retained to accomplish the goals of the project. Safety and security issues which arise in planning will be addressed by all necessary officials in both countries.

VII Proposed Itinerary (1987)

August 14	Travel from Soviet Union to United States
14	Arrive Washington, D.C.
15,16,17	Tour Washington, D.C.
18	Fly to Boston, Massachusetts
18,19,20	Tour Boston
21	Travel to Alford Lake Camp in Maine
21,22,23	
24,25	Activities in Maine
26	Leave to return to Soviet Union
27	Arrive Soviet Union

VIII Tentative Schedule

Washington, D.C. (August 15-17)

Soviet students will meet representatives from area YMCA and Campfire Girls and tour major sites, including the Smithsonian, Capitol Children's Museum, bus tour of monuments and other historical sites of interest. Reception with members of U.S. Congress.

Boston, Massachusetts (August 18-20)

Soviet students meet representatives of above-mentioned organizations and tour major sites of Boston area, including the New England Aquarium, Quincy Market, Children's Museum, and Science Museum. Press Conference at Science Museum.

Alford Lake Camp, South Hope, Maine (August 21-25)

Soviet students meet students from Project S.A.M.E., who visited the U.S.S.R. in the summer of 1986. Daily activities will include morning exercises, optional group activities, such as archery, horseback riding, arts and crafts, canoeing, games, sailing, swimming and informal team sports. Also planned are nature hikes, singing of Soviet and American songs, acting out short skits based on the theme, "The Impact of Samantha's Life on Us,"

evening concerts, and a Samantha Smith Memorial Tree Planting Ceremony, as described earlier in this proposal.

In addition to breakfast, lunch and dinner provided daily, there will be established rest and sleeping schedules. All activities will be supervised by qualified personnel.

IX Conclusion

It is the hope of the Samantha Smith Foundation that, through this reciprocal visit of Soviet children to the United States, we will complete the model for student exchanges that was begun so successfully in 1986, and that it will serve as a fitting memorial to Samantha's efforts to promote individual contacts between Soviet and American youth.

APPENDIX A

THE SAMANTHA SMITH FOUNDATION

GENERAL INFORMATION

I. INTRODUCTION

Samantha Smith was the ten year old child from Manchester, Maine, who, in December, 1982 wrote a letter to Yuri Andropov to congratulate him on his appointment as Soviet Premier. In her letter, Samantha confided: "I have been worrying about the Soviet Union and the United States getting into a nuclear war." She wrote, "Are you going to vote to have a war or not? If you aren't, please tell me how you are going to help not have a war."

World attention focused on the "All American" child when, in the spring of 1983, Mr. Andropov answered Samantha: "The Soviet people know all too well how disastrous and terrible a war can be," and invited her to visit the Soviet Union in order to experience its culture and meet some Soviet children. Accompanied by her mother and father, Samantha toured the Soviet Union, joining Soviet children in a variety of programs and activities. Her trip was celebrated and noted worldwide by the media. She returned home, having inspired all Americans' hope for progress and cooperation, a symbol of the catalytic role individuals can play to further international understanding.

On August 25, 1985, Samantha's voice on behalf of person-to-person international cooperation and understanding was silenced when she and her father, Arthur, were killed in an airplane crash. In a statement following the tragedy, Samantha's mother, Jane Smith, said: "Each generation contributes a building-block for the next generation. As individuals, we are the particles of earth from which the blocks are formed. I hope Samantha and Arthur have helped us realize how important each one of us can be. Samantha couldn't accept people's inhumanity to one another. She stood fast in the belief that peace can be achieved and maintained by humankind."

II. BACKGROUND AND HISTORY OF THE SAMANTHA SMITH FOUNDATION

Upon Samantha's death, Jane Smith committed herself to realizing her daughter's dream and to carrying out her legacy by creating a foundation in her name. The Samantha Smith Foundation was incorporated in October, 1985 to foster international understanding in Samantha's spirit through person-to-person contact.

A. Need Statement:

Samantha Smith was an extraordinary girl who expressed the hopes and prayers of America's heartland. In doing so, she captured the world's imagination and embodied the hope of millions of Americans for world peace in the 20th century. Through Samantha's act, not only Americans, but people throughout the world, especially children, understood the impact one person's actions can have in the international arena. And, most importantly, they understood that barriers can be broken by individual Americans reaching out to foreign citizens.

The Samantha Smith Foundation is channeling this consciousness and spirit by reaching out to all Americans, particularly those who are not part of any "peace" movement or organization. The Foundation is, in addition, identifying and galvanizing new leadership in the media, business and government communities to guide this effort for international understanding.

The new era we have entered, of improved U.S.-Soviet relations, not only makes these actions possible, but undergirds the need for an institutional presence like the Foundation's. The successful completion of the first U.S.-U.S.S.R. summit in six years; the signing of post-summit cultural accords; the initiation of a nuclear weapons test ban by the Soviets, and the promise of continued dialogue between the two heads of state open the doors for increased citizen-to-citizen dialogue in the coming years. In addition, public opinion polls and media coverage demonstrate that a diverse American constituency favors a negotiated approach to conflict resolution.

Thus, the Samantha Smith Foundation was launched concurrent with the American public's search for a vehicle expressing its new-found hopes for global harmony and understanding. By embodying Samantha's spirit, the Foundation is uniquely situated to develop the programs to harness these sentiments, to unleash individual initiatives, and to provide a continuing and visible focal point in American life for our commitment to democracy and international understanding.

The Foundation's goals, the singular vehicle it offers for the promotion of individual global understanding because of Samantha's impact on people throughout the world, as well as their decision makers, all give the Samantha Smith Foundation a truly unique opportunity.

B. Accomplishments to Date:

Since its inception in October, 1985, the Samantha Smith Foundation has made great strides toward developing its unique institutional opportunities. In a packed ten months, the Foundations's programmatic accomplishments include the following:

- o development of a major motion picture for television, "The Samantha Smith Story," produced by Columbia Pictures Television in association with Robert Wagner, aired by NBC, and coproduced in cooperation with Sovinfilm. This is to be shot in both the U.S. and U.S.S.R., a "first" for dramatic television, which we hope will be broadcast simultaneously in the two countries.

- o development of a spotlighted role for the Foundation at the Goodwill Games in Moscow in July, the first summer international sports event to bring American and Soviet athletes together since the 1976 Montreal Olympics. A film segment on Samantha was broadcast during the Games, and some of her Maine classmates were present.
- o development of the International Youth Art Competition, co-sponsored by the Foundation and The Goodwill Games/Turner Broadcasting Systems, encouraging thousands of young Soviets and Americans to express their thoughts about international understanding through their artistic creations. Two U.S. winners and their parents traveled to Moscow in July for the Games and up to fifty finalists received savings bonds and certificates of achievement. The winning artwork was exhibited during the Games at a special pavillion named for Samantha, and will tour in selected U.S. cities.
- o the commitment of key experts and board of directors to the development of the Foundations structure and program. Ms. Lisa Goldberg, Vice President, The Charles Revson Foundation served as the Foundation's initial coordinator. Also involved in significant roles are Bobbi Snow, past President of Educators for Social Responsibility, Cynthia Lazaroff, director of the US-USSR Youth Exchange Program, Dr. Richard Chasin of the Nuclear Psychology Project, Lee Salk, child psychologist, Matina Horner, President of Radcliffe College, Laura Rockefeller Chasin, social worker, Joan Benoit Samuelson, gold medal Olympic marathon runner, and Robert Legvold, Director of the Harriman Institute.
- o the financial commitment of major funders such as the Rockefeller Family and Associates, Jay Harris Foundation, Charles Revson Foundation, Rockefeller Family Fund Arca Foundation, Bellwether Fund as well as substantial grassroots contributions and local funding.
- o the public appearance of Jane Smith and her board members at numerous media and civic events to express the Foundation's commitment to carrying out Samantha's simple dream. These events have included: the dedication of a statue of Samantha

in the Maine state capital; interviews on the "CBS Morning News", the "Today Show", "Entertainment Tonight" and "People are Talking"; press conferences with Maine Senators George Mitchell and William Cohen announcing the introduction of federal legislation to support youth exchanges; the Samantha Smith Memorial Concert at the Cathedral of St. John the Divine in New York City in November, 1985 which was covered by ABC and NBC; discussions at the University of Maine with a visiting delegation of Soviet educators; a meeting with Vice President George Bush at the White House on December 17, 1985 in conjunction with the Goodwill Ambassadors' announcement of the Goodwill Games; and a keynote speech at Adelphi University on "American Youth: Can We Make a Difference?"

- o the establishment of the Samantha Smith Soviet American Memorial Exchange program (S.A.M.E.), which sent 20 of Samantha's classmates to the U.S.S.R. for twelve days in June and July, 1986 and a planned return of 10 Soviet students of Samantha's age and 3 adults to Maine for a return visit next summer. The Foundation's special relationship with Soviet leadership positions it to initiate these groundbreaking activities.

C. Program Objectives:

With Samantha's singular achievements in mind and its 1986 program in place, the Samantha Smith Foundation has launched its long term program planning. Each program of the Foundation will:

- o reflect Samantha Smith's identity as a proponent of international understanding on a person-to-person basis;
- o promote America's dream for a new international climate, rather than to change public policy on specific issues;
- o seek to reach and move those young people and families in the American mainstream, who have not been touched by organized movements;
- o generate broad popular enthusiasm and involve participation by the public on the widest possible scale;
- o develop high visibility by the media, and include a media component in order to multiply participation in Foundation activities; and

- o stress children's personal contact and initiatives thereby complementing the important ongoing role of other organizations.

To ensure the development of a diversified and sophisticated institution which can meet these goals, the Foundation seeks support for this program development process, the coordination of activities already commenced, and for the development of new ideas or opportunities as they are presented to its leadership.

III. PROGRAM PLAN

As noted above, the Samantha Smith Foundation has crafted a core 1986/87 program which represents critical first steps toward the Foundation's long-term goals, and for which complete financial support is not in place. This program includes:

- o a summer exchange program between US and Soviet children and their families which will serve both as a memorial to Samantha and as a model for a subsequent nationwide program;
- o two strategy sessions which will, for the first time, bring together experts and newcomers to the field of youth exchange and education;
- o production of a documentary educational film regarding youth exchanges;
- o the International Youth Art Competition exhibit and tour to four US cities;
- o development of a model national children's membership organization devoted to fostering international understanding through children's exchange and education;
- o development of educational materials for classroom use in conjunction with the airing of "The Samantha Smith Story", and materials inspired by the proposed conferences; and
- o launching of a national newsletter for children.

These activities, which represent the program areas in which the Foundation will be engaged in future years, are described in detail below. Some suggestion of their future developmental potential is also noted.

A. Model Exchange Program

An overriding priority of the Foundation is the initiation of exchanges between Soviet and American children. The first step in this program was to send 20 of Samantha's classmates to the Soviet Union this summer, and to host, next summer, the visit of 10 Soviet children who met the American children. The mission of this exchange is to provide Soviet and American children with a similar cross-culture experience so that they may illustrate to citizens of all nations the benefits of constructive dialogue.

This historic exchange will be entirely documented by professional filmmakers who are committed to communicating the vision of this exchange, as well as to preserving it for future generations. We also plan to inform children through such publications as "The Weekly Reader", "Highlights", and "Junior Scholastic".

The potential for future creative exchanges between US and Soviet children is vast. The Foundation's program staff is identifying ways to link children's groups of diverse interests and backgrounds with their Soviet counterparts. For example, exchanges are envisioned that will bring together children interested in specific sports, hobbies or school subjects. Another exchange may focus on cross-cultural experiences for Soviet and American children who are interested in computers; another, for students who love wilderness excursions, and another for students interested in the arts.

We feel that it is critical to provide the means for the Samantha Smith Foundation to make these dreams a reality, in a timely manner and positive environment; thereby creating programs that can be replicated in a variety of contexts in the future.

B. Innovative Media Programs

In developing its activities, the Samantha Smith Foundation seeks not merely to make itself available for media coverage, but to involve the media as an integral component of its programs, in order to maintain an ongoing and vital presence that is visible to all Americans. With this goal in mind, the Foundation will serve as a catalyst for the development of media projects, including feature length films, dramatic television specials, and series, and original advertising campaigns. In contrast to the doomsday films of past years, such as "Testament" and "The Day After", or movies like "Rambo" or "Missing in Action", which glorify individual acts of violent retribution against ideological enemies, the Samantha Smith Foundation will encourage the production of a fresh set of images about US-Soviet relations.

It is the Foundation's hope that these media projects will provoke individual initiatives by touching children and their families in the way the coverage of Samantha did. These media projects will also provide a creative bridge between the two nations as the Foundation will work toward broadcast of programs in both countries.

The Foundation has contacted the most expert Hollywood and Madison Avenue professionals to develop and implement these plans. "The Samantha Smith Story", as noted above, is in production with Columbia Pictures Television. A landmark co-production is under discussion with Sovinfilm, the Soviet agency for foreign films. Finally, the development, promotion, and airing of such films provide special opportunities for development of complementary public education activities.

C. Educational Programs

Educational programs which creatively address the need for improved Soviet-American relations are of paramount interest to the Foundation. Plans include the development of both in-classroom and at-home educational materials. The Foundation has consulted on curriculum guides, books and educational materials, and plans a biographical book published by a major publisher. The educational documentary as outlined above. Also the Foundation has sponsored one conference and is planning two additional conferences.

1. Conferences for Educators/Youth Exchange Leaders

The first Foundation conference was a meeting of twenty core leaders involved in US-Soviet student youth exchanges and education. The conference, for the first time, brought key institutional representatives in the youth and education fields together in order to develop a coordinated national strategy for Soviet-American youth exchanges and education. Conferees considered creative new ways to move exchange programs forward and plan a process of systematic communication to enhance the capability of all those in the field.

The second set of conferences will be held in the spring of 1987--one on the West Coast and one on the East Coast. They will initiate new opportunities for teacher-student activities in the area of US-Soviet youth exchanges, and will encourage participation in the activities of the Samantha Smith Foundation by developing plans for replicating Foundation projects throughout the country. Most importantly, they will position the Samantha Smith Foundation in the catalytic leadership role in this developing field.

2. Children's Membership Organization

Through an innovative combination of direct marketing and direct mail strategies, the Foundation will test the possibility of creating a broad-based children's membership organization. The Foundation has discussed this program and has begun planning for it with two nationally recognized experts: Roger Craver, founding partner, Craver, Matthews and Smith; and Mike Mitchell, President, Worldwide Sports and Entertainment. The first stage of this organization will be to produce a national children's newsletter which will be published every other month during the school year. This newsletter will serve as a catalyst for ideas and networks.

IV. ORGANIZATIONAL DEVELOPMENT

The administrative structure of the Samantha Smith Foundation consists of an incorporating Board of Directors, and Advisory Board of Directors, consultants and staff. Jane Smith is Board President.

The staff of the Foundation includes an Administrative Director and Administrative Assistant, based in Augusta, Maine; a volunteer foundation director, based in New York City; a financial development consultant; a film consultant and two program development consultants. The staff has presented a detailed organizational development plan, approved by the board in March 1986.

V. FINANCIAL DEVELOPMENT

The development activities of the Foundation are designed not only to enhance and expand the Foundation's educational, exchange, and media programs, but also to reach its three audiences: children, exchange and educational leaders, and "Middle America". In addition to comprehensive foundation/corporate sponsorship and individual donor campaigns, the Foundation plans to identify and utilize the commitment of a number of prominent Americans in support of special events.